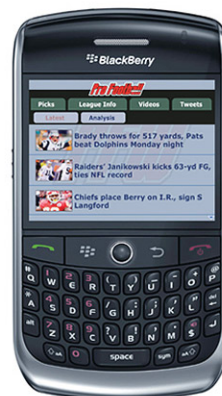
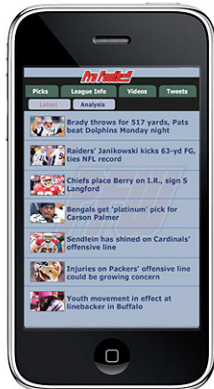


# Pro Football WEEKLY

DIGITAL

PRO FOOTBALL WEEKLY MEDIA KIT



## > Pro Football Weekly digital platforms

Pro Football Weekly has partnered with one of the nation's leading new media companies to develop digital platforms that distribute PFW's award-winning content to NFL fans how, when and where they want it, and allow advertisers to reach millions of fans of the nation's most popular sport.

### Pro Football Weekly video network

- Network-quality videos with NFL analysis, fantasy football and handicapping advice, and more.
- Syndicated network generates 20 million views a month through ProFootballWeekly.com and distribution network of hundreds of sites, including Yahoo! Sports, Comcast and many of the nation's top newspaper sites.
- Opportunities include pre-roll advertising, co-branded header in video player, in-video sponsorship integration and companion banners.



### Pro Football Weekly mobile/tablet apps

- Nine different smartphone apps across all four major platforms (iOS, Android, RIM and Windows 7) deliver PFW news and analysis, videos, Twitter integration, stats, scores and more directly to handsets.
- Tablet apps for iPad and PlayBook, with Android in development.
- Hundreds of thousands of active users; all apps highly rated by consumers.
- Opportunities include banner ads (300x50) across all pages, 100 percent ownership across all applications throughout flights, branded splash page during load and video pre-roll within app.



### ProFootballWeekly.com

- Content-rich site with NFL news and analysis, fantasy football and handicapping advice and more for web and mobile.
- 350,000 UV's and 2 million page views monthly in season on PC site, and 150,000 UVs monthly on optimized mobile site.
- Opportunities include standard ad units, rich media, content sponsorships, roadblocks, custom games/contests and microsites.

