



Traffic and Demographics - 2014

The Traffic

- Users: 1.05 million (87,500 per month)
- User Sessions: 7.3 million (605,000 per month)
- Page Views: 64.2 million (5.4 million per month)

The Geographics

Virginia/District of Columbia - 59.8%

Richmond/Central Virginia - 14.7%
 Northern Virginia/District of Columbia - 17.9%
 Roanoke/SW Virginia - 19.7%
 Tidewater/VA Beach - 4.5%
 Central Shenandoah - 3.0%

North Carolina - 7.2%

Maryland - 4.2%

Other - 28.8%

The Demographics

34% have an annual household income over \$100,000,
 76% have income over \$55,000.

91% are between the ages of 18-55,
 75% between ages of 18-44.

84% are white-collar business professionals,
 proprietors, or managers.

88% are college graduates, 38% have post graduate
 education.

38% plan to buy a car in the next 18 months.

20% plan to buy a new home in next 18 months, 69%
 own their own home.





TechSideline.com Sponsorship Packages - 2015

Founded in 1996, TechSideline.com is the #1 independent web site covering Virginia Tech athletics.

We can turbo-charge your business by promoting you to our huge audience, via our web site, our message boards, our emails, and through our social media channels.

How? Through one of two sponsorship packages: our Silver sponsorship (which promotes you on the web site) and our Gold sponsorship (which promotes you on our web site *and* our social media channels)

Silver sponsorship: \$500 / month

web-site-only exposure

- a fixed button ad on every page of the site
- super-wide fixed home page banner (two days per month)
- message board "sticky posts" that sit at the top of the board for a full day (two days per month)
- high-visibility article sponsorships (two articles per month)

Gold sponsorship: \$750/month

web site and social media exposure

Everything in the Silver sponsorship plus:




- promotional tweets on TSL's Twitter account (two per month; ~8,850 followers as of 2/1/2015)
- promotional posts on TSL's Facebook page (one per month; ~2,500 Likes as of 2/1/2015)
- inclusion in our daily TSLMail emailing (two per month; mailing list of ~4,300 as of 2/1/2015)

Get started today by contacting Will Stewart, Founder and General Manager of TechSideline.com.

Will Stewart
email: will@sportswar.com
office: 540-633-0126
cell: 434-566-1674

Fixed Sponsorship Button

As part of your sponsorship, we'll place a fixed, non-rotating button advertising your business on all pages of our site. Here's how it looks on the home page, but of course, your button will appear on every page of the site (64.2 million page views in 2014).




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YOUR VIRGINIA TECH SPORTS SOURCE


These greens have inspired decades of colorful tales.



What will your story be?



[MESSAGE BOARDS](#) | [NEWS & FEATURES](#) | [FOOTBALL](#) | [FB RECRUITING](#) | [BASKETBALL](#) | [BB RECRUITING](#)




The 2015 Schedule: Thursday TV numbers dropping, and other topics

Chris Coleman | January 29, 2015, 3:41 pm

Recent TV ratings show that the Hokies could be better off playing on Fridays. Of course, TV is only one part of the equation. [READ MORE>](#)

RECENT ARTICLES




TSL Audio: Chris Coleman on ESPN Radio Blacksburg, January 28, 2015


Chris Coleman | January 29, 2015

On this week's edition of the J.D. Howell Show, TSL's Chris Coleman talked about Tech's first ACC win. [READ MORE>](#)

New subscribers: get \$15 off a TSL Pass subscription.



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 **HOKIE NEWS (CLICK HERE FOR MORE)**

Notre Dame women cruise past Virginia Tech

Thu, Jan 29, 2015
Roanoke Times


Greenberg wonders if Uva fans have adopted him

Thu, Jan 29, 2015
Roanoke Times

Friday night games scheduled for both Uva, Hokies

Virginia's DUI and Traffic Defense Firm
The Fisher Law Firm, P.C.
Blacksburg • Fairfax • Richmond

CAMPUS EMPORIUM
Established 1985
Featured Item



VT Retail Therapy
Outerwear Sale

Virginia Tech Retail Therapy Sale




Different categories on sale every few days!

[Click to Find Out More](#)

Super-wide Home Page Banner

Two days out of each month, we'll promote your business with our super-wide (1000 pixels) home page banner. It's a fixed, non-rotating ad that dominates the site for the day.

Here's how it looks on the home page (the example shown is Campus Emporium), which receives 37,500 views per day, on average.




