

# Sports Facility Expert

## SportsFacilityExpert.com Media Guide

Do you want the attention of sports facility owners and managers?  
If you offer a high quality product or service that's a good fit for our audience, we can make sure it's noticed by hundreds of sports facility decision makers.

### About our Sports Facility Network

Meeting these new sports facility owners in the critical early phase of their businesses can lead to valuable, long-term relationships.

Sports facility owners love eSoft Planner because we have a deep understanding of their world; we run our own a baseball and speed training academy in Cincinnati, and most of our support staff has worked at sports facilities.

New clients also value the hours of personalized, consultative training they get when they sign on with us. In 2009, we began using insights from these relationships to publish SportsFacilityExpert.com, a resource for people who run — or want to run — sports facilities.

Our clients and email subscribers love the blog, but the posts are also found online by new sports facility owners looking for solutions to sports facility needs, including suggestions for trusted vendors.

Meeting these new sports facility owners in the critical early phase of their businesses can lead to valuable, long-term relationships.

### The Numbers

- ▶ 3,000+ monthly visits to our SportsFacilityExpert.com blog
- ▶ 1500+ sports facility contacts on our email marketing lists
- ▶ 26% average open rate for our sports facility emails
- ▶ 5000+ annual visitors to the Business Plan Guide for NEW sports facility owners

### The Results

"If you're looking for valuable relationships with sports facility leaders, I'd recommend partnering with the eSoft Planner team. I've worked with them for years and have met a lot of great owners and managers as a result."

- Matt Garrabrants,  
Kodiak Sports Facility Supply and Manufacturing

2015 MEDIA KIT





# Sports Facility Expert

## Marketing Solutions

### Company Profile

We'll work with you to produce an article that our readers will want to read and share — and one that demonstrates your value to sports facilities. You'll work closely with our writers and have a chance to submit feedback before the post is published on **SportsFacilityExpert.com**.

#### Benefits:

- establishes you as an expert
- helps your company get noticed in search engines by qualified leads
- displays as a top result in relevant searches for your product within the blog
- links directly to your web site (or to a custom landing page)
- becomes part of the blog and never disappears

