

# GOTOTENNIS

for die hard tennis fans

## 2011 MEDIA KIT



# GOTOTENNIS AT A GLANCE



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TENNIS TWEETS LIVE SCORES

2011 US OPEN CHAMPIONSHIP:

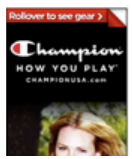
Who will win the 2011 men's US Open title?

- Novak Djokovic
- Rafael Nadal
- Roger Federer
- Andy Murray
- someone else!

VOTE

View Results

Polls Archive



**2011 US OPEN ORDER OF PLAY DAY 3: WEDNESDAY, AUG 31**  
by FREAKYFRITTERS on AUGUST 31, 2011 - 0 COMMENTS AND 0 REACTIONS - in ATP, ORDER OF PLAY, US OPEN, WTA

2011 US OPEN ORDER OF PLAY DAY 3: WEDNESDAY, AUG 31: Happy Humpday! Be sure to set your DVR's for all the interesting matchups today. \*All times ET Arthur Ashe Stadium 11:00 Women's Singles - 2nd Round Kateryna Bondarenko(UKR) vs. Vera Zvonareva(RUS) [2] In Progress Not Before:13:00 Men's Singles - 1st Round Somdev Devvarman(IND) vs. Andy [...]

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TENNIS VIDEOS



GOTOTENNIS is for casual and die-hard tennis fans who love the sport, the competition and the stars of professional tennis.

GOTOTENNIS follows the great personalities of tennis, victories and defeats, triumphs and disasters, scandals and heroism that make our sport so great - and so wildly entertaining.

## GOTOTENNIS VITALS

(ALL STATS PER MONTH AVERAGE)

VISITS .....	437,206
PAGEVIEWS .....	914,826
PAGES PER VISIT .....	2.75
TIME ON SITE .....	4:06

## SOCIAL MEDIA

TWITTER FOLLOWERS (ACROSS ALL ACCOUNTS) .....	49,677
FACEBOOK FRIENDS .....	4,251

## WHY ADVERTISE WITH GOTOTENNIS?

We can deliver effective, targeted, integrated multimedia campaigns that deliver new customers to your business. The number of dedicated tennis fans and recreational players continues to grow every year:

- \* **Over 30 million Americans played tennis in 2009**, up 12 % from 2008 and 25% since 2003 – a 25 year high!
- \* New players reached 7.1 million (up 19.5% from 5.9 million in 2008)
- \* Regular Players, those playing 4 to 20 times per year, increased 26% to 14.8 million players in 2009.
- \* Participation in 2009 is up in every major ethnic group, but especially among African Americans (+19%) and Hispanics (+32%)
- \* Tennis is doing a better job at retention with continuing players up 6.3% to 16 million
- \* Former players returning to the game is up for the third year in a row, with nearly 7 million coming back to tennis
- \* The median household income of members of the United States Tennis Association (USTA) is \$117,100.

\*SOURCE: 2009 USTA/Tennis Industry Association (TIA) Study

## TENNIS SALES ARE UP!

- \* Unit sales of tennis racquets rose 9.5% to 4.5 million units in 2007 (a 4-year increase of 42%).
- \* Ball shipments are up 16% since 2003.
- \* Unit sales of YOUTH racquets increased 21% to 1.3 million units – an 80% increase since 2003!
- \* Unit sales of tennis balls are up 3.3% in 2007 (17% since 2003).

SOURCE: Tennis Industry Association 2009

## NEED MORE REASONS TO FEEL GOOD ABOUT TENNIS?

- \* Participation in other traditional sports is declining among American adults... **Tennis is the fastest growing traditional sport** – participation is up 43% since 2000.
- \* The number of recreational golfers in the U.S. is down 13% since 2000, to 26 million today.
- \* Frequent golfers (25+ play occasions annually) now number 4.6 million, down 30% since 2000.
- \* Tennis tournament attendance continues to grow. **The US Open is the highest-attended sporting event in the world.**

\*SOURCE: Tennis Industry Association 2009, National Golf Foundation, and the Sporting Goods Manufacturing Association

# US DEMOGRAPHICS FOR GOTOTENNIS

## MALE/ FEMALE RATIO

57% - Male

43% - Female

## AGE:

43% 35 - 49

29% 50+

21% 18 - 34

## FINANCIALS:

31% - \$100K+

28% - \$60 - 100K

26% - \$30 - \$60K

16% - \$0 - \$30K

## RACE:

71% - Caucasian

12% - African American

12% - Asian

3% - Hispanic

1% - Other

## GRADUATES AND POST GRADUATES

47% College

30% No College

22% Grad School

\*via Quantcast data reports

## AFFLUENTS

This audience has discretionary income, and ranges from the aficionados and travelers to those who do business on the course/court. These sports enthusiasts bring their passions online as they seek out the latest sports news, tips, technology and gear reviews on a daily basis.

