

# CINCINNATI SPORTS LEAGUES

## Advertising and Marketing Opportunities for goCSL.com



### About Cincinnati Sports Leagues and its more than 30,000 active, year round participants

Cincinnati Sports Leagues (CSL) is a lifestyle marketing company specializing in developing, coordinating and facilitating athletic leagues, parties and special events to young professionals ages 21–34+ around the tri-state area. Each year there are more leagues, more events, and more participation as CSL continues to expand the geographical core by offering leagues and social events on the West Side, Northern Kentucky and the northern suburbs.

CSL was founded in 2001, and in April celebrated its eighth anniversary and continued growth and success. With over 1,500 teams in 2009, CSL has a direct and targeted connection to more than 30,000 active, social, young professionals ages 21–34+ in the Greater Cincinnati area.

These young professionals participate in leagues and social events by registering, managing league schedules, checking league standings and locating details about social events and activities online. The CSL website has over 14,000 unique visitors and 80,000 page views each month with the average user session at eight and a half minutes\*.

### Targeted, effective, niche advertising

CSL provides advertisers with a segmented approach for reaching the 21–34+ market. Your advertising messages will be delivered to your target audience with no waste with your advertising investment by reaching people outside your target demographic or local. Your product, service and brand will build reach and repetition to a demographic group that continues to increase in numbers each year with minimal attrition. The majority of the CSLer's (as they are nicknamed) participate in more than one league, repeat play season-to-season and attend the social events week-after-week. The Big Parties, Halloween and New Years Eve, are always SOLD OUT.

Another important and unique advertising difference is the ad server management. Unlike most online advertising, display ads on the CSL website are managed by a proprietary, in-house ad server. Your ad will not be slotted in an ad server cue, waiting to be served-up and displayed on a TBD website. You know when you place your ads on www.goCSL.com that is exactly where your ads will be displayed and you know the demographic and location of people seeing your ads.

### Customized advertising packages to meet your needs

CSL also offers customizable advertising packages offering a full spectrum of menu options online and offline. Email and direct mail marketing, Poll questions, event and tournament sponsorships, onsite sampling, social events and parties are just a handful of the choices you have for designing a strategic and effective marketing program.

There are also a limited number of annual sponsorships that encompass every connection point that CSL has to offer online and offline, at leagues, tournaments, events and parties.

**Online display advertising rates are provided. For other menu pricing options, annual sponsorship packages or assistance in creating a customized program, contact Brian Polark, 513-533-9386, or by email bpolark@goCSL.com**

\* February 2009 Online Reporting

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**Online Display Ads for goCSL.com**

**Rectangle (180 x 150 px) ..... \$1500 net per month**

- Ads Appear on Home Page Only
- 24/7 Rotation
- Limited to 8 Active Advertisers at One Time
- Click Directly Through to Your Site
- 3-month Minimum

**Full Banner/Leaderboard (468 x 60 px) ..... \$1000 net per month**

- Ads Appear Anywhere  
(Excludes Sponsor Page)
- 24/7 Rotation
- Click Directly Through to Your Site
- 3-month Minimum

**Button (120 x 90 px) ..... \$350 net per month**

- Ads Appear Anywhere
- 24/7 Rotation
- Click Directly Through to Your Site
- 3-month Minimum

- Display ads may be bought single or in combination. Customized packages are available.
- Special positioning and rotation are available by request. Add 20% to the above net rates per month.
- Copy specs, copy due dates, where to send copy, copy changes, etc. will be provided.
- Copy design services are available from CSL.
- Beer and High Proof Spirit categories have been secured by annual sponsorship agreements.

**▶ For more information or questions contact**

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**Rates subject to change without notice.**