

SUMMARY

HoopsU.com is one of the most-visited and most-read basketball websites on the Internet. The content, predominantly for basketball coaches and basketball players is authentic, unique, and relevant.

HoopsU.com was established on 9-11-1999, proving it to be a lasting internet business. With a recent 2011 site overhaul, the traffic has also been expanding at a great pace.

Becoming a HoopsU.com advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

To discuss your advertising needs, please contact Tony Alfonso at coachfonz@hoopsu.com.

SITE TRAFFIC

These are the traffic statistics for the the month of May 2011 as reported by Google Analytics. In addition, HoopsU.com has more than 600+ RSS or email subscribers and 1500+ Twitter/Facebook/LinkedIn followers.

- Over 92,000 monthly page views
- Over 32,000 visits per month
- Over 27,000 absolute unique visitors per month
- 2.87 average page views per user
- 2:04 average time on site

At Hoops U, we offer a variety of ads to help support you in your advertising. Scroll the list below to find an ad that fits your need.

We will also work with you as best we can to help you in the best way possible.

Descriptions and prices are listed below. The ads in each description are highlighted in the image in yellow.

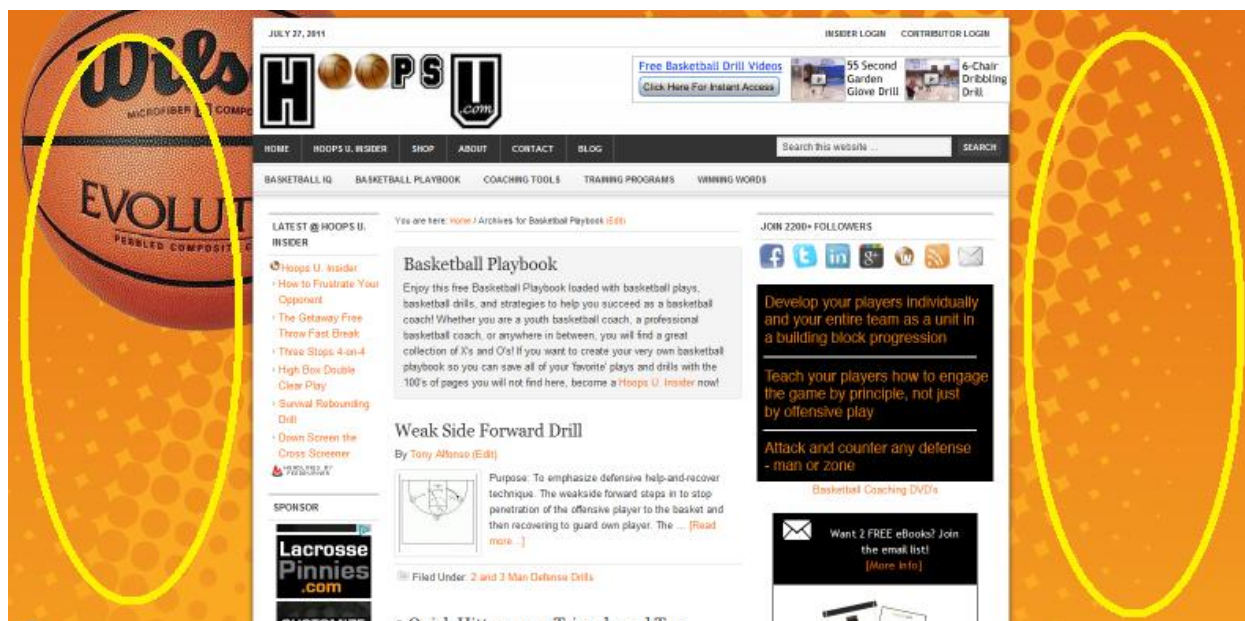
Hoops U. Site Skin

\$100.00 Per Week

An incredible, can't-miss opportunity to ensure every visitor to HoopsU.com is exposed to your product. This is a great method to advertise your new product, book, or DVD!

