

An aerial photograph of a ski resort. In the foreground, several skiers are on a large snow jump, some in mid-air. In the background, a chairlift is visible, along with some resort buildings and a dense forest of evergreen trees. The scene is captured in a cinematic style with warm lighting.

# NEW SCHOOLERS

MEDIA KIT 20-21



**NEWSCHOOLERS/20-21**

# **SKIING'S COMMUNITY TURNS 21**

**Founded in 1999, Newschoolers is finally drinking legally. Since the beginning, we've provided skiers from around the world with an online home. It all started with our forums, which still thrive today and are now available via our popular mobile app.**

**We report skiing's biggest news, produce and distribute content and organize grassroots events that help drive the sport we all love.**

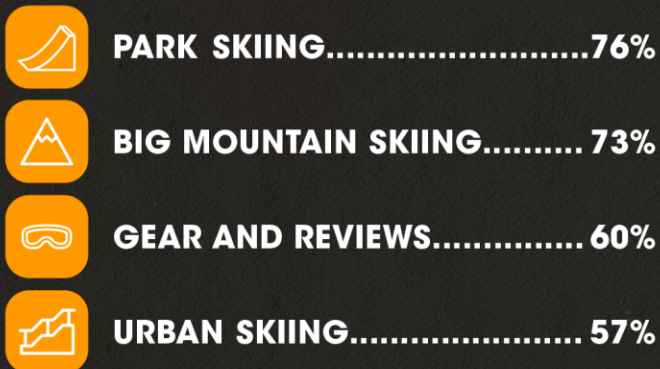
**Our influential and engaging social media channels combine with our legacy and ever-popular website to help us reach the biggest audience of core skiers worldwide. These hundreds of thousands of skiers from every corner of the planet also use Newschoolers to share their own content, make connections and even to build brands.**

**Newschoolers is the authoritative communications and branding vehicle to reach skiers through the most active, engaging and authentic platform in the industry. Because we are skiing's community. That's who we are and who we always will be.**



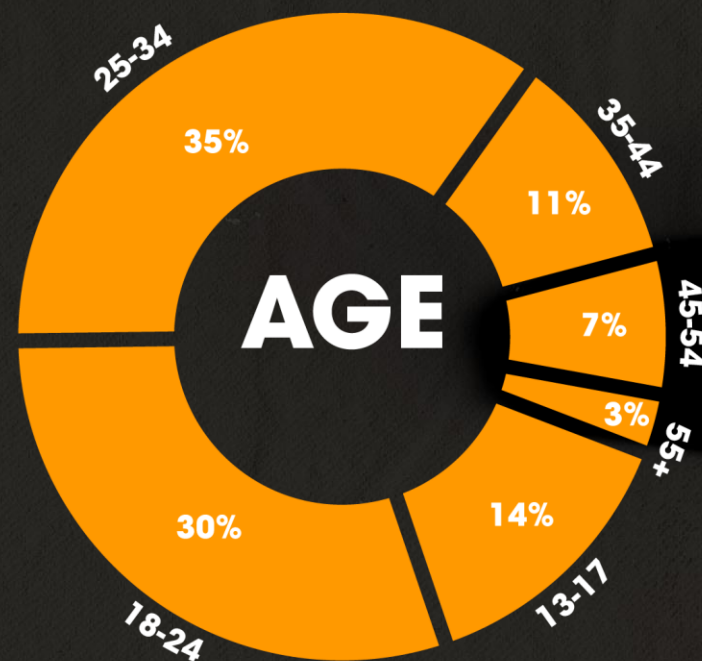
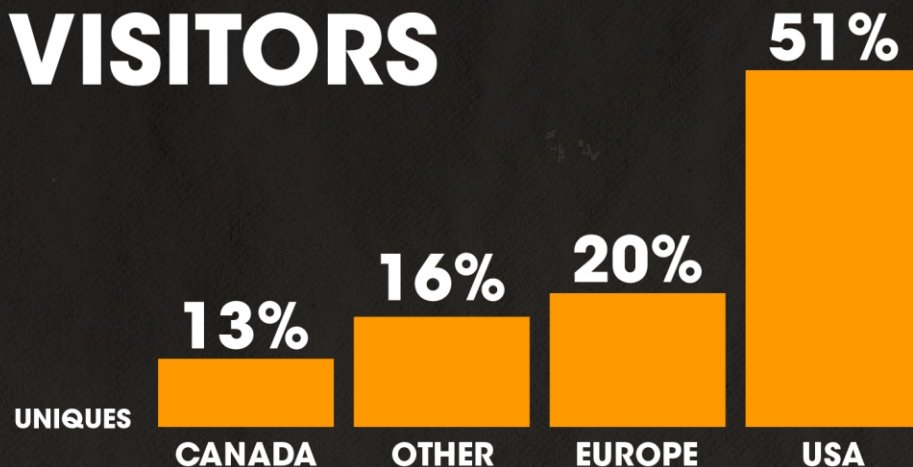
# AUDIENCE