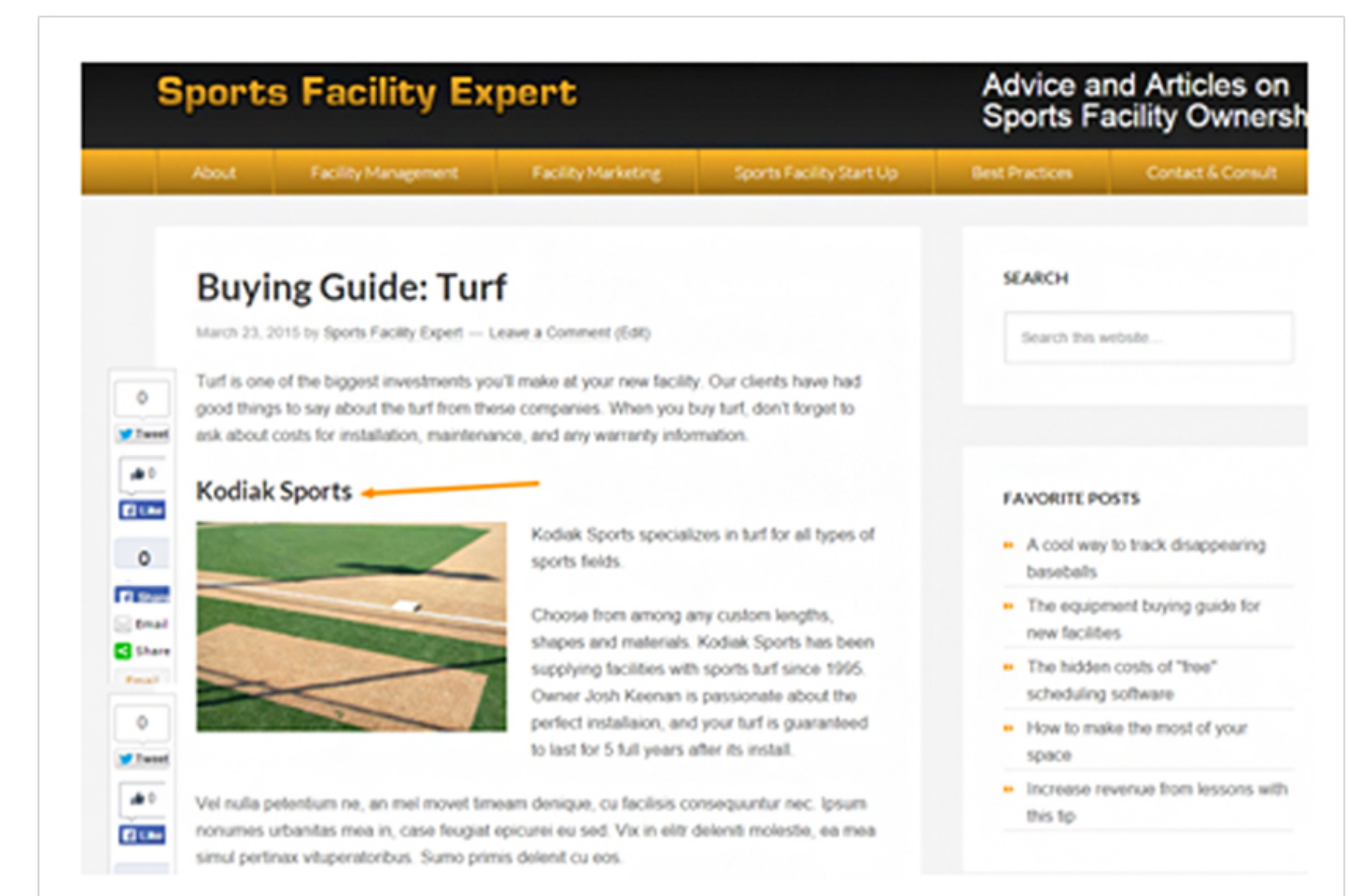


## Preferred Vendor Listing in Buyers Guide

SportsFacilityExpert.com's Buyers Guides offer product-specific guidance on common types of sports equipment. The preferred vendor listings in each Buyers Guide include a business summary and a logo, and they renew every 12 months.

#### Benefits:

- establishes trust through affiliation with the SportsFacilityExpert.com brand
- offers exclusive access (we limit each guide to the top 3 vendors)
- helps your company get noticed in search engines by qualified leads
- displays in relevant search results for your product within the blog
- links directly to your web site (or to a custom landing page)
- easy to track results with standard analytics software





# Sports Facility Expert

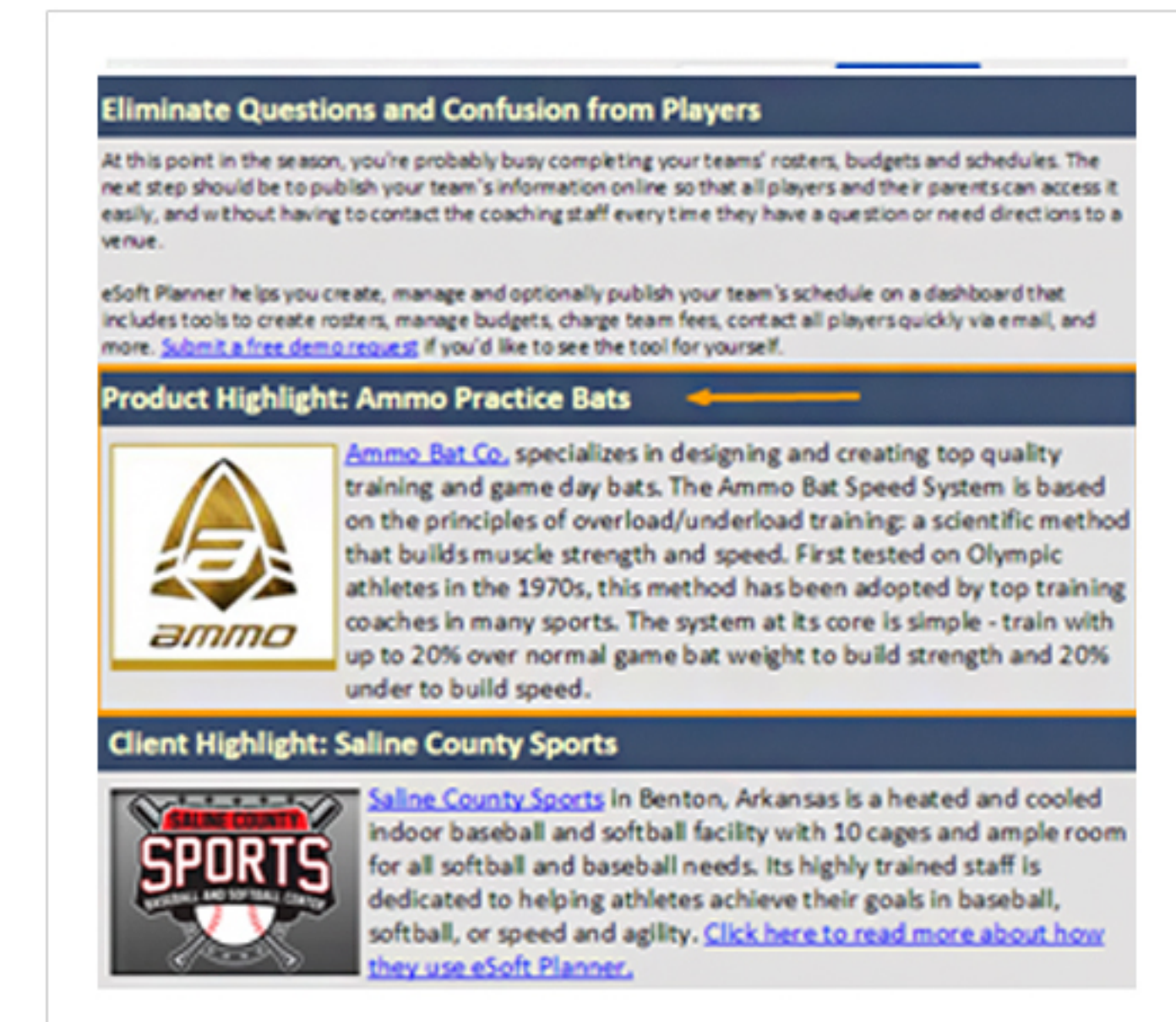
## Marketing Solutions

### Product Highlight - E-Mail Only

The sports facility managers who subscribe to our emails receive timely and sports-facility-focused updates and articles. We'll feature your product or service in a regular "product highlight" spot in these emails that includes a photo and a 50-word summary.

#### Benefits:

- delivered to the inboxes of hundreds of sports facilities throughout the U.S.
- includes editorial assistance on your product summary
- links to your web site (or to a custom landing page)