One site skin is available per week. You may purchase more than 1 week if available.

- Custom designed site background using your graphics and images. You can create the background or our designer can do it for you. To have HoopsU.com create the background will require an additional \$50 (one-time payment).
- Featured site wide for one week & 100% dedicated to your project!

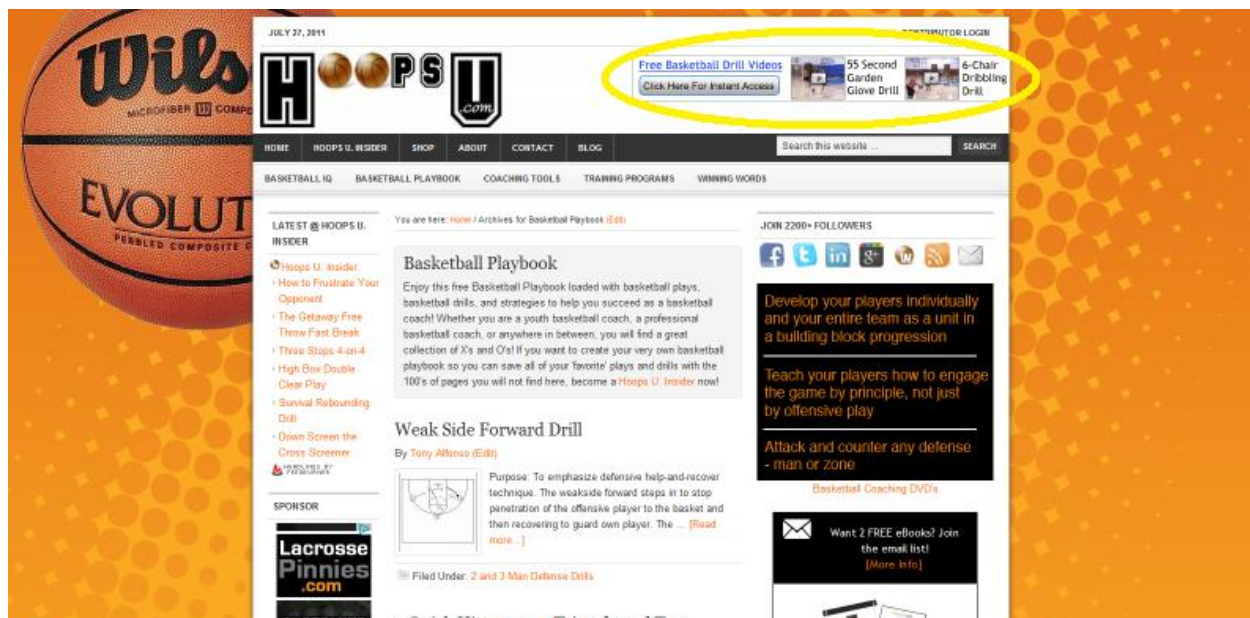


Hoops U. Top of the Page Banner

As low as \$70.00 per month

You own the position for the month! Your banner is displayed on the top of every page on HoopsU.com! Get ultimate saturation of your product to our audience.

- Site Wide Banner featured on all pages throughout the site
- 468x60 banner (gif, jpg, swf, png)
 - One Time: \$100 per month
 - 3-Month Pack: \$95 per month (you save \$15.00)
 - 6-Month Pack: \$85 per month (you save \$90.00)
 - 12-Month Pack: \$75 per month (you save \$300.00)



