skiing’s community

Newschoolers was founded in 1999 with one simple goal in mind: bring skiers from around the world together. Since the beginning, we’ve grown year over year, giving skiing an online home. From influential social media channels to our mobile app, we report news, produce and distribute content and organize grassroots events that help strive the sport we all love.

Hundreds of thousands of skiers from every corner of the planet are able to tell their stories, share their content and meet new friends to share the best days on the hill. Concurrently, we produce our own headline content focusing on breaking news, competition coverage and telling the stories of the most important established and up-and-coming names in the game. We have the finest, most productive team of young, dedicated content creators to be found in the ski world. The Newschoolers editorial staff is composed of people who, on top of their natural talent, have risen through the membership ranks and earned reputations as influencers of the sport.

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.
NEWSCHOOLERS/18-19

AUDIENCE

NEW SCHOOLERS SKI A LOT..

- 90% OWN 3 OR MORE PAIRS OF SKIS
- 41.2% PLAN TO BUY 1 OR MORE PAIRS OF SKIS NEXT SEASON

77% MALE 23% FEMALE

VISITORS

AGE DISTRIBUTION

- 13-17: 7%
- 18-24: 34%
- 25-34: 23%
- 34-44: 3%
- 45+: 3%

GET INVOLVED

- DISPLAY ADVERTISING
- BRANDED CONTENT
- SOCIAL MEDIA MARKETING
- CONTESTS / GIVEAWAYS
- EDITORIAL
- EMAIL MARKETING
- EVENTS AND EVENT TOURS
- GEAR REVIEWS

APP USERS: 16,000+
WEB USERS: 1,200,000+
FACEBOOK: 230,000+
TWITTER: 23,000+
INSTAGRAM: 240,000+
CONTENT NEWSLETTER: 80,000+
DIRECT MAILING LIST: 65,000+
SKIING’S COMMUNITY IN YOUR POCKET

In September 2017, we officially released the Newschoolers App. Members and brands now experience the platform in the most intuitive and engaging manner yet with a slick navigation and personalized push notifications.

TOTAL USERS: **16,000**
AVERAGE TIME PER SESSION: **6 MINUTES**
PAGES PER SESSION: **5.3**
ADVERTISING TACTICS

DISPLAY ADVERTISING
EXPOSURE – CLICKS – RESULTS

STANDARD PLACEMENTS
- 970x90
- 300x600
- 300x250
- 970x250
- 320x50 Mobile

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

IN-TEXT PLACEMENTS
300x250 and 970x90
 Seamlessly inserted in between content

INTERSCROLLER
Full mobile page unit unrolled to reader while scrolling. Customize with video, page flips, etc.
Newschoolers has grown one of the most engaged and committed social media followings in the industry. Whether you are looking to expand the reach of your content, promote a sale, or simply brand yourself as an insider in the most core community of skiers, Newschoolers social channels are the perfect platform. Capitalize on our robust social media offering and watch your fan base grow!

FACEBOOK PEAK MONTHLY STATS:
- 40,000,000 Impressions
- 14,000,000 Reach
- 3,400,000 Video Views
- 900,000 Engaged Users
- 130,000 Likes
- 22,000 Comments
- 8,800 Shares

TOP PERFORMING VIDEO:
1,500,000 + views

PEAK MONTHLY INSTAGRAM STATS:
- Average reach on post: 149,000
- Average engagement: 11,600
- Average views: 93,000

AUDIENCE
FACEBOOK 230,000 + Likes
INSTAGRAM 240,000 + Followers
TWITTER 23,000 + Followers
7 years deep and the Newschoolers Tell A Friend Tour format remains the same: visit hills, get kids stoked, give out prizes and eat pizza.

Andy Parry and guest pros will be visiting resorts all across North America, inviting locals to come out and ski with their idols. All the while, we produce quality content documenting their journey and distribute it to the ski community.

**TELL A FRIEND TOUR**

Tour Dates: December 2018 - March 2019

QUICK STATS FROM THE 2018 TAFT

- 19 Event Days
- Gave out $5,000 in cash
- 1,000+ Participants
- Drove 8,000+ miles
- 190+ Pizzas
- 3.5M+ people reached
- 5M impressions

**SUPPORTING SPONSORSHIP**

You get:

- Sponsor logo on/in:
  - TAFT posters
  - TAFT weekend video edits
- Product included in raffles and giveaways
- Tagging in all TAFT social media content (500,000 estimated reach)
- Branding on all Newschoolers banners and takeovers promoting the event series (500,000 estimated impressions)
- Logo on the branded tour vehicles

COST: $7,500

**PRESENTING SPONSORSHIP**

You get:

- All Aspects of supporting sponsorships
- “Presented by ...[your brand]” in all communications
- Primary branding in placements

COST: $15,000

APPROXIMATELY 200,000 HISTORICAL VIEWS ON NEWSCHOOLERS AND YOUTUBE

NEWSCOOLER.COM

Facebook
230,000+ LIKES
www.facebook.com/ns.newschoolers

Instagram
240,000+ FOLLOWERS
instagram.com/newschoolers

TELL A FRIEND TOUR

Facebook
2,500+ LIKES
www.facebook.com/TellAFriendTour

ANDY PARRY

Facebook
8,200+ LIKES
www.facebook.com/WizardzWax

Instagram
21,700+ FOLLOWERS
instagram.com/parryandy
Email Newsletters are an effective way to get your brand message across. Delivered straight to the inboxes of users who have chosen to see it, this is a great place to get your message heard. Nobody beats the size of our lists for the demographic, so make sure to give our email a try.

**Average Open Rate**: 20%
**Average Click Rate**: 10% (of opens)

79.8% of visitors said that Newschoolers.com has an influence on their purchase decisions*

*Taken from the 2014 user survey

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**CONTENT NEWSLETTER INCLUSION**

Once per week Newschoolers releases a content newsletter with the website’s top rated content. Displayed against only the most premium content of the week, this is the perfect marketing option to drive traffic, get views, and raise awareness.

**COST**: $1,500
**List Size**: 80,000

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**DIRECT CUSTOM MAILER**

Newschoolers also has a separate list of members who have opted in to receive special offers from our partners. They have chosen to receive advertisements directly to their email inbox. We give you 100% control over the contents of the email and deliver it to 65,000 skiers looking to spend. There’s no better way to promote a product launch, advertise a sale, or distribute coupon codes.

**COST**: $3,000
**List Size**: 65,000
There are very few things that people like more than free stuff. Therefore, what better way to wish our audience a happy Wednesday? Humpday giveaways are the perfect way to spread brand and product awareness throughout the community while simultaneously collecting an up to date, and highly qualified email list for your database. This series will introduce a new branded sweepstake each week.

YOU GET:

• Custom Contest Landing page on Newschoolers
• Facebook Post
• Instagram Post
• Dedicated mailer - 65,000+ emails
• Email database of all entries
• $500 Social Amplification

AVERAGE SIGNUPS: 2,500 EMAILS
IMPRESSIONS: 242,267

PRICE: $2,500
Got that hot new stuff? Educate Newschoolers about your product.

**CONTENT AND ASSETS SUPPLIED BY CLIENT:**

- Up to 12 photos
- 1x video
- Product specs and description

**YOU GET:**

- Facebook Post
- Instagram Post
- Dedicated mailer
- Social amplification
- **210,000 impressions**

**PRICE:** $3,000
Let us tell your story and interact our audience with today’s fastest growing form of advertising. Our fleet of journalistic wizards specialize in producing engaging content.

FEATURES

- Written Articles
- Videos
- Product Spotlights

DISTRIBUTION

- Featured on the Newschoolers homepage
- 1 Dedicated Mailer
- 1 Facebook post + amplification
- 1 Instagram Post
- 1 Instagram Story Share

STARTING AT: $5,000
Every skier loves getting to know their favorite pros and with 5 Questions With... we asked exactly what our audience wants to know. As a sponsor, you hand select the athlete and we take to the forums to find the most relevant and entertaining questions for them. Then we head to the mountain to produce a professional action filled edit with the top 5 questions mixed in.

