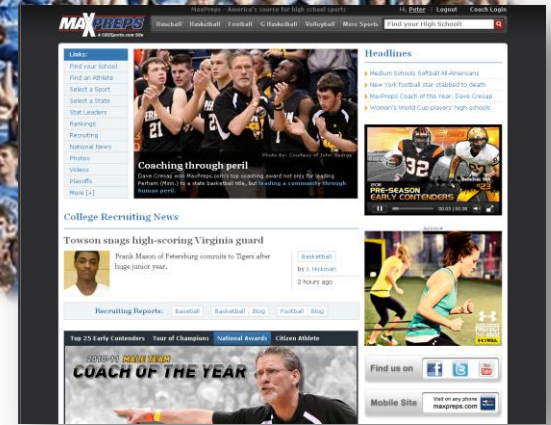




## America's Source for High School Sports

- Every community in the nation unites around high school sports – MaxPreps is the premiere destination for teens and parents to connect, share and celebrate.
- Providing coverage for millions of athletes and hundreds of thousands of teams, MaxPreps provides the foundation (scores, schedules, stats, photos, video) for athletes and fans to share their passion.
- Part of CBSsports.com which reaches **12 million** passionate sports fans each month<sup>1</sup>



### Site Stats<sup>1</sup>

- 2.3M unique visitors
- 4M visits
- 15M minutes
- 36M page views



### Demographics<sup>2</sup>

- 62% male
- 36% 12-24, 25% 18-24, 22% 45-64
- 42% HHI \$75K+, 25% HHI \$100K+
- 100,000 coaches reached<sup>3</sup>

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

### Advertiser Benefits

#### Engaged and immersive environments

- School-specific content makes it easy for local communities to rally around their teams – make your brand part of the experience.

#### Sports fans year round

- Reach dedicated high school sports fans before, during and after the game as well as throughout the year. Our fans follow their school 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.