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VT Retail Therapy Sale!
CURE YOUR WINTER BLUES WITH GREAT DEALS ON VT GEAR!
JAN 23RD - FEB 13TH


FREE SHIPPING OVER \$50
* GROUND. EXCLUDES DROP SHIP ITEMS
NEW ITEMS EVERY WEEK!


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VT Retail Therapy Outerwear Sale

Virginia Tech Retail Therapy Sale
Different categories on sale every few days!
[Click to Find Out More](#)

Message Board "Sticky Post"

Two days a month (24 hours each), we'll put a sticky post at the top of our message boards promoting your business.

Our message boards receive about 75% of our page views, or about 48 million page views a year (131,000 page views a day).

Here's an example for The Fisher Law Firm at the top of our Football Board.




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BAD IDEA
T-SHIRTS

BUY 3
GET
6 FREE



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Football Board

Board Home | All Boards | What's New? | Search | Report Abuse | Logged in as **Will Stewart** / Logout

[Post Message](#)

✂ [Fisher Legal \(NRV, Fairfax, Richmond\): VA's DUI and Traffic Defense Firm!](#) -- **Will Stewart** [TSL Host](#) 01/30/2015 06:00AM

✂ [Hokie Club Recruit Night information](#) -- **ChrisColeman** [TSL Host](#) 01/20/2015 2:15PM

✂ [Anybody been to a NOVA Hokie Club recruiting night? Worth it? **](#) -- **wansapana** 01/30/2015 08:28AM

✂ [Always a GREAT time! Great venue for the video.](#) -- **4VT89** 01/30/2015 10:44AM

✂ [Yes- its a good time, just be ready.](#) -- **HokiePHX** 01/30/2015 09:58AM

✂ [Is that even more the case with Stiney than Cav?](#) -- **BG Hokie** 01/30/2015 10:05AM

✂ [Stiney is very good at these events.? **](#) -- **48zip** 01/30/2015 10:18AM

✂ [Yes- and it really is not that bad at all- fun time **](#) -- **HokiePHX** 01/30/2015 10:06AM

✂ [Re: Yes- its a good time, just be ready.](#) -- **2hhoop3** 01/30/2015 10:03AM

✂ [I went to one when Cav was there and it's fun. You can eat](#) -- **BG Hokie** 01/30/2015 09:45AM

✂ [Worth it for me. Only you can know if it's worth it for you. **](#) -- **marcbvtgm** 01/30/2015 09:26AM

✂ [Yes. I really enjoyed them with Coach Cav...](#) -- **InsaneHokie** 01/30/2015 08:45AM

✂ [I Was Wrong](#) -- **turner66** 01/30/2015 08:18AM

✂ [I think you guys need to get used to VT's best home games not being on Sat.](#) -- **Will Stewart** [TSL Host](#) 01/30/2015 09:24AM

✂ [Agree. win = respect. no win = less influence **](#) -- **jboyhokie** 01/30/2015 10:17AM

✂ [Re: I think you guys need to get used to VT's best home games not being on Sat.](#) -- **SoCloseHokie** 01/30/2015 10:11AM

✂ [No real benefit for NBC....](#) -- **2hhoop3** 01/30/2015 10:25AM

✂ [Why don't UNC, GT, UVA, NCSU, Wake, Pitt, Miami play on a bunch of](#) -- **HokiePHX** 01/30/2015 09:48AM

✂ [Re: Why don't UNC, GT, UVA, NCSU, Wake, Pitt, Miami play on a bunch of](#) -- **2hhoop3** 01/30/2015 10:18AM

✂ [Yeah, good point. I think there is an ESPNu evening slot that](#) -- **BG Hokie** 01/30/2015 09:57AM

✂ [My opinion is that VT IS still an ESPNu draw. not](#) -- **HokiePHX** 01/30/2015 10:00AM

✂ [What are the standard ESPNu Saturday night matchups?](#) -- **Nova Hokie 95** 01/30/2015 10:26AM

✂ [Regardless of the rating, a 7:00 ESPNu game in Lane would](#) -- **HokiePHX** 01/30/2015 10:31AM

Message Boards
TSL Pass Subscribers
TSL Pass Recruiting
TSL Pass Tickets
Football
Men's Basketball
Conf. Realignment
Baseball
Women's BBall
Other Sports
Ticket Exchange
The Lounge
Acronyms

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MONITOR WEBSITE
24X7

site24x7.com

Article Sponsorship

Two articles a month will be sponsored by your business. Your business name will appear on the home page as part of the article lead-in, and when readers open the article, they'll see your sponsorship message first.

Your business is promoted again at the end of the article.

Here's an example for The Fisher Law Firm.

