



THE WILDCASTER SPORTS APP

STATISTICS

Wildcats section on Tucson.com

- 2.4 million users Sept-March
- 16.4 million pageviews Sept-March

Wildcats Basketball on Tucson.com

- 14.5 million pageviews in 2017

Wildcats Football on Tucson.com

- 6.7 million pageviews in 2017

Wildcaster Social Media

- 4,623 Twitter followers
- 2,136 Facebook likes

Daily email newsletter

- 5,400 average number of recipients in October (football season)
- 44% excellent open rate in October; 49% excellent open rate in February (compared to media industry average 22.14%)
- 16.5% average click rate in October; 19% average click rate in February



Podcast

- 32,635 listens Sept-March (Season 1)

Wildcaster Apps

- 3 million screen views Sept-March (combined figure for Apple and Android)



PACKAGES

RAISE THE BAR — \$3,000 per month

- 125,000 impressions in Wildcats section / photo galleries / mobile app
- (8) 15-second audio ads in the Wildcast podcast
- Leaderboard ads in the daily sports email newsletter
- Sponsor message in the new basketball email newsletter
- Sponsor logo on Football Report Card game

HIT YOUR STRIDE— \$1,500 per month

- 75,000 impressions in Wildcats section / photo galleries / mobile app
- (6) 15-second audio ads in the Wildcast podcast

ON A ROLL — \$500 per month

- 20,000 impressions in Wildcats section / photo galleries
- (2) 15-second audio ads in the Wildcast podcast

BUY A SEASON

► One Season, 4 months

(football or basketball)

$3,000 \times 4 = \$12,000$

$1,500 \times 4 = \$6,000$

$500 \times 4 = \$2,000$

► Two Seasons, 7 months

@ 25% discount

(football and basketball)

$3,000 \times 7 = \$15,750$

$1,500 \times 7 = \$7,875$

$500 \times 7 = \$2,625$