

A large, orange basketball with black lines is positioned on the left side of the image, resting on a light-colored wooden floor. The background is a blurred view of the same floor, extending into the distance.

The HoopsU.com 2016 Advertising Kit

Helping you reach your intended audience
of basketball coaches, players, parents, and
fans!





Summary

Hoops U. (www.HoopsU.com) is one of the most-visited and most-read basketball coaching resources in the world. 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. Traffic has grown at a steady pace each and every year and continues to grow even greater with our following entities:

- **Hoops U. Basketball Coaching Academy** (www.HoopsUAcademy.com): Our premium membership site for basketball coaches.
- **Hoops U. Basketball Store** (shop.hoopsu.com): Our e-commerce store with Hoops U. brand products as well as videos, books, equipment and more from a wide range of companies and suppliers.
- **Hoops U. Basketball Coaching Clinic**: Our live basketball coaching clinic event began in Spring 2013 (currently looking for partners and sponsors to continue this fantastic live, in-person and streaming clinic).

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 monthly averaged traffic statistics for the period of January 1, 2015 through December 31, 2015 as reported by Google Analytics.

- Over 82,000 monthly page views
- Over 45,000 sessions per month
- Over 34,000 unique visitors per month
- 1.82 average page views per user
- 1:39 average time on site

Note: Monthly views and visits are more than 2x greater than the average numbers shown above during our 'peak' in-season of October-March.

In addition, HoopsU.com has the following network and social media reach (which we will target with your advertising):

- 11,000+ email subscribers
- 5,000+ followers via Twitter, Facebook, LinkedIn, YouTube

[as we are consistently gaining new subscribers and followers, please contact for current numbers]



Advertising Options

At Hoops U, we offer a variety of ads to help support you in your advertising. Scroll through the following pages to find an ad option that fits your need and/or budget.

If you have ideas or options you do not see in the following pages, please let us know. We will do our best to help you reach your mission and goals.

Descriptions and prices are listed for each ad option. The ads in each picture are highlighted in red.

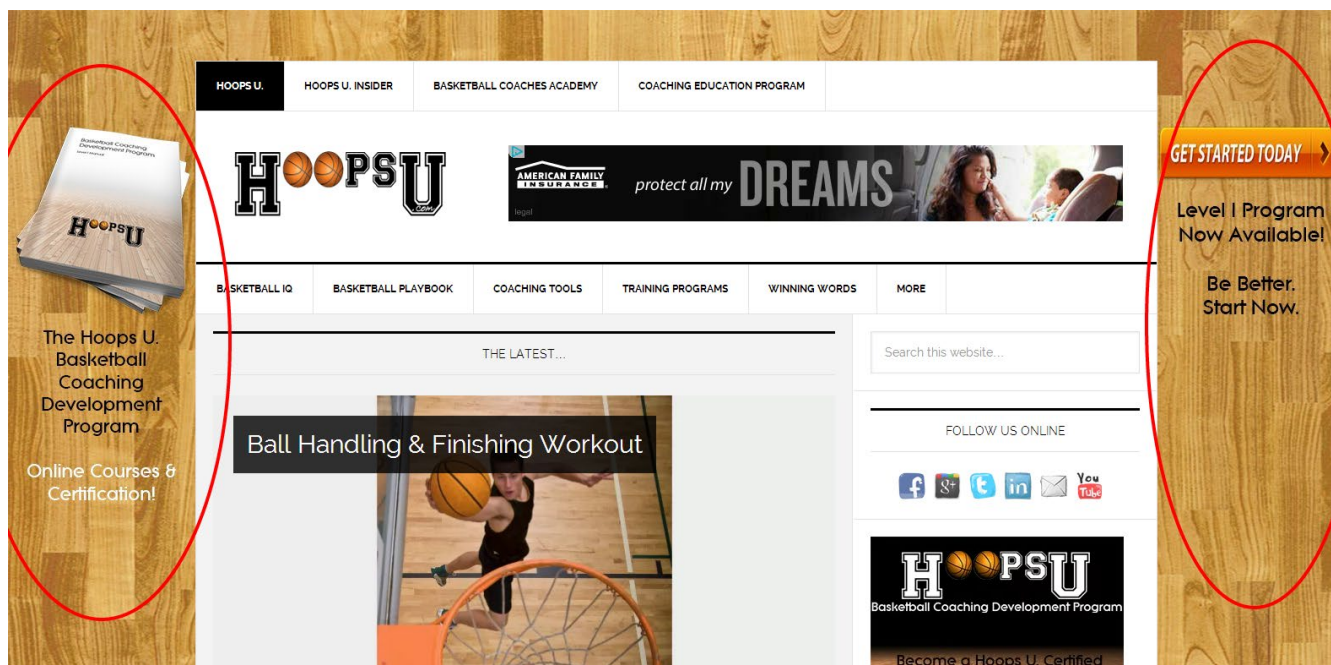
In addition, many of the advertising options also include bonus advertising opportunities such as email blasts, social media posts, etc. Check each specific ad to see the bonuses offered.