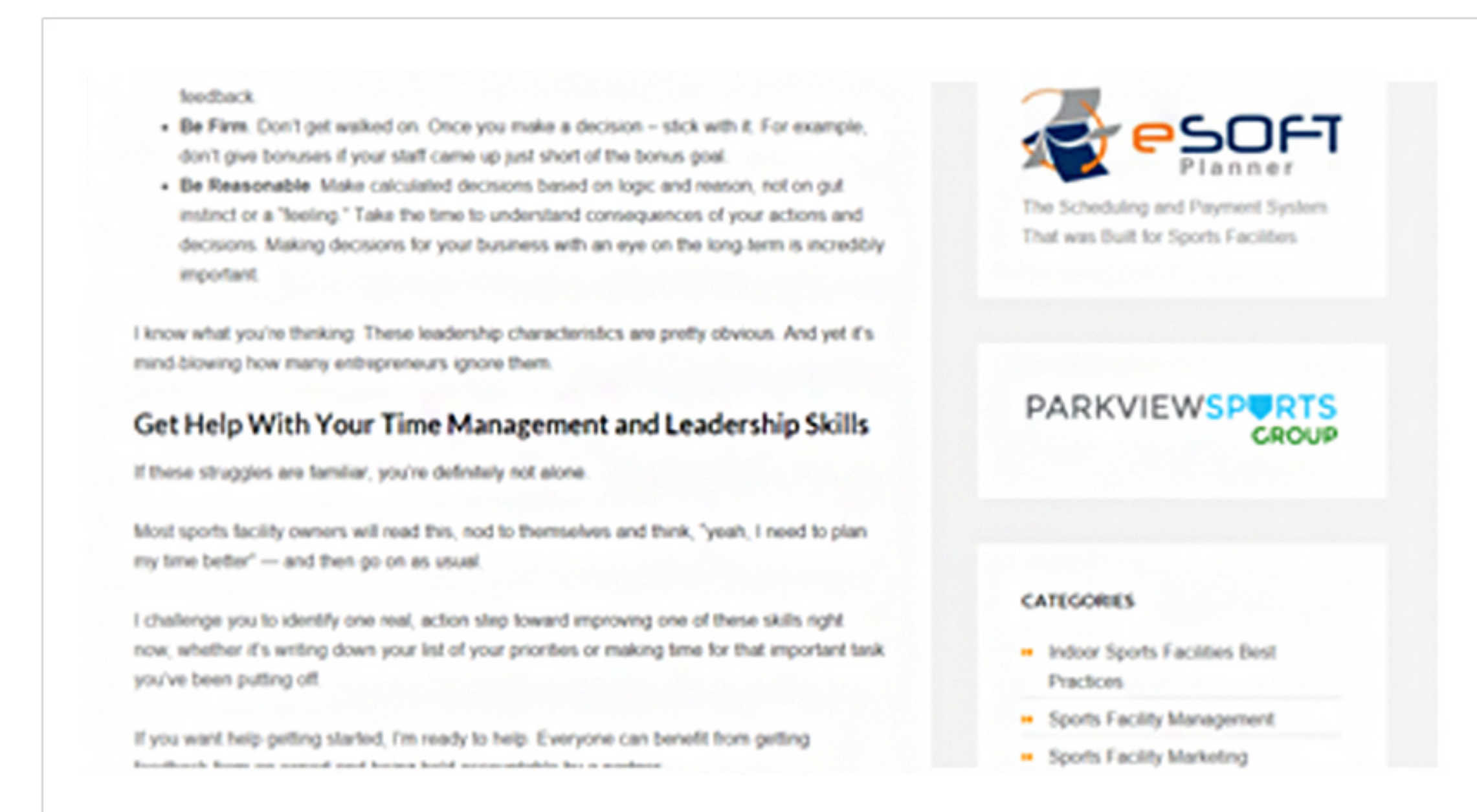


### Display Ad on SportsFacilityExpert.com

Get sports facility owners and managers familiar with your brand by displaying your logo on targeted pages on SportsFacilityExpert.com.

#### Benefits:

- targets content that attracts your ideal client (for example, choose sports-specific posts or posts geared toward NEW facilities)
- great for branding
- links to your web site (or to a custom landing page)





# Sports Facility Expert

## Packages and Pricing

### Full Package - \$3,149

#### Includes

- company profile (published permanently)
- preferred vendors listing (12 months)
- rotating logo ad on home page (12 months)
- exclusive logo ad on 5 pages of your choice (12 months)
- 3 product highlight spots in emails (you select the schedule)

### Web Only Package - \$2,609

#### Includes

- company profile
- preferred vendors listing (12 months)
- rotating logo ad on home page (12 months)
- exclusive logo ad on 5 pages of your choice (12 months)

## Individual Solutions

#### Choose From

- Company profile - \$1,499
- Preferred vendors listing (12 months) - \$999
- Logo ad package: rotating logo on home page and exclusive logo ad on 5 pages of your choice (1 month) - \$200
- Logo ad package: rotating logo on home page and exclusive logo ad on 5 pages of your choice (3 months) - \$540
- Product highlight spot in email (1 month) - \$200