

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 10 million views a month through ProFootballWeekly.com and distribution network of hundreds of sites, including AOL, 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.
- 450,000 UV's and 2 million page views monthly.
- Opportunities include standard ad units, rich media, content sponsorships, roadblocks, custom games/contests and microsites.

