20 YEARS OF NEW SCHOOLERS
Founded in 1999, Newschoolers turns 20 this year. For two decades now, we’ve provided skiers from around the world with an online home. From our forums and mobile app to influential social media channels, we report news, produce and distribute content and organize grassroots events that help drive the sport we all love.

Hundreds of thousands of skiers from every corner of the planet use Newschoolers to share their content, make connections and even to build brands. 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.

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.
NEWSCOLLEER/19-20

AUDIENCE

AGE AND GENDER

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

UNIQUES
-
- CANADA 67,500
- EUROPE 135,000
- OTHER 150,000
- USA 397,000

NEWSCOLLEER SKI IT ALL

- PARK...........................................93.4%
- BACKCOUNTRY........................75.2%
- GROOMERS............................68.5%
- URBAN......................................44.7%
- PIPE.........................................20.4%
- CROSS COUNTRY.......................7%
- RACING......................................11.8%

NEWSCOLLEER TRAVEL TO SKI

- RESORTS....................................84.2%
- HELI SKIING.............................4.5%
- CAT SKIING.............................11.7%
- HUT TRIPS...............................14.9%
- SMALL MOUNTAINS..................53%
- URBAN.................................26.7%

USER METRICS

- APP USERS 25,000+
- WEB USERS 750,000+
- FACEBOOK 216,000+
- TWITTER 23,000+
- INSTAGRAM 280,000+
- CONTENT
- NEWSLETTER 72,000+
- DIRECT MAILING LIST 61,000+
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:** 25,000

**Average Time Per Session:** 6 Minutes

**Pages Per Session:** 5
DISPLAY ADVERTISING

Standard Placements
Standard IAB ad sizes

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

Video Ads
Pre-roll
Interscroller – mobile only
Video Billboard – 970x250
Outstream – in-text placement
Newschoolers has grown one of the most engaged and committed social media followings in the industry. We can help you:

• Expand the reach of your content
• Convert sales
• Brand yourself as an insider in skiing’s most core community

Peak Monthly Facebook Stats:

• 3,000,000 Impressions
• 1,650,000 Reach
• 650,000 Video Views
• 3,000,000 Engaged Users

Peak Monthly Instagram Stats:

• Average reach on post: 149,000
• Average engagement: 11,600
• Average views: 93,000
• Average IG story view: 28,224

NEW: Get featured in the Newschoolers Instagram Highlights!
*Available with specific flagship packages
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: 75,000

Dedicated Mailer
Whether a product launch, a sale or a big content release, a dedicated mailer hits the nail on the head. Our marketing email list has opted to receive promotions. We give you 100% control over the contents of the email and deliver it to 61,000 skiers looking to spend.

Cost: $3,000
List Size: 61,000
People love free stuff. Therefore, what better way to wish our audience a happy Wednesday? Humpday Giveaways are the perfect solution to spreading 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
- Featured on Newschoolers homepage
- Stickied Forum Thread
- Facebook Post
- Instagram Post
- 2 Instagram Stories
- Featured in IG Highlights for one week
- Dedicated mailer
- Email database of all entries
- Social Amplification

Cost: $3,000
Average Signups: 2,500
Impressions: 242,267
Branded content is today’s fastest growing form of advertising. The Newschoolers editorial staff are the finest, most productive team of young content creators to be found in the ski world. Our whole team, on top of their natural talent, have risen through the membership ranks and earned for producing engaging content. We know our audience, and we’ll tell your story in a way that reaches them.

Production
- Written Articles
- Custom Videos

Distribution
- Featured on the Newschoolers homepage
- 1 Dedicated Mailer
- 1 Facebook post + amplification
- 1 Instagram Post
- 2 Instagram Stories

Starting at: $5,000
Our Newschoolers Original edits have become one of the most popular content pieces on the whole site. Join in the fun with some tailor-made ski porn.

5 Questions With “?”
Every skier wants to know more about their favorite pros and in 5 Questions With, we ask exactly what our audience wants to know. As a sponsor, you hand select the athlete and we take to the forums where our audience asks the questions. Then we head to the mountain to produce a professional action filled edit with the best 5 questions mixed in.

Cost: $10,000

Custom Video
Newschoolers has a specialized skill for shooting ski video that resonates. Link up with us for announcing team updates, product launches or just for showing off your park features.

Cost: Variable Pricing
Do you have products you want to highlight? We pair you with a Newschoolers journalist to create and customize your brand page in our Gear Guide in a way that fits our voice. Mix in photos, videos, testimonials and create a page that hits the mark. Tell the story of how your athletes use your product or how the product designers made it perfect for purpose and we include purchase links to drive sales.

**You Get:**
- Facebook Post
- Instagram Post
- Dedicated Mailer
- Social Amplification

**Cost:** $3,000  
**Impressions:** 210,000
Gear Content At Newschoolers is Changing

Our community constantly asks about gear, and we’ve been ramping up our efforts to answer their questions. Last year saw us post a record number of Roofbox Reviews, our premium in-depth ski reviews, which we believe are the best out there right now. We also expanded our editorialized Gear Guide, the result of which was another large upturn in affiliate sales. This coming summer will see the guide improved once again, with more pages and more information.

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 Reviews or reviewed in the Gear Guