

HC SPORTS DAILY

COVERING HAMILTON
COUNTY SPORTS



Hamilton County Sports Daily
Mark Morrow - Publisher/Owner
PO Box 7168 - Fishers, IN - 46038
mark@hcsportsdaily.com
317-460-8018

2011 Media Kit

Why Choose HC Sports Daily?

- Serving only Hamilton County
- Covering all High School sports and other youth sport activities
- Locally owned and operated & reside in Hamilton County
- Updated daily
- Reach affluent athletes, parents and sports fans.
- Affordable rates for all size of Hamilton County businesses
- Blog only format to keep costs down, content updated often, and ads can be changed/updated often to reflect season/deals and other specials.
- Ads can be linked to customers website or we can create local landing pages for printable coupons/deals/specials.
- 10-11K visitors per month and more during peak seasons

The screenshot shows the HC Sports Daily website interface. At the top, there's a navigation bar with links like Home, Best of the Best, Buy the Book, Scoreboard, Coaches Corner, Spotlight, More, and Youth Clubs. Below the navigation bar, there's a featured article titled "This Husky Has Game . . . And He Shows It!" published on August 28, 2011, by Mark Morrow. The article features a photo of Logan Cunningham and text describing his performance as a 180-pound senior football player. To the right of the article, there's a sidebar with a search bar and a "Bud Wright Countdown" section. The bottom of the page shows a "Recent Comments" section.

Hamilton County Sports Daily is the county's premier source of High School Sports stories and features, scores, interviews, photography and news. Hamilton County Sports Daily was created as a Labor of Love in 2010 by Mark Morrow, focusing on the rich sports culture of this affluent county. It is the only all-sports website in Hamilton County and the only source that provides Sunday readership coverage. It's also a free website that depends on advertising to cover expenses. Whether it's basketball, football, baseball, track, cheerleading, youth or many fast-growing club sports, which are gaining in popularity among Hamilton County student-athletes . . . HC Sports Daily will cover the players and coaches like no other local medium.

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Editorial Profile

Mark Morrow, an Indiana native from Kokomo, spent 45 years in the newspaper business, the last 25 at The Indianapolis News and Star. Morrow took early retirement in January, 2009, and wrote "Have Laptop, Did Travel," a newspaper journalist's memoirs on sports grandest stage. The book can be purchased through the website. Before starting Hamilton County Sports Daily, Morrow wrote for and edited VYPE Magazine for more than a year, and also wrote a column for its website twice a week.

Morrow served as assistant sports editor at The Kokomo Tribune from 1972 to 1975; he was sports editor at The Michigan City News-Dispatch from 1975 to 1982, and joined The Indianapolis News in 1983. Morrow, who was the beat writer for the Indiana Pacers in 1984-86, for 30 years was a golf writer and columnist for a sport he has a great deal of passion for, a passion for sports that is second only to Indiana high school sports. While at The News, he spent eight years as High Schools Sports Coordinator, a position he held for three more seasons while overseeing a 12-man Statistical Bureau at The Star, when the papers merged in 1995.

An award-winning journalist for sports writing and headline writing, Morrow designed and edited "END of an ERA," which marked the final season for Indiana high school boys and girls single-class basketball tournaments. The six-page high school basketball extra was published March 1, 1997.

Morrow is a member of the Fishers United Methodist Church; the Indiana Basketball Coaches' Association and the Indiana Basketball Hall of Fame, where he also serves as an Associate Director; the Indiana Football Coaches' Association; the Indiana Sportswriters-Sportscasters Association, where he became its youngest president in 1975; the Noblesville Elks Club, where he was named Elk of the Year for 2008-09 and served as an officer in the Lodge; the United States Golf Association; and is a charter member of the PGA Tour Partners Association, which in 2010 was renamed Golf Partners Club.

Hamilton County Sports Daily is an online only sports format which allows the editors and photographers to quickly upload and post news and photos of the day's activities. It also allows for easy searching for old articles and news that people may have missed . . . and also at the same time keeps down the costs which allows advertisers a more affordable opportunity to spread their message and reach their audience.



