

Gatorsports.com

THE THRILL OF VICTORY

FALL 2010

ADVERTISING OPPORTUNITIES



REACH THE GATOR NATION!



You can reach the Gator Nation when you take advantage of the incredible advertising opportunities offered this fall by Gatorsports.com! Your services and products will be front and center when Gator fans log on to Gatorsports.com to keep up to date on all things Gator this season. No one covers the Gators like Gatorsports.com and the fans know it! With great features like award-winning coverage and analysis by Gainesville Sun sports

writers, Swampcasts, video and photo galleries of the games, breaking news, a tailgating section and lively message boards, Gatorsports.com receives an average of over **6.9 million page views** and over **400,000 unique visitors** per month during the football season. From the 2008 to the 2009 football season, Gatorsports.com traffic increased by over 1 million page views. This year you can expect to reach more Gator fans than ever. Read on to see how we offer you the best options to reach the Gator Nation!

For more information on any of these exciting opportunities, call your Gainesville Sun Account Executive or 352.374.5079.

GATORSPORTS.com IMPRESSIONS

Get great rates when you pay per impression on Gatorsports.com! You can be sure you are reaching local fans too, when you opt for your ads to only appear for those logging on from the greater Gainesville area (DMA Targeting). You can also opt to have your ad appear only in selected sections of Gatorsports.com.



Leaderboard
728x90 pixels

Large Ad
300x250 pixels

Large Ad Tall
300x600 pixels

Leaderboard

Run of Site	\$5*
Targeting by DMA or Section	\$11*

Large Ad

Run of Site	\$6*
Targeting by DMA or Section	\$12*

Large Ad Tall

Run of Site	\$7*
Targeting by DMA or Section	\$15*

*Per 1,000 impressions
Geo-zone targeting available for an additional surcharge.

GATORSPORTS.com HOME PAGE

Advertise where the traffic is - Gatorsports.com's homepage receives an average of **1.44 million page views** per month during the football season! Hurry to reserve your space! Homepage ads are **limited to 8** advertisers per position.



Leaderboard
728x90 pixels

Large Ad
300x250 pixels

Large Ad Tall
300x600 pixels

Leaderboard

Run of Site	\$6*
Targeting by DMA or Section	\$12*

Large Ad

Run of Site	\$7*
Targeting by DMA or Section	\$13*

Large Ad Tall

Run of Site	\$9*
Targeting by DMA or Section	\$17*

*Per 1,000 impressions
Geo-zone targeting available for an additional surcharge.

m.GATORSPORTS.com MOBILE ADS

Now you can advertise on our mobile web site, m.Gatorsports.com. Your ad will link to your mobile web site, or if you don't have one, we'll create one for you where you may include text and photos about your business! M.Gatorsports.com currently receives over 400,000 page views per month and this number is growing with our new BlackBerry shortcut, available to download from Gatorsports.com and listed in the BlackBerry App Store! Ad space is limited, so check availability.

Top Ad Position	\$20*
Bottom Ad Position	\$15*

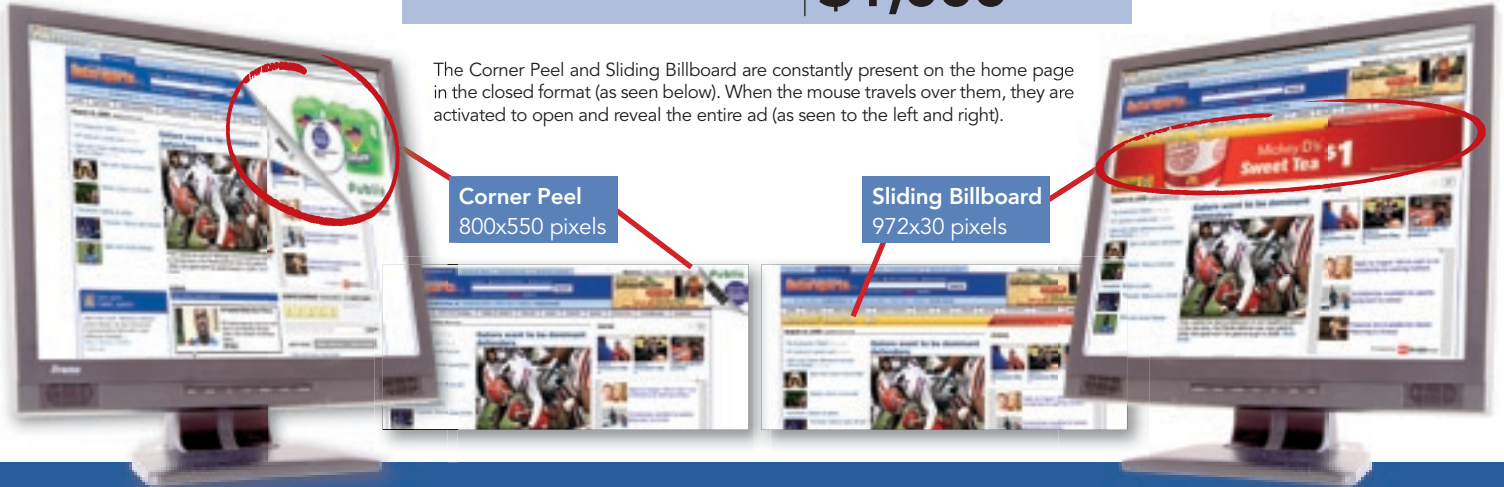
*Per 1,000 impressions,
25,000 impressions per month minimum



GATORSPORTS.com RICH MEDIA

Rich Media is an award-winning, interactive online advertisement that demands user engagement. Rich Media ads integrate strategy, creativity and technology to create clever, customized communication and marketing solutions that help advertisers tell their story and go further. Gatorsports.com and Gainesville.com offer two of Rich Media's most eye-catching solutions: the Corner Peel and the Sliding Billboard. These two options are sure to bring results when you use them to deliver your message to the Gator Nation. Each Rich Media ad also comes with 25,000 run-of-site impressions on Gatorsports.com (fulfilled with a Leaderboard and a Large Ad).

Homepage on Gatorsports.com	\$500 per day
Gatorsports.com & Gainesville.com	\$1,000 per day



The Corner Peel and Sliding Billboard are constantly present on the home page in the closed format (as seen below). When the mouse travels over them, they are activated to open and reveal the entire ad (as seen to the left and right).

Corner Peel
800x550 pixels

Sliding Billboard
972x30 pixels

GATORSPORTS.com & YAHOO!



The internet is a big place, but with our exciting Gatorsports.com and Yahoo! packages, you can narrow your audience to the exact people who are looking for your product. Your ad on Gatorsports.com can also be placed on Yahoo!, giving you unmatched reach in your local market. With Yahoo! Behavioral Targeting, your ads will appear to only those visitors who are shopping in your specific industry, in your local market. Your ad dollars are precious; why not focus them for the best return on your investment? With Gatorsports.com and Yahoo! you can reach 76 percent of the total online audience in Gainesville. The most efficient use of your advertising dollar is clearly with Gatorsports.com and Yahoo!, so call your account executive today!

Leaderboard or Large Ad	Run of Network Sports	\$16*
Run of Network	BT Football	\$18*

*Per 1,000 impressions in Gainesville DMA.
(Orlando and Tampa DMA available.)

With Gatorsports.com and Yahoo!
you can reach 76% of the total
online audience in Gainesville!**

**Yahoo! Internal Data, February 2008. Total online users in Gainesville, FL based on Yahoo! national average reach of 76%.



Powered by The Gainesville Sun

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