

Our Website is the best medium to reach active high school parents, their children, relatives and friends—during the work day, weekend, evening and especially during the school day.

Beginning with the creation of this website, our aim is to bring parents, students, fans and the community together to celebrate the Wayland Wildcats. Be a part of the excitement and support our athletics while promoting your business.

## WE ARE OFFICIAL

These websites are being controlled and promoted within the walls of the school. Students and parents know to look here first for the most up-to-date information available.

## SUPPORT ATHLETICS

Your money will directly support the athletic program.

## TARGET AUDIENCE

*Parents* - Our athletes' parents visit the site often to check for game cancellations, field directions, team stories, coach contact information, and photos and stories of their student athlete(s).

*Students* - Athletes, friends, peers and siblings visit the site to stay on top of game times, scores, photos and articles about the teams and players. Student enrollment for the entire district during the 2014-2015 school year was 1,850.

*Community Supporters* - Neighbors, relatives, and alumni all visit the site to keep abreast of their alma mater, local talent, family and friends.

## EXPOSURE

Sponsor's ads appear on every page of DemoAthletics.com. Ads rotate each time a website visitor clicks a new link within the site. You can submit your own design or BigTeams, our website vendor, can design your ad for you. Your ad will appear in the header banner space shown in the sample to the right.

## TRAFFIC DATA

To view our current traffic data, please visit: [www.Quantcast.com/colonialathletics.org](http://www.Quantcast.com/colonialathletics.org)

## SPECS

Banner size is 728x90 pixels. For best quality send .jpg or .gif files. Be sure to include the contact information (first and last name, phone number, and email address) for the person responsible for your ad approval. However, BigTeams can create an advertisement for you, free of charge, if you'd like.

## FEES

\$600 per Banner Advertisement (Runs for one year from the year from the date of upload)

## READY TO SIGN UP?

Please contact Rusty Hodges at [brhodges@fcps.edu](mailto:brhodges@fcps.edu) or 703-750-8330. We will send you our advertising service agreement.