Deliverables:
- Athlete placement in video
- Sticky’d Forum thread
- Countdown Timer
- 2 x Facebook Post Tagging
- 2 x Instagram Post Tagging
- 2 x Produced Instagram clips delivered for the clients social media
- Access to raw footage
- Custom Question about your brand
- Logo Bumper in video clips
- $500 Social Amplification
- App Push Notification
GEAR CONTENT AT NEWSCHOOLERS IS CHANGING

Our community constantly asks about gear, and we’ve been ramping up our efforts to answer their questions. Over the past three seasons we’ve been growing our archive of Roofbox Reviews, our premium in-depth ski reviews which we believe are the best out there right now.

For the 2017-18 season we produced an editorialized Gear Guide the first time in Newschoolers history. The result was a huge, instant upturn in driven sales. We’ll be further expanding the guide this year to feature bindings, outerwear and more.

GET INVOLVED

- **Submit Product for Review**
  You can’t buy a good review on Newschoolers. Our community is too important to us to give them anything but our unbiased opinion on products. To be featured in the Roofbox or reviewed in the Gear Guide, you need to contact our editor and he’ll arrange for your product to be assessed by one of our trusted reviewers. Our reviews are therefore free of charge, all that is required is for you to send us the products you wish to have reviewed.

- **Get Promoted**
  Our Gear Guide also includes direct price comparison and purchase links. This is designed to push buyers directly through to make a purchase, and as long as you are part of the system you can win those purchases. However, a Promoted Shop Sponsorship guarantees you priority placement in the sales widget on any product that you carry. We’ve seen excellent conversion from the guide overall and first positioning in the list will ensure that the high value purchasers come to your store first.

PAID EDITORIAL OPTIONS

- **Product Showcase**
  Our Gear Editors will prepare a full product showroom style preview of whatever items you want the Newschoolers market to know about. These previews launch during the key decision times leading up to fall.

  Example: [https://newschoolers.com/membernewsread/2016-Full-Tilt- Tom-Wallis-Pro-Model](https://newschoolers.com/membernewsread/2016-Full-Tilt-Tom-Wallis-Pro-Model)

- **Roofbox Editorial Series Sponsorship**
  The Roofbox is our premium editorial franchise where Gear Editors review key items with full write-ups and in-depth opinions about key pieces of gear they’ve tried. A series sponsorship includes:
  - Title rights
  - Branded skins on all articles
  - Direct backlinks to your site

- **Gear Stories**
  It’s not a review, rather it’s the story behind your product. Be it a tale of how your athletes use your product or how the product designers made it perfect for purpose, we can tell that story to the consumer and include purchase links to drive sales. We’ve seen great results from these stories in the past so if you want to push your product to the Newschoolers audience, this might just be the best way to do it.
WHY SHOULD SKIERS PICK YOUR SKI AREA ABOVE ALL OTHERS?

Tell Newschoolers’ diverse membership all about what makes your shredders’ paradise unique and we’ll blast out the message for the world to see.

BASIC PACKAGE

Content and assets supplied by client:
• Up to 12 Photos
• 1 Video
• Resort Stats and Description
You get:
• 1 Facebook Post
• 1 Instagram Post
• 1 Dedicated Mailer
• Social Amplification - 210,000 Impressions

COST: $3,500

PREMIUM PACKAGE

All of the above + Newschoolers visits your resort and films a 1 minute edit with pro skiers.

COST: VARIABLE PRICING
# RATE CARD

## BANNERS

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM</th>
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<tbody>
<tr>
<td>Standard Banner Units (300x600, 300x250, 160x600, 970x90, 320x50 mobile)</td>
<td>$14</td>
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<td>Rich Media Banners</td>
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<td>Static Billboard</td>
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<td>Video Billboard</td>
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<td>Mobile Adhesion</td>
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## E-MAIL & MAILOUT

<table>
<thead>
<tr>
<th>Type</th>
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<td>E-Newsletter Inclusion</td>
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<td>Dedicated Mailer</td>
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## SOCIA/POST

<table>
<thead>
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<tbody>
<tr>
<td>Facebook Post</td>
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<td>Instagram Post</td>
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## PREROLL

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<td>:30 Preroll*</td>
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*:30 Preroll only available on Premium Videos over 5:00 minutes long

## CUSTOM CONTENT /PIECE

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<td>Branded Content</td>
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## CONTESTS /CONTEST

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## TAKEOVERS /DAY

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<td>Forum</td>
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<tr>
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<tr>
<td>Gear</td>
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