## OUR AUDIENCE'S FAVORITE CONTENT



TOTAL MONTHLY AUDIENCE	1.12M
WEB USERS	650K
SOCIAL AUDIENCE	550K
APP	30K
NEWSLETTER	72K+
3RD PARTY MAILING LIST	61K+

# VISITORS





# DISPLAY ADVERTISING

## Standard Placements

Standard IAB ad sizes

## Video Ads

Pre-roll

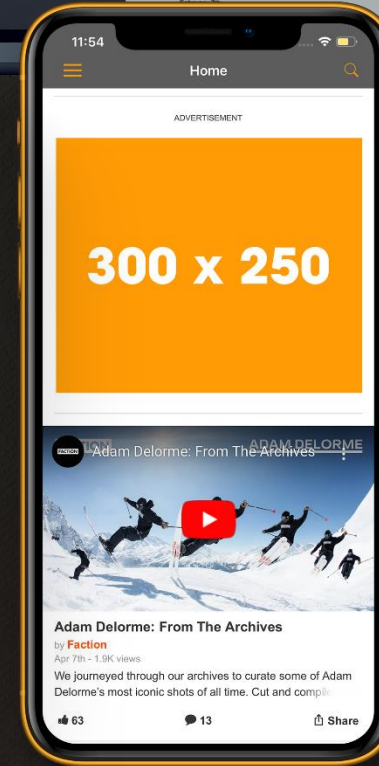
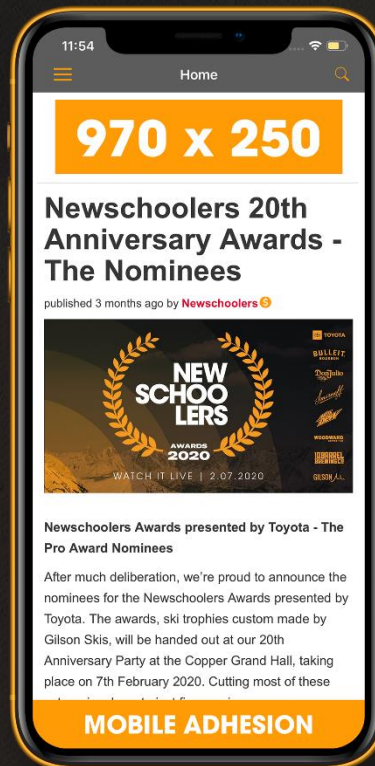
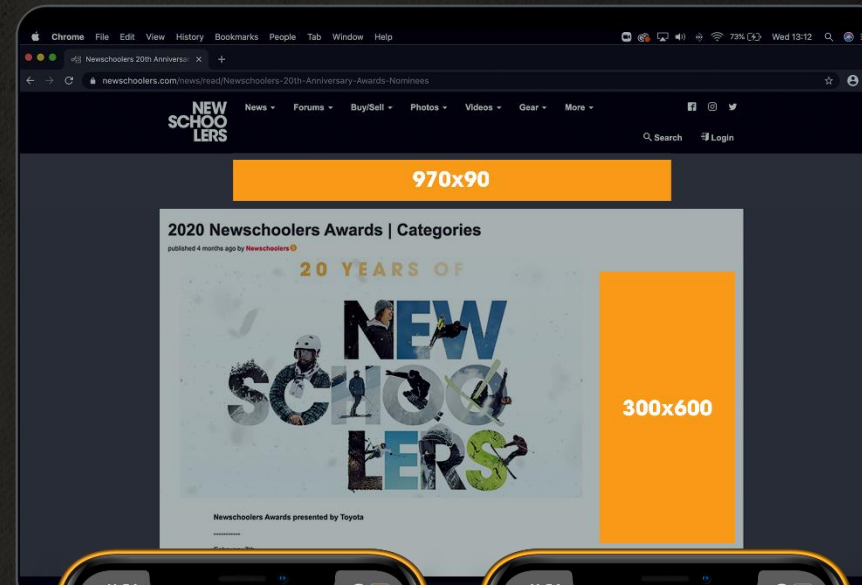
Interscroller – mobile only