2016 Advertising Kit



Site Skin

\$100 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 site, product, book, or DVD!

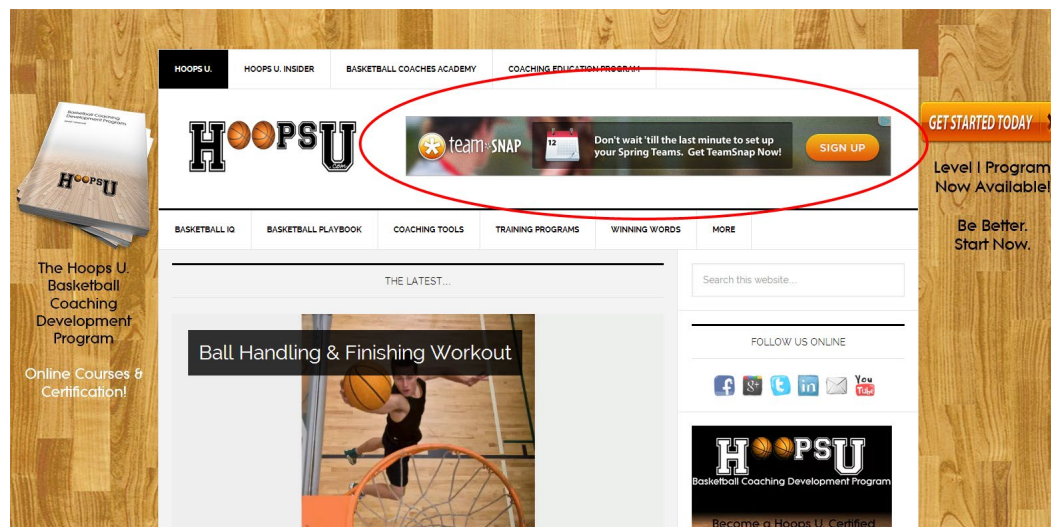
One site skin is available per week. You may purchase more than 1 week if available.

- Custom designed site background using your graphics and images. You can create the background or our designer can do it for you for an additional one-time cost.
- Background is clickable and will link directly to the page of your choosing.
- Featured site-wide for one week & 100% dedicated to your project!
- BONUS: Includes 1 free email blast and 1 post sent to our social media outlets.
- BONUS: If not already in use, you will also be given the Top Page Leaderboard for the week (see next page).



Top Page Leaderboard

\$175 - \$250 per month



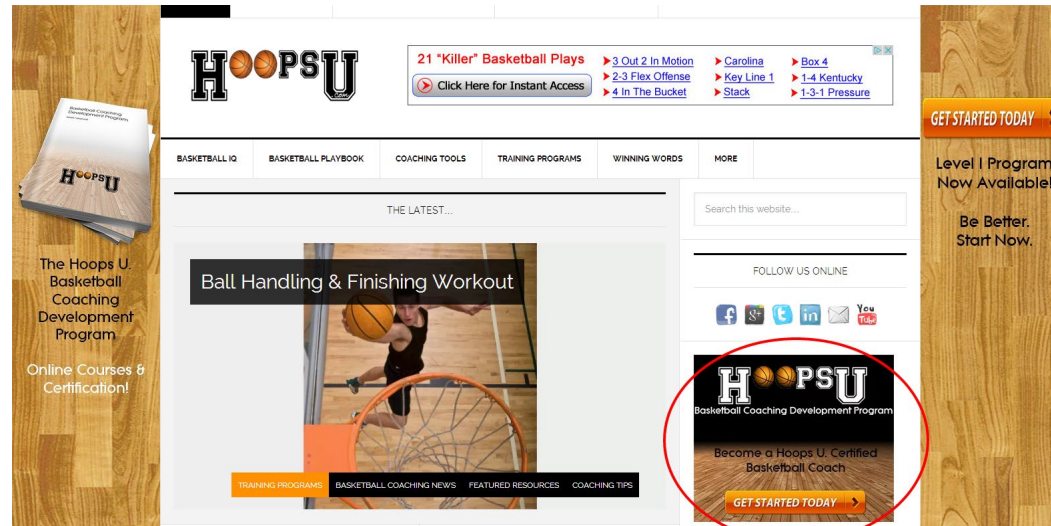
You own the position for the month! Your banner is displayed on the top of every page on HoopsU.com! Get ultimate saturation of your product to our audience.

- Site Wide Banner featured on all pages throughout the site
- 728x90 banner (gif, jpg, swf, png)
- One Time: \$250 per month
 - 3-Month Pack: \$220 per month (you save \$90.00)
 - 6-Month Pack: \$200 per month (you save \$300.00)
 - 12-Month Pack: \$175 per month (you save \$500.00)
- BONUS: Includes 1 free email blast and 4 posts sent to our social media outlets per month



Top Sidebar Individual Page Ad

\$400 per month



A highly visible ad on the top of the right sidebar, this ad placement runs above-the-fold!

