

The Largest Network of Official Athletic Sites

- With 150 athletic departments, conferences, and association sites in our network, it's the only place that you can put your brand on the doorstep of some of the biggest sports universities in the country.
- Reach engaged and passionate alumni, students, and fans who stay connected to their schools through their athletic programs with cutting edge live video and audio, social media, game tracking, ticketing and merchandise.
- Part of CBSSports.com which reaches **12 million** passionate sports fans each month¹



Site Stats¹

10.4M Unique visitors, +10% YOY
33M Visits, +13% YOY
98M Minutes
136M Page views

Demographics²

59% Male
68% 18-49, 70% 25-54, 34% 18-34
59% College Grad/Post Grad
31% HHI \$100K+, 11% HHI \$150K+, \$84K Ave
26% Professional/managerial

Find out more: Visit <http://www.cbsinteractive.com/advertise/>

Advertiser Benefits

Engaged and immersive environments

- Premium video highlights and live games, live scoring of thousands of games a year, and addictive applications for 95 schools attract communities of real fans.

Sports fans year round

- Reach dedicated college sports fans before, during and after the game as well as throughout the year with insider editorial coverage followed by fans for all sports seasons.

Innovative Advertising

- High-profile ad units such as network pushdowns, cross-talk units, branded environments, video-in ad units, advergames, interactive gatefolds and more.