Video Billboard – 970x250

Outstream – in-text placement

## Mobile Adhesions

These units remain fixed to the bottom of the mobile screen as users scroll.





# SOCIAL MEDIA

Newschoolers has grown one of the most engaged and committed social media followings in the industry. We can help you:

- Increase reach and engagement of your content
- Convert sales
- Strengthen brand image with third party validation

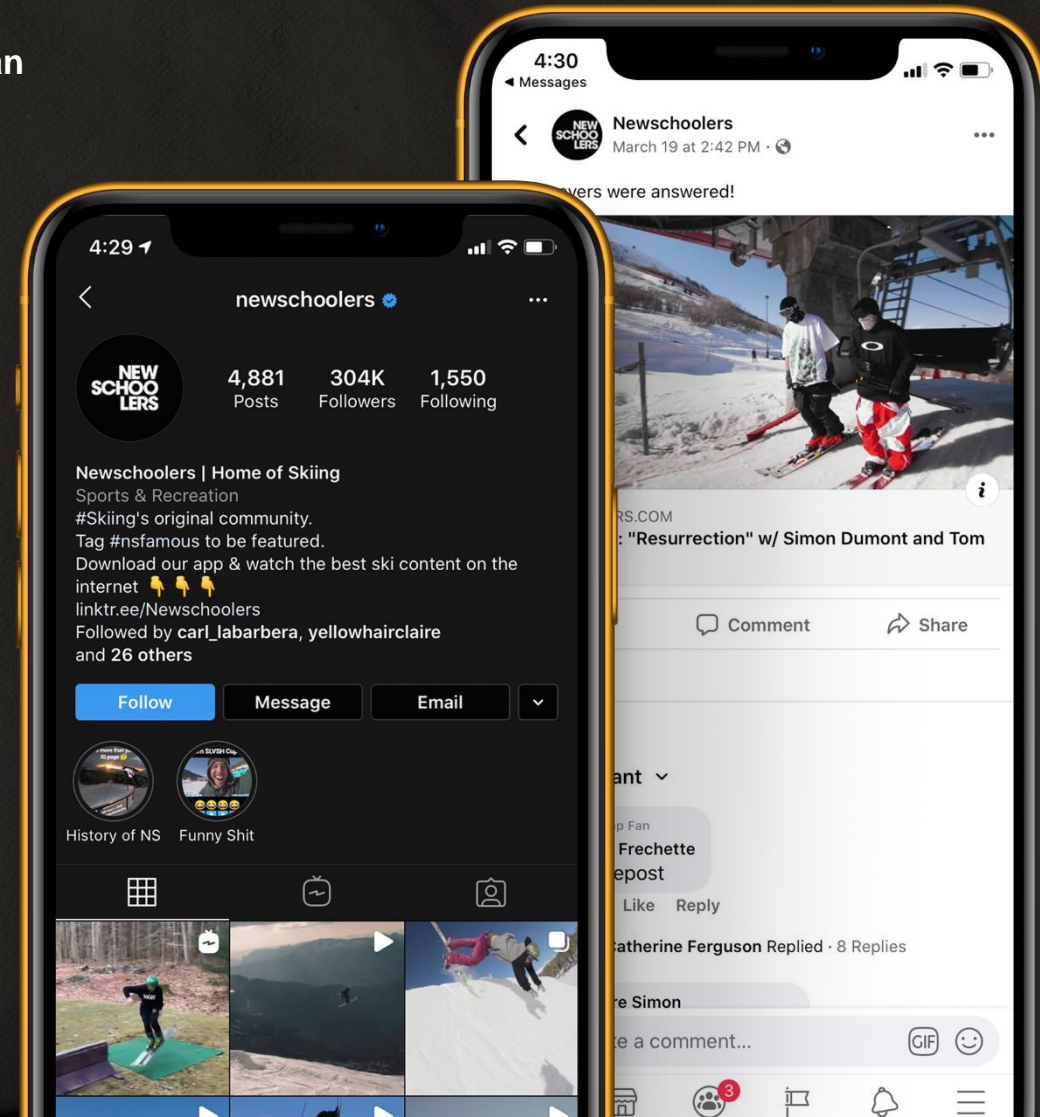
## Audience:

 315,000+

 212,000+

## Monthly Social Stats:

- Impressions: 11M+
- Reach: 9.5M+
- Video Views: 5M+





# EMAIL MARKETING

## Content Newsletter Inclusion

Newschoolers releases a weekly content newsletter with the website's top-rated content. With your ads displayed against only the most premium content of the week, this is the perfect marketing option to drive traffic, generate views, and raise brand awareness.

**Cost: \$1,500**

**List Size: 76,000**

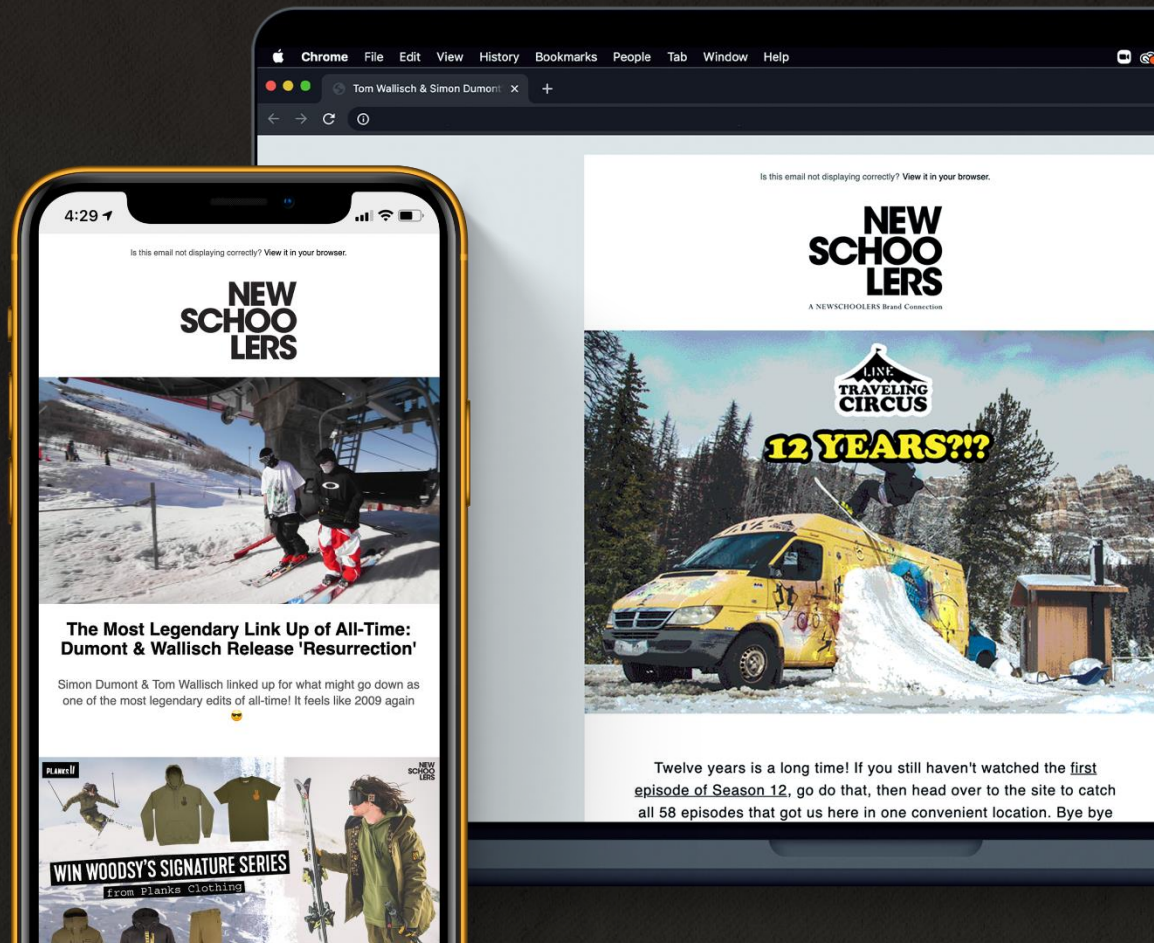
## Dedicated Mailer

Use our dedicated mailer for a product launch, a sale or a big content release. Our marketing email list has opted to receive promotions. We give you 100% control over the contents of the email and deliver it to 63,000 skiers.

**Cost: \$3,000**

**List Size: 63,000**

Average Open Rate: **7.5%**  
Average Click Rate: **14.5% (of opens)**





# GIVEAWAYS

## NS Giveaways:

Our weekly NS Giveaways are the perfect solution to increase brand and product awareness throughout the community while simultaneously collecting an up to date and highly qualified email list for your database. Each **NS Giveaway** is exclusive for an entire week with heavy distribution on:

- Newschoolers website and app
- Social Media
- Email

**Cost: \$3,000**

Average signups: 2,500

Impressions: 250,000

## Instagram Giveaways:

Yield the power of social media with a “tag and follow” giveaway contest to grow your audience on Instagram.

**Cost: \$2,500**





# BRANDED CONTENT

Content is king and stories are the crown jewel. Let us tell your story from a perspective that resonates with our audience.