[f](#)[t](#)[r](#)


Search

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 **ASK A FRIEND**
WHO DRIVES A TOYOTA

 **NEW 2015 SIENNA**
\$1000
CASH BACK FROM TOYOTA

[buyatoyota.com](#)
TOYOTA
Let's Go Places

\$1000 CASH BACK FROM TOYOTA AVAILABLE ON NEW 2015 SIENNA. CUSTOMERS CAN RECEIVE CASH BACK FROM TOYOTA OR CAN APPLY TO DOWN PAYMENT. OFFERS DO NOT INCLUDE DEALER FEES, LEASE, APR AND CASH BACK OFFERS MAY NOT BE COMBINED. SEE DEALER FOR DETAILS. OFFER ENDS 2/2/16.



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Friday Q&A: Teller, Thursday night football and defensive end

Chris Coleman, TechSideline.com, on January 23, 2015

[f](#)[t](#)[r](#)

Sponsored by **Fisher Law Firm**: Virginia's DUI and Traffic Defense Firm! We serve the Blacksburg, Fairfax, Richmond areas as well as the rest of Virginia. For a free consultation call us any time, day or evening at 800.680.7031 or email us at info@fisherlegal.com.



TRENDING ON THE BOARDS

What is the best uniform tech has worn, and the worst? ~ vtsubscription
By scm251 | 39 Posts | 01/30/2015 10:49AM


No 5 Star Recruits Starting in SB ~ vtfootball
By apphoke | 20 Posts | 01/30/2015 07:05AM

#9 VT vs. #12 UVa Wrestling Match Breakdown ~ vtethersports
By hokietony | 7 Posts | 01/30/2015 10:34AM


Sulaimon gone at Duke ~ vtbasketball
By HokieJamie | 8 Posts | 01/30/2015 10:23AM

I am a fan of Friday night. Here is why. ~ vtsubscription
By VT Trainman | 26 Posts | 01/30/2015 10:25AM

Last Updated: 01/30/2015 10:54 AM



Monitor your servers, applications, and private and public cloud in one go!



Social Media: Twitter

Two tweets a month, to our 8,800+ followers, similar to what you see below.



Social Media: Facebook

One promo a month on Facebook to our 2,500+ Facebook fans.

Here's an example promoting a sale at CampusEmporium.com.

TechSideline.com

Page
Activity 10
Insights
Settings
Build Audience ▾ Help ▾

PEOPLE >

2,488 likes

Marc Dugas Sr., Tim Russell and 102 others like this..

+99

Find New Customers

Connect with more of the people who matter to you

Promote Page

ABOUT >

TechSideline.com was created in March of 1996 and is the premier independent publication covering Virginia Tech athletics.

<http://www.techsideline.com/> Promote

PHOTOS >

494 people reached Boost Post

Like · Comment · Share ▾

TechSideline.com

Posted by Will Stewart (?) · January 27

Campus Emporium shifts the focus of their "Retail Therapy Sale" to outerwear today. Save up to \$55 and 50% on some great items to get you through the winter months!

Click here to save:
<http://s3.adwatcher.net/cemporium/tracker.php?t=524>

402 people reached Boost Post

THIS WEEK

4
Page Likes

3,071
Post Reach

UNREAD

9
Notifications

1
Message

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

See Your Ad Here

TechSideline.com

TSL Pass - Schedule thoughts, including a look at TV numbers for Thursday/Friday games: ht...

2

Boost Post

TSLMail

Each weekday, we send out an email to our mailing list of 4,300 addresses, telling them about the latest articles and features we have posted. Two times a month, we'll include you in the email.

Here's an example promoting a CampusEmporium.com item (Camo Hokie Silhouette Shirt, \$24.99).

TechSideline.com: Latest articles, January 22, 2015 - Message (HTML)


File Message

Ignore X Reply Reply Forward Meeting
Junk Delete All More
Delete Respond Quick Steps Move Actions Tags Editing Zoom


From: SportsWar Network <donotreply@sportswar-emails.com> Sent: Thu 1/22/2015 3:50 PM
To: Will Stewart
Cc:
Subject: TechSideline.com: Latest articles, January 22, 2015

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TSL Roundtable: Postseason grades
by TSL Staff, January 22, 2015
After a vacation, our roundtable crew is back to give their postseason grades.



Camo Hokie Silhouette Shirt - \$24.99
A shirt for those who can't camouflage their Hokie spirit.
[Click to Find Out More](#)



Hokies host #8 Notre Dame
Even though the Hokies are finally back home, things aren't getting any easier.

See more about: donotreply@sportswar-emails.com.