Synopsis :60/40 split between men and women in their 30-50's, earning a mean income of \$72,500, and 69% tend to be well educated.

## TRAVELING FOR BUSINESS AND PLEASURE:

2x more likely to have taken a golf vacation in the last 2 years

3x more likely to rent a car 3-4 times per month for business

2.7x more likely to stay in hotels for business 5+ times per month

2x more likely to make an online travel purchase in the last 30 days

## FINANCIALLY FIT:

2x more likely to own a corporate credit card

5x more likely to shop online for mutual or money market funds in the last 30 days

3x more likely to research stocks online in the last 30 days

1.7x more likely to provide frequent financial advice

## IN THE MARKET FOR A NEW CAR:

2x as likely to have shopped online for a new car in the last 30 days

## BUYING GEAR:

20% plan to buy sports accessories in the next year

Source: @Plan Fall 2008, Custom Study; Source: Sportgenic Audience Survey, November 2008

## PSYCHOGRAPHIC DATA

Business Travel

Decision Makers

HHI > \$72K

High spending on gear and travel

Male/Female 35-54

\*Source: @Plan Fall 2008, Custom Study; Source: Sportgenic Audience Survey, November 2008



# GOTOTENNIS RATECARD

## TIER 1: TRADITIONAL IAB



**MEDIUM RECTANGLE - Above Fold**  
300x250(CTR - Up to 0.53%) .....\$6.00 CPM

**SKYSCRAPER BANNER (Below Fold)**  
160x600 (CTR - Up to 0.18%).....\$3.75 CPM

**WALLPAPER & MASTHEAD SPONSORSHIP**  
Wallpaper (No linking) .....\$50/day  
Masthead Sponsorship (No linking) .....\$50/day

**MEDIUM RECTANGLE - Below Fold**  
300x250, 300x600 (CTR - Up to 0.53%) ...\$4.50 CPM

**LEADERBOARD BANNER - Below Fold**  
728x90, 700x250 (CTR - Up to 0.25%) .....\$3.75 CPM

## TIER 2: CUSTOM

# GOTOTENNIS RATECARD



### SPONSORED BLOG POST

An opportunity to tell your story to our readers in the form of a blog post. All Sponsored posts are also tweeted out to GOTOTENNIS's 10,000+ Twitter followers across our 5 Twitter accounts and 1200+ Facebook friends.

This post will also stay at the top of our homepage for 1 week ..... \$300.00/ Per post

\*\* All Sponsored blog post are subject to pre-approval

### GIVEAWAY PACKAGE

Giveaways are an excellent way to build excitement and buzz for your products and services while actively engaging your customer base through GTT's blog. All giveaways are also tweeted out to GOTOTENNIS's 49,000+ Twitter followers across our 5 Twitter accounts and 4200+ Facebook friends.

This post will also stay at the top of our homepage for 1 week. .... \$150.00/ Per post

\*\* All giveaways are subject to pre-approval

### POP-UNDER

Size Variable (CTR - Up to 0.95%) ..... \$7.50 CPM

### SITEWIDE TAKE-OVER PACKAGE

This package encompasses all ad spaces/ad options ..... \$Price Negotiable



# SPECS & SUBMISSION INFO

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## MINIMUM AD PURCHASE

- \$200 minimum ad buy

## ACCEPTED FORMATS

- 3rd Party – Standard Tags
- 3rd Party – Javascript Tags
- GIF, JPEG, Flash, HTML

FLASH: Backup static image file must be provided.

Version 8 is preferred, 9 is max using ActionScript 2.0 No more than 20fps.

Must use clickTag for buttons: `on(release){ getURL(clickTag,"_blank"); }`

Use the following guidelines when setting up your clicktags:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/index.html#clicktag](http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#clicktag)

GOTOTENNIS cannot provide technical assistance in coding.

## SPECS FOR EXPANDABLE BANNERS

- 728x90 - user-initiated only - expands downward.
- 300x240 - user-initiated only - expands leftward.
- 160x600 - user-initiated only - expands leftward.

## GUIDELINES

- Max file size on all IAB banners: 40k
- Max animation time: 20 seconds
- Audio in all banner ads must be user-initiated. Mute button must be included
- In-banner video ads must include a stop button. Max play- time (if non-user-initiated) is 20 seconds. There is no max playtime on user-initiated in-banner video.

## DUE DATES, SUBMISSION METHODS

- Lead time for all banners: 3 business days before launch
- Submission via email: Zip files and send to [ads@gototennis.com](mailto:ads@gototennis.com)

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## GOTOTENNIS ONLINE CONTACTS

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John Nguyen  
**Advertising/Sponsorship Contact**  
+1-213-840-3127  
[ads@gototennis.com](mailto:ads@gototennis.com)

Honor Rovai  
**Writer/Editor**  
[honor@gototennis.com](mailto:honor@gototennis.com)



THANK YOU  
FOR CONSIDERING  
GOTOTENNIS  
:)