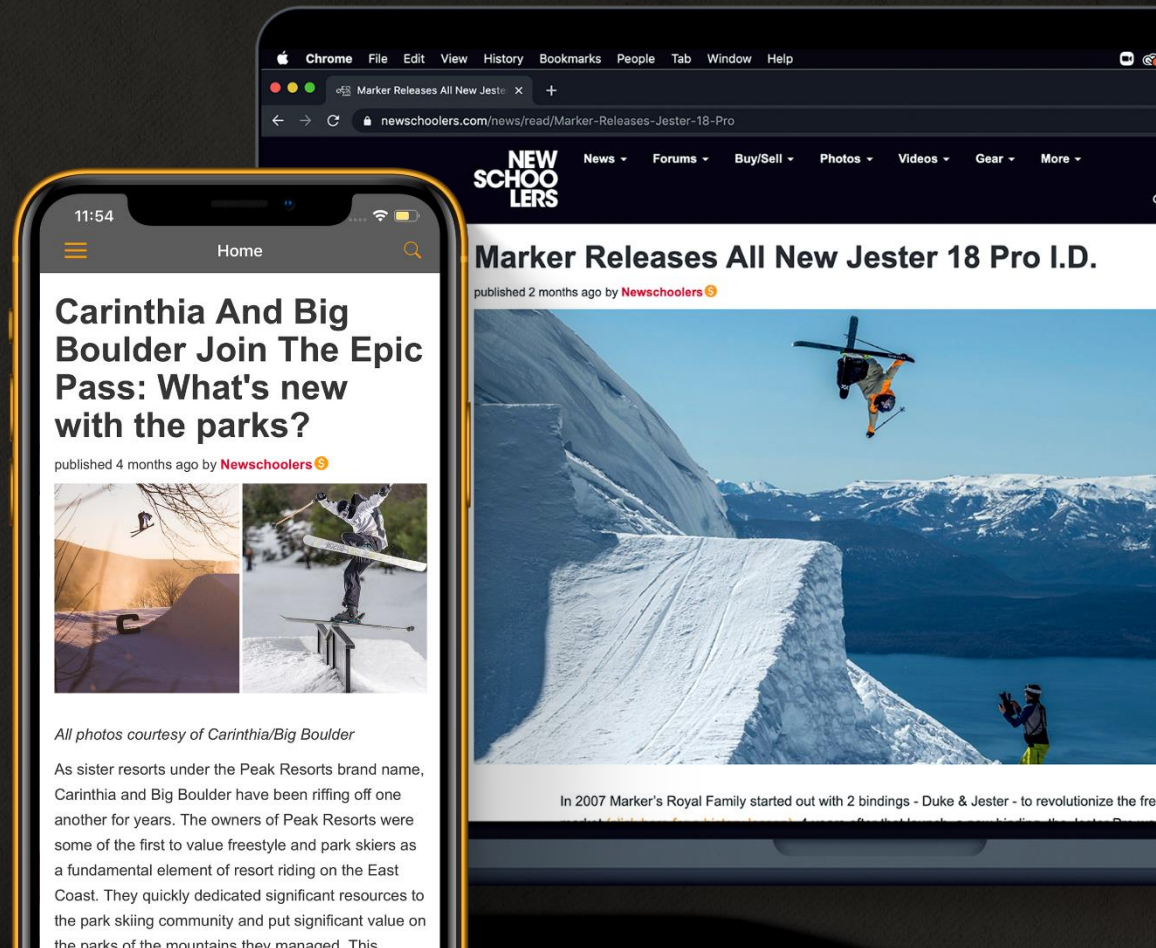
## Production

- Written Articles
- Custom Videos

## Distribution

Custom packages built with distribution on:

- Newschoolers website and app
- Social Media
- Email





# NEWSCHOOLERS ORIGINAL VIDEO

## Custom Shoot

Newschoolers has a unique skill for shooting ski video that resonates. Link up with us for team updates, product launches or for showing off your resort's landmark features.

Cost: **Variable**

## 5 Questions With “?”

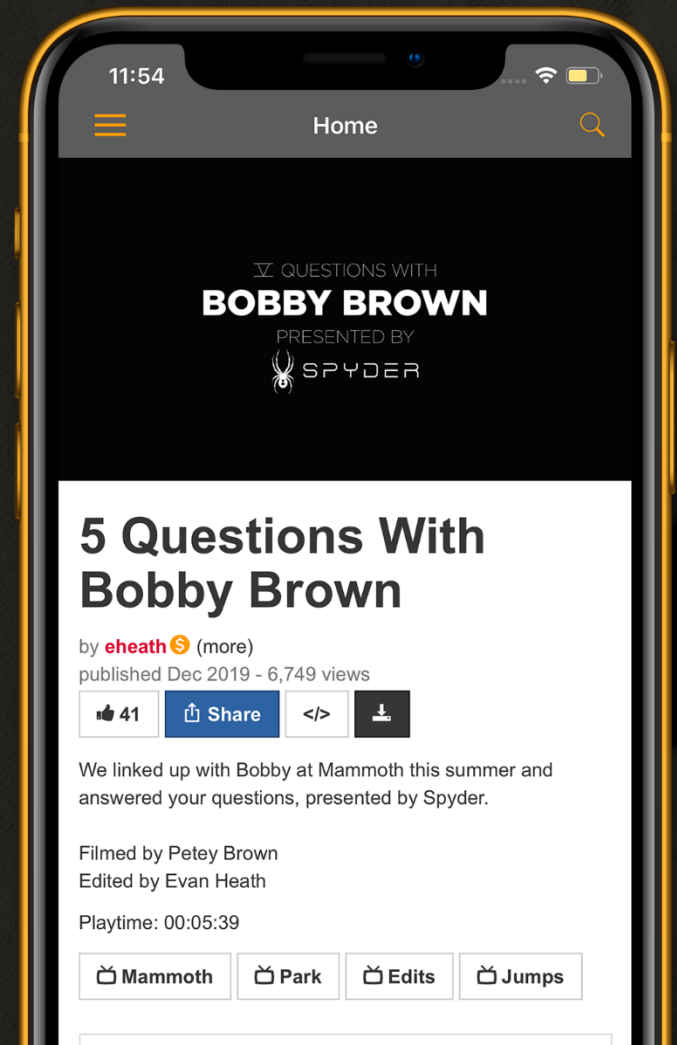
Let our audience discover your star athlete by asking questions in our forums. We then head to the mountain and produce a professional, action filled edit with the 5 best questions mixed in.

Cost: **\$10,000 + Lodging**

## Social Beat

Newschoolers produces 5+ short edits and distributes them on social media with the objective of going viral with one or more athletes.

Cost: **\$10,000 + Lodging**





# GEAR GUIDE

## PRODUCT SPOTLIGHT PACKAGE

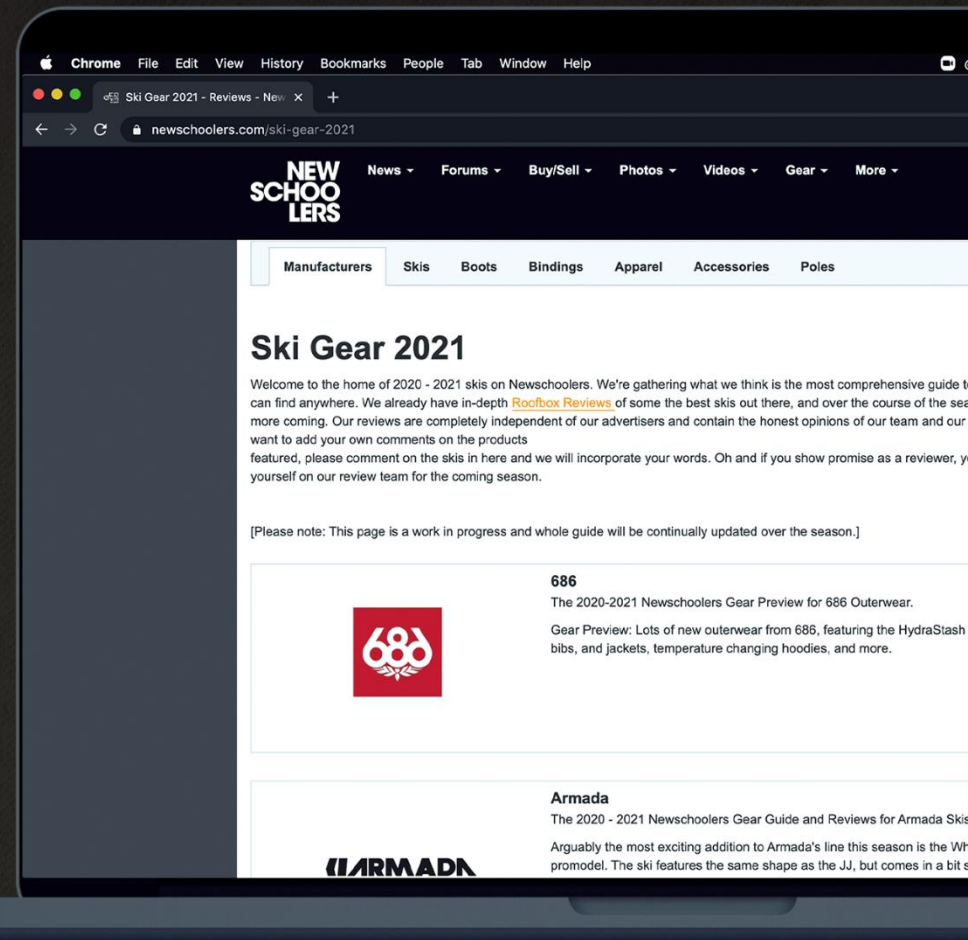
Gear competes with forums and videos for our audience's favorite type of content on Newschoolers. Let us tell the story of your brand and new products in order to resonate with our core members.