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Top Banner Ad*
550 x 75

Skyscraper Ad*
160 x 300

Button Ad*
160 x 100

Micro Ad*
160 x 50

Bottom Article Ad*
468 x 60

The screenshot shows the HC Sports Daily website interface. At the top, there is a navigation bar with links for Home, Sports Shorts, Scoreboard, Coaches Corner, Spotlight, More, and Youth Clubs. Below the navigation bar is a search bar and a top banner ad for a race car. The main content area features an article titled "Harris: State's Best in Basketball & Football?" with a photo of Gary Harris and text from coaches. The sidebar on the left contains links for Schools (Carmel, Greyhounds, Fishers Tigers, Guerin Golden Eagles, Hamilton Heights Huskies, Hamilton SE Royals, Noblesville Millers, Sheridan Blackhawks, University Trailblazers, Westfield Shamrocks) and Categories (Featured Articles, Guerin Eagles, Mark's Blog, Southeastern Royals, Uncategorized). The right sidebar includes a "Follow Us!" section with social media icons, an "Advertisement" section with a "SKYSCRAPER AD 160x600", and a "BUTTON AD 160x100". At the bottom of the article, there is a "Recent Comments" section and a "YOUR AD HERE! 468x60" placeholder.

*Ads will rotate randomly with other advertisers, and more ad space will be added if needed

Since this focuses on one particular county in Indiana, we would also like to focus and encourage local businesses in Hamilton County to advertise in a local news source and be able to reach their local market at an affordable rate. The traffic for HC Sports Daily averages 10-11,000 users a month, and increases as the most popular sports run through the fall and winter.

HC Sports Daily makes it easy to advertise. You have 5 options to purchase at a monthly or discounted bulk rate as listed on the next page. You can provide us with the created ad, or we can help you design your ad for a \$25/hour fee. Advertisers also have 2 options when someone clicks on an ad: 1) User clicks and goes to a specific website for the advertiser 2) A custom landing page or popup message with a phone number, address, or coupon. Coupons can be changed monthly with different specials, discounts or expiration date. (No fee for basic changes).

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Ad Rates

Ad Size	Ad Name	Position	Per Month	PrePay 3x -3%	PrePay 6x -5%	PrePay 12x -7%
550 x 75	Top Banner	Top of Page	\$145	\$421.95	\$826.50	\$1618.20
468 x 60	Bottom Article	Bottom of Articles	\$125	\$363.75	\$712.50	\$1395.00
160 x 300	Skyscraper	Right Column	\$115	\$334.65	\$655.50	\$1283.40
160 x 100	Button	Under Skyscraper	\$65	\$189.15	\$370.50	\$725.40
160 x 50	Micro	Left Column	\$35	\$101.85	\$199.50	\$390.60

Video Ad Rates

We also have a weekly video interview/podcast with a local coach/player that can include a 5 second intro graphic with your message. These are sold in bundles of 5 and are permanently archived...so your message will always be available on our website and YouTube.

5x: \$375 - 10x: \$700 - 15x: \$975 - 20x: \$1200

Please contact us if you would like to ad in your own video/commercial during these podcasts.

Payments & Billing

- Advertisers can purchase either a 3 month, 6 month or 12 month contract.
- 3 month contracts will receive a 3% discount when prepaid
- 6 month contracts will receive a 5% discount when prepaid.
- 12 month contracts will receive a 7% discount when prepaid.
- Pre-payments can be made via check or credit card via PayPal.
- Advertisers who opt to pay monthly will automatically have their credit card charged via PayPal at the first of every month during the contract period.

Since this website focuses on one particular county in Indiana, we would also like to focus and encourage local businesses in Hamilton County to advertise in a local news source and be able to reach their local market at an affordable rate. HC Sports Daily looks forward to creating a long relationship with our readers and local businesses. Please let contact us if you have any questions.

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Advertiser Contract

Billing Information

Advertiser (Company Name): _____

Attention: _____

Mailing Address: _____

City, State, Zip _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Contract

Contract Date to Begin: _____

Number of Months: 3x 6x 12x Number of Commercials: 5 10 15 20 (Please Circle)

Size: 550 x 75 - 468 x 60 - 160 x 300 - 160 x 100 - 160 x 50 (Please Circle)

Payment: PrePaid Check - Monthly Credit Card - PrePaid Credit Card (Please Circle)

Total Cost if Monthly: _____ Total Due if PrePaid: _____

Do you require ad design: Yes No - (Billed separately)

Web address where users go when they click your ad: _____

Do you want a coupon to Pop-up instead: Yes No

Do you require ad design: Yes No - (Billed separately & No charge for simply monthly updates for dates, coupons, etc)

Please make checks payable to: **Hamilton County Sports Daily, LLC**. We will contact the advertiser via e-mail to setup the monthly or pre-paid credit card orders via PayPal.

Authorized By: _____ Position: _____ Date: _____

Sold By: _____ Date: _____

Publishers Signature: _____ Date: _____

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