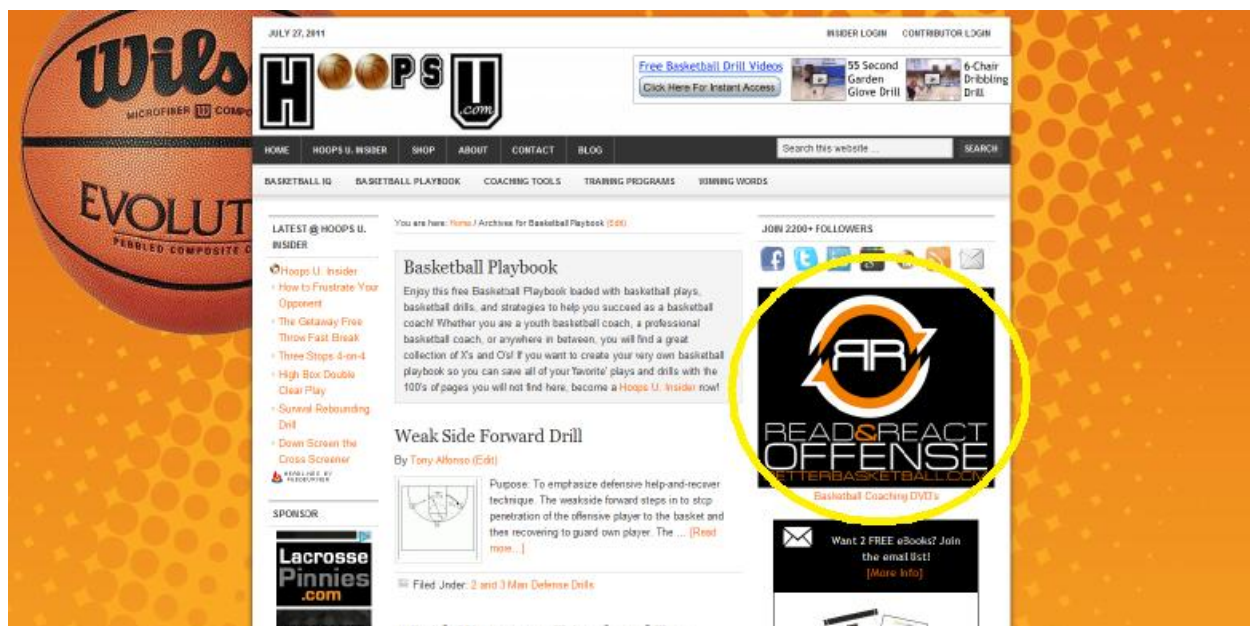
Top Sidebar Individual Page Ad

\$50.00 per page per month

This ad placement does not automatically run on all pages. You get to pick the page or pages where you want your ad to run!

This is a great spot if your product matches up with the category page! For instance, if you are selling a book full of basketball drills, you can choose to run your ad only on the 'Basketball Drills' page!

A highly visible ad on the top of the right sidebar.



Right Sidebar Ads

Position 1: \$50.00 per month

This is the top sidebar ad just below-the-fold. It runs on all pages on HoopsU.com for maximum exposure.

Usual size for this ad is 300 x 250. We can generally accommodate any size as long as the width is less than 300 pixels.

