



All Eyes On You.

THE PERFECT PLATFORM FOR YOUR BRAND.

With the largest adult and youth sports network on the web, Blue Star Sports receives 75 million monthly page views with 6 million monthly unique users.

Roughly 30 million users rely on the service and visit the site with more than 75 million page views each month. Users stay on our sites for an average of 7 minutes, giving your brand ample time to be seen.

Our users are prime potential customers for you as more than 60% have children and 80% are between the ages of 21 and 54.

Our mobile opportunities offer outstanding CTR and placements. Mobile takeovers (320x50 and 300x250) are available as well.

FOCUS ON YOUR NETWORK

HOUSEHOLD INCOME

51%
\$65,000

30%
\$100,000



AUDIENCE AGE BRACKET

10% <20



65% 35-54

15% 21-34

10% 55+

INFORMATION ACCESS



50%
Mobile

20%
Tablet

30%
Desktop



5+ views
PER SESSION



Visit us today www.bluestarsports.com/digitalAds



Blue Star Sports Placements & Rates 2016

Device	Size	Position	Placement on Page	CPM
Desktop & Tablet	970x250	Leaderboard	Above Fold	\$20.00
	970x90	Leaderboard	Above Fold	\$20.00
	970x66	Leaderboard	Above Fold	\$20.00
	728x90	Leaderboard	Above Fold	\$10.00
	300x600	Big Box	Above Fold	\$20.00
	300x250	Big Box	Above Fold	\$10.00
	160x600	Skyscraper	On Fold	\$10.00
	990x90	Catfish	Always Visible	\$15.00
	728x90	Catfish	Always Visible	\$15.00
Mobile	300x250	Mobile Leaderboard	Above	\$20.00
	320x100	Mobile Leaderboard	Above	\$15.00
	320x50	Mobile Leaderboard	Above	\$12.50
	320x50	Mobile Catfish	Always Visible	\$15.00
Application	320x50	Mobile Catfish	Always Visible	\$10.00
DMP Data	N/A	Ask for audience targeting segment list		\$5.00

CONTACT US FOR MORE INFORMATION

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