



Features & Commentary
About Your Favorite Whatcom County
Boys & Girls Basketball Teams



Show you care about our local teams.

WHAT IT MEANS FOR YOUR BUSINESS?

- YOUR brand will be seen by more than 40,000 focused visitors during the basketball season.
- Our audience loves our articles. The top 100 articles were viewed 190 times on average. That is more than 19,000 readers! And they spend 3+ minutes per article. **This is more time to see YOUR business.**
- Our Facebook & Twitter posts reach more than 1000 people on average.
- 85% of our readers are on mobile devices and we have optimized our ads for mobile users. This means direct exposure to YOUR business.

www.WhatcomHoops.com

"Thanks so much for doing an awesome job covering all of the Whatcom County schools!"

- Shari G.

"Thank you so much for covering the basketball teams this year. ... You have filled a huge gap in local sports coverage."

- Ellen T.



Advertising Opportunities

GOLD (\$2,000)

- PopOver Ad for all mobile users (*85% of our users read our content on mobile devices.*)
- Banner Ad
- Sidebar Ad
- Full recognition and promotion on Facebook. (*780+ Facebook followers.*)
- Weekly mention in WhatcomHoops Email Alert

SILVER (\$1,000)

- Banner Ad
- Sidebar Ad
- Full recognition and promotion on Facebook. (*780+ Facebook followers.*)

BRONZE (\$500)

- Sidebar Ad
- Full recognition & promotion on Facebook. (*780+ Facebook followers.*)

SPONSOR (\$100)

- Featured on our "*Supporters of Whatcom Hoops*" page.
- Listing includes: Business Name, Logo, and Link to your website
- See: <https://www.whatcomhoops.com/our-sponsors/>

PLAYER OF THE WEEK SPONSOR (\$1500)

- Exclusive sponsor of the Player of the Week section.
- Ad size similar to Sidebar Ad.

Ad Formats:

- JPG, PNG, or Animated-GIF
- Banner Ad: 728x90
- Sidebar Ad: 300x250
- Mobile PopOver: 300x250
- Sponsor of Player of Week: 300x250

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