



# IdahoSports.com

IdahoSports.com is one of the most established and respected brand names in Idaho high school sports. For over seventeen years IdahoSports.com has been Idaho's leader in online high school sports information. Besides serving the general public with information and entertainment, our primary goal is to provide coverage, recognition and promotion to Idaho's high school sports and the student-athletes that participate in them.

## Web Site Statistics

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### Monthly Traffic

on average

**170,000**  
visitors

**1,600,000**  
page views

**7,500,000**  
total hits

### Demographics

information based on a survey of 20,000 visitors



**52%** General Adults  
(18 & over fans, coaches  
& administrators)

**25%** High School Students

**19%** Parents

**4%** Other

***"IdahoSports.com helps to connect the west, east, south and north ends of the state. This site is incredibly easy-to-access yet an invaluable resource for sharing some of the many things that help to make Idaho so special." - Caroline F.***

***"My local paper isn't always on top of the tourneys if local teams aren't involved so Idahosports.com is often my only source for results of these tournaments." - Scott G.***

IdahoSports.com holds the exclusive Internet broadcasting rights to all high school state tournaments in Idaho, given by the Idaho High School Activities Association and the United Dairymen of Idaho. IdahoSports.com has held these exclusive rights since 2005.



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## Why advertise with us?

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1. **Your customers are all online** At work, at school and at home, thousands of potential customers are on IdahoSports.com checking schedules and results or watching exclusive game broadcasts 24 hours a day.

2. **Loyalty & Credibility** Our viewers are very loyal. Fifty-nine percent of Internet users agree that online advertising is more believable from a trusted Web site.

The IdahoSports.com brand has been the most trusted source of online high school sports information for nearly 13 years. The credibility of our brand extends to our advertisers.

3. **Online advertising is cost effective** You can reach a large, hard-targeted, audience quickly and at a lower cost than most other media outlets.

4. **It's All About 'The Brand'** Advertising on IdahoSports.com will strengthen your business brand and help your message stay top-of-mind when purchase decisions are made.

More than 170,000 people visit IdahoSports.com every month making us the most visited high school sports web site in Idaho. The coveted 16-54 age demographic can be reached easily and effectively by advertising on IdahoSports.com.



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## **Conventional to Cutting Edge**

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**From standard-sized web site banners to pre-produced video commercials during live game broadcasts, we can accommodate most types of online advertising campaigns.**

## **Advertising & Sponsorship Opportunities**

- **Single-Game Regular Season and Tournament Webcasts**
- **Major Advertising Partners**
- **Special Feature Advertising** (Power Rankings, Media-Polls, etc)
- **Power Boosters** (Banner and broadcast advertising for local advertisers)
- **Preferred Hotel Listings**

**Your advertising representative is happy to work with you to customize an advertising campaign that best suits your current, and future, marketing needs. We are always happy to make suggestions, but we also know when to just listen when we need to.**



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## High Profile References

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***Ty Jones, Executive Director  
Idaho High School Activities Association***

*“IdahoSports.com’s greatest accomplishment is providing the IHSAA a means to web cast state tournament competition on the Internet. This type of broadcast allows family, friends and community members to view and hear IHSAA state tournaments, not only in Idaho, but all parts of the USA and the world. They also provide an opportunity for family members and friends who are unable to attend in person to watch the games live. This project is indeed a huge service to the member schools of the IHSAA and their support groups.”*



***Will Hoenike, Dir. of Media & Comm. Relations  
Idaho Steelheads/Qwest Arena***

*“When I moved to the Boise area in 1997, I didn’t know much about Idaho high school athletics. That’s a problem considering the job I was soon to hold - weekend sports anchor at KIVI-TV (the ABC affiliate in Boise). Scores, schedules, and information ... it didn’t take me long to learn about schools from around the state, not just District III. Much of what I know now grew from the tools available at IdahoSports.com and I still check the site on almost a daily basis.”*



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## Major Corporate Partners

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# IHSAA

IDAHO HIGH SCHOOL ACTIVITIES ASSOCIATION



# UNITED DAIRYMEN

of I D A H O



**Farm Bureau<sup>®</sup>**  
Mutual Insurance  
Company of Idaho

# CABLE **ONE<sup>®</sup>**



# DELTA DENTAL<sup>®</sup>

# AGRI-SERVICE

Together, we drive agriculture FORWARD



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## Contact Information

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