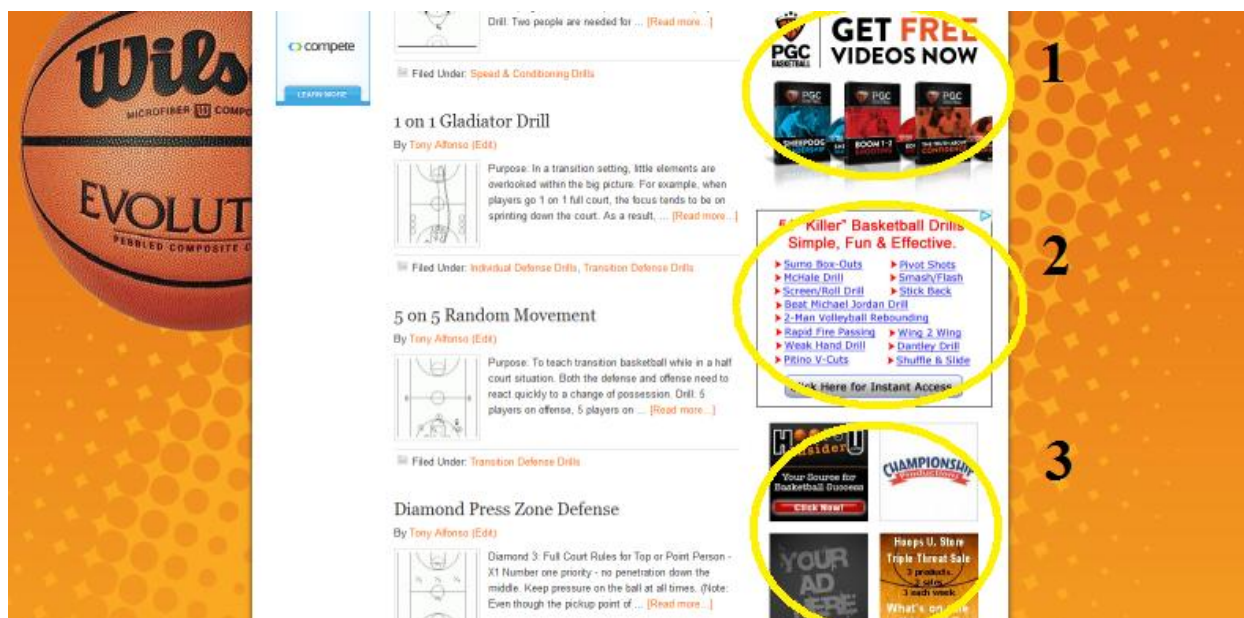
Position 2: \$20.00 per month

This is the same as the 'Position 1' ad except it is in one position lower.

This ad also runs in rotation with another ad, hence the more affordable price.

Position 3: \$30.00 per month

These ads are 125 x 125 pixels and appear in the right sidebar. The position of the ad may rotate from page to page, but it gets displayed on every page of HoopsU.com.

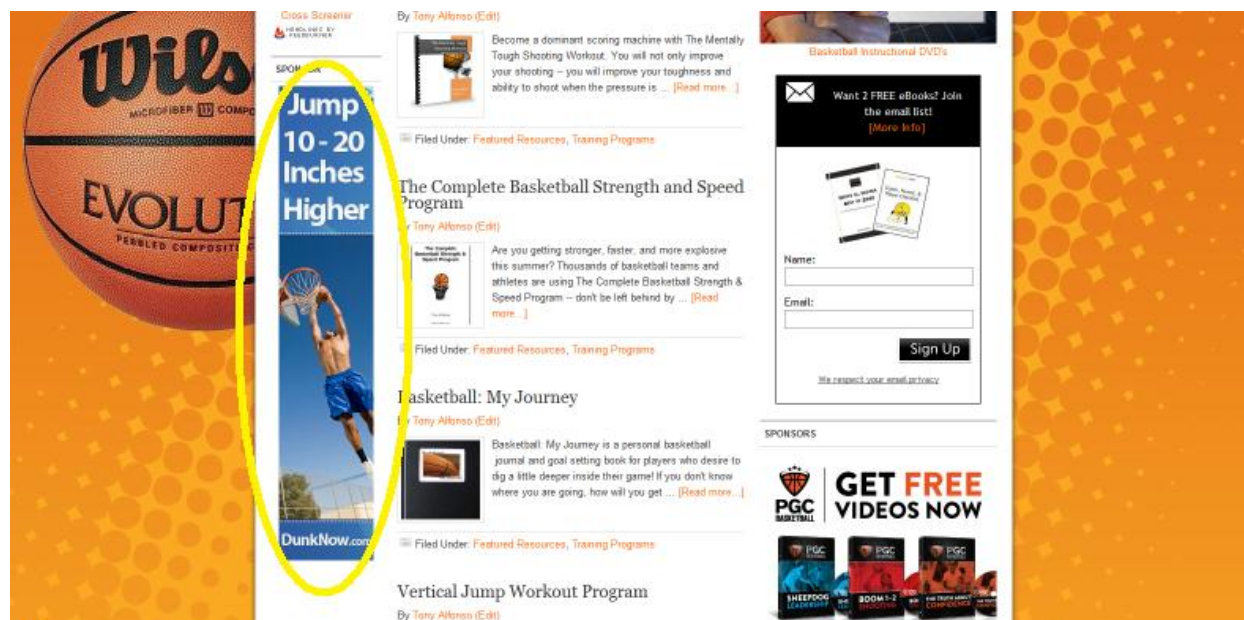


Left Sidebar Ad

\$50.00 per month

Another above-the-fold to get maximum exposure!

