



SPONSORSHIP FEE SCHEDULE

College GAMEplan markets to the parents of 13-19 year old high school student athletes. Targeting parents aged between 36 and 55 years old, each College GAMEplan marketing region consists of approximately 100 high schools and an average of more than 1,000 students per school. More than 50% of all high school students participate in high school athletics yet fewer than 5% will go on to play sports in college. With fewer than 1% generally participating in NCAA Division I college athletics, our marketing demographics include the families of almost 50,000 high school students in every geographic market we serve.

In addition to high school sports, families of high school athletes generally have sufficient discretionary income to allow them to participate in club or select sports, travel, camps, hotel expenses, etc. The average household income of targeted families is between \$50,000 and \$75,000 with significantly higher income in certain areas within each market.

With a potential market of almost 50,000 students, assuming an average of two parents per household, College GAMEplan is used by at least three household members approximately four times each month. Each visit to College GAMEplan averages more than five pages per visit representing more than 3,000,000 "click" activities or sponsorship visibility opportunities per month.

For community oriented businesses and high school sport related businesses and supporters, College GAMEplan provides a valuable tool to families while providing an excellent and affordable advertising venue. For more information, contact us at 636-537-4015.

INDIVIDUAL MARKETS (Approximately 100,000 high school students)

	1x	3x	6x	12x
Sponsor Page	\$85	\$75	\$70	\$60
Home Page	\$85	\$75	\$70	\$60
Home & Sponsor Pages	\$155	\$135	\$125	\$115
Exclusive Page	\$225	\$215	\$205	\$190
Additional Page x 1*	\$75	\$70	\$65	\$55
Additional Page x 2*	\$145	\$135	\$120	\$105
Additional Page x 3*	\$185	\$175	\$165	\$150
Additional Page x 4*	\$215	\$205	\$195	\$180
Additional Page x 5*	\$255	\$245	\$235	\$220
Premium Placement**	\$125	\$120	\$115	\$105
Banner Ad	\$65	\$60	\$55	\$50
Featured Ad***	\$525	\$525	\$525	\$525

* Package price (in addition to Home &/or Sponsor Pages)

** Highest ad placement not already contracted (per page)

** Includes exclusive endorsement in text copy

2 Market buy will receive 5% discount

Regional Market buy will receive 10% discount

National Market buy will receive 15% discount

For additional sponsorship information or to create a sponsorship insertion request, please call us at 636-537-4015 or email us at info@collegedgameplanonline.com.