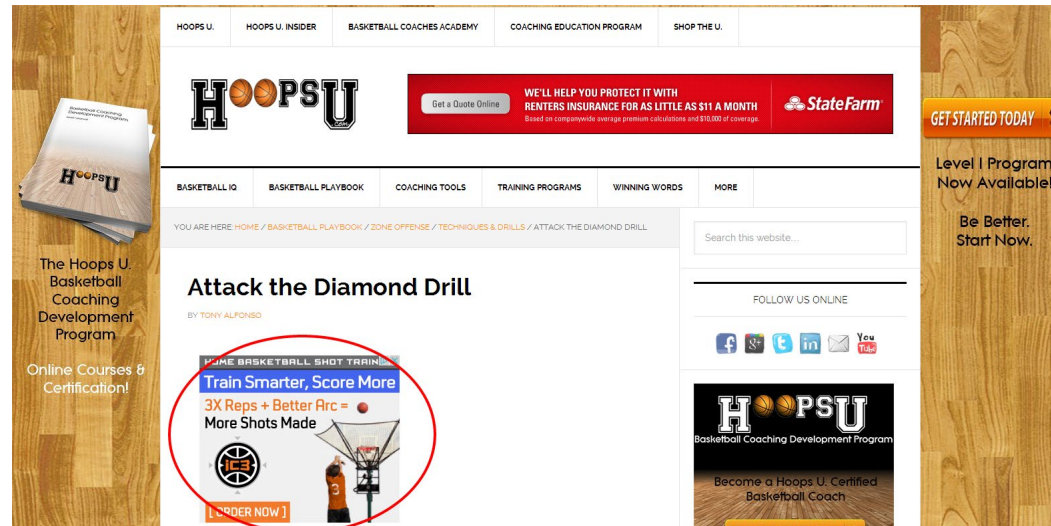
This is a great spot if your product matches up with a category page! For instance, if you are selling a book full of basketball drills, you can choose to run your ad only on the 'Basketball Drills' page! We'll also work with you if you want your ad to run on our most popular page(s).

- 300x250 banner (length could be up to 600) (gif, jpg, swf, png)
- BONUS: Includes 1 free email blast and 4 posts sent to our social media outlets per month.



Content Page Top Individual Ad

\$600 per month



A highly visible ad displayed at the top of all content pages (below the article title). This ad placement runs above-the-fold!

This is a great spot if your product matches up with a 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! We'll also work with you if you want your ad to run on our most popular page(s).

- 336x280 or 300x250 banner sizes are most popular, however, custom sizes available not to exceed 740 width (gif, jpg, swf, png)
- BONUS: Includes 1 free email blast and 4 posts sent to our social media outlets per month.



Sidebar Banner Ads

\$200 per month

Our Sidebar Banner Ads display vertically along the right sidebar. These Sidebar Banner Ads run below-the-fold and are basically 1st-come, 1st-serve (new paid banner ads will get placed below current paid banner ads).

- 300x250 banner (gif, jpg, swf, png)
- Width cannot exceed 300 px. Height of banner can be greater than 250 px but cannot extend beyond 600 px.



Sponsored Post

\$100 per page



Reach our audience of basketball coaches, players, parents and fans with a sponsored post!

With a sponsored post, we'll place your article that can include links to your site and/or specific pages. A sponsored post will stay up permanently on Hoops U. and will not be taken down.

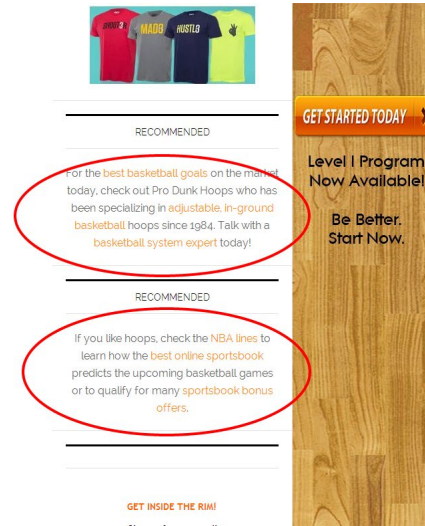
Your sponsored post will also be a 'Featured Article' on our main page for at least 7 days.

- **BONUS:** Includes 1 "Top Article" posting in our email newsletter (featured at top of newsletter) and 1 post sent to our social media outlets.



Text Link Ads

\$100 per page



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! Please note, text link ads will only be placed that link to reputable sites and businesses.

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



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 in any of the following ways:

- Fill out our speedy contact form at <http://www.hoopsu.com/contact/>
- Send a direct email to coachfonz@hoopsu.com
- Call 651.285.1104