Ad size can be the skyscraper style as shown or something smaller. A smaller ad will see a reduced price. The width of this ad, however, should not exceed 125 pixels.



Content Ads

\$50.00 per page per month

This ad gets placed on any content page of your choosing. A great placement if you have an ad specific to a content article. For instance, if you have a DVD on the 2-3 zone, you could place your ad specifically on an article about the 2-3 zone.

- This placement is always above-the-fold. Placed at either the top of the content or after the 1st or 2nd paragraph. Placement is ultimately decided by HoopsU.com, but it will always be above-the-fold.
- General ad size is approximately 336 x 280. 300 x 250 is also a good size to run here.

Contributor Bonus:

If you contribute an article to HoopsU.com and would like to place an ad with your article, you will receive that ad for 1 FREE month! After 1 month, you can pay to keep the ad for your desired length of time or do nothing and an ad will be placed there by HoopsU.com.



Text Link Ads

Prices vary. See table below.

Text link ads are generally more affordable than image ads, depending upon length and number of links.

Text links run at the bottom of the right or left sidebars.

A great way to spread the word about your site and/or product.

	3 months	6 months	12 months
1-3 links	\$70	\$130	\$240
4-6 links	\$130	\$240	\$450
7-10 links	\$240	\$450	\$750

adequate.

The following diagrams will show the basic movements of the swing offense. The swing offense is designed to utilize the advantages the offensive team may have over the defense to get high percentage shots from all areas of the court.

2] To begin the swing offense, start in the basic swing positions.

When #1 brings the ball up the basketball court, he can look initially to #5 (5 may be able to seal his defender). Most often though, #1 will initiate the swing offense with a pass to #3. #3 may have to make a V-cut in order to get open.

On the weakside, #2 and #4 will interchange. This is done to keep the weakside defense active and less in a position to help.

Note: Notice the triangle formed by the three offensive players on the ballside. One of the rules of the swing offense is that there should always be a triangle on the ballside. Most of the time this occurs with a backscreen or a cut, however, if the offense breaks down (wrong cut, wrong screen, etc...) a player will have to recognize and act in a positive on the floor to create a

CHAMPIONSHIP
AD
HERE

HOOPS
INSIDERS
Your Source for
Basketball Success
CLICK NOW!

Hoops U. Store
Triple Threat Sale
3 great
3 must haves
What's on sale
they want?

CATEGORIES

- Basketball IQ
- Basketball Playbooks
- Basketball Drills
- Insights Playbooks
- Man-to-Man Defense
- Motion Offense
- Special Situations
- Zone Defense
- Zone Offense
- Coaching Tools
- Training Programs
- Winning Words

RECOMMENDED

All NBA Tickets and HGAs
Basketball Tickets are now
available at great prices
through Ticket Broker

Winners, some! Find Latest
Tickets, Video Tickets, Heat
Tickets, College Tickets, and
many more today!

RECOMMENDED

Watch Games using Prime HD
Programming from Verizon
HD TV

GUIDELINES & POLICIES

Guidelines

The design of your ad is your responsibility. If you would like our graphic designer to design your ad, let us know and we will get you a price quote.

Sizes and dimensions are enforced for everyone's mutual benefit.

Review

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

Rates

All rates are subject to change. You may guarantee the price of ads by booking and paying in advance.

Payment

You can pay for ads via PayPal, phone, check or money order. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

Additional Information

For additional questions about advertising, please [contact HoopsU.com](#).