



### Pro Football Weekly custom publishing

Are you looking for an effective way to engage your customers, employees or channel partners? Leverage the nation's most popular sport and the industry-leading content of Pro Football Weekly.

Pro Football Weekly's custom publishing program allows you to blend your marketing messages with PFW's content to capture and hold your audience. Add to that an NFL "confidence pool" and you're sure to generate enthusiastic interaction and ongoing participation all season long. And your brand messaging stays top of mind!

Your customized publication is mailed first class directly to your stakeholders and can include confidence pool results so your participants can see where they stand in the pool. Or we can e-mail your audience a PDF version that can include embedded video and audio messages.

It's a fun, effective way to get your message across and keep your people engaged all season long.

### PROGRAM BENEFITS

- Turnkey program. We handle the content, printing and mailing. You provide only the mailing list and your advertising materials.
- Associate your business with America's most popular sport.
- Personalized confidence pool game engages your audience.
- A marketing piece that people will look forward to getting each week.

### PACKAGES

Program is customized to your needs in frequency of issues and number of copies. Full-season, partial-season and playoff packages available. Minimum quantity of 2,000 per execution.

### PRICING

All pricing is customized based on your specific needs and will be quoted on a case-by-case basis.

### ANNUAL MAGAZINES

PFW also can produce customized versions of our most popular annual magazines, including our Fantasy Football Guide and the NFL Preview. These magazines, with your branding on the cover, are perfect for events such as trade shows and conventions.