### You Get:

- Facebook Post
- Instagram Post
- Dedicated Mailer
- Social Amplification

**Cost: \$3,000**

**Impressions: 210,000**





# RESORT HIGHLIGHTS

WHY SHOULD SKIERS PICK YOUR SKI AREA ABOVE ALL OTHERS?

## Basic Package

Custom article with distribution on social media and to Newschoolers email subscribers.

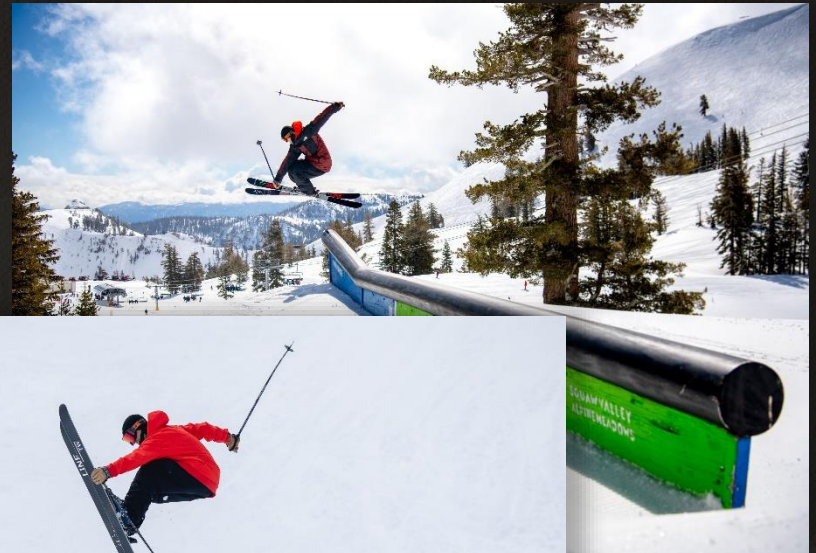
Cost: **\$3,500**

Impressions: **210,000**

## Premium Package

Basic Package + Newschoolers visits your resort and creates photo, journalistic and / or video content with pro skiers.

Cost: **Variable Pricing**





**NEWSCHOOLERS/20-21**

# **KING OF THE PARK**

**ONLINE VIDEO CONTEST HOSTED BY NEWSCHOOLERS**

The Newschoolers contest system runs the most engaging online skill-based competitions in skiing. Skiers participate by uploading their best tricks directly to Newschoolers. Contests can be run either locally at a ski resort or nation-wide.

## **About:**

- Worldwide member voting
- Judging by a qualified panel
- User Generated Content distributed to the masses

## **You Get:**

- Your own exclusive contest page on Newschoolers
- Contest promotion on Newschoolers social channels
- Viral community engagement
- Mention in the contest announcement article on Newschoolers





# RATE CARD

## BANNERS

Standard Banner Units (300x600, 300x250, 160x600, 970x90, 320x50 mobile)

Static Billboard

Video Billboard

Carousel Billboard

Instagram Billboard

Mobile Adhesion

## CPM

\$12

\$32

\$36

\$40

\$40

\$32

## E-MAIL

E-Newsletter Inclusion

Dedicated Mailer

\$1,500

\$3,000

## CUSTOM CONTENT

Gear Guide Product Spotlight

5 Questions With “?”

Resort Highlight (Basic Package)

Branded Content

Social Beat Video Series

## /PIECE

\$3,000

\$10,000

\$3,500

\$5,000+

\$10,000 + lodging

## SOCIAL

Facebook Post

Instagram Post

## /POST

\$1,000

\$1,000

## PREROLL

:15 Pre-roll

:30 Pre-roll\*

\*:30 Pre-roll only available on Premium Videos over 5:00 minutes long

## CPM

\$60

\$120

## CONTESTS

NS Giveaway

Instagram Giveaway

King / Queen Of The Park Contest

## /CONTEST

\$3,000

\$2500

Custom

## TAKEOVERS

Homepage

Forum

Content Page (Video, Photo, News)

Gear

## /DAY

\$1,500

\$1,000

\$1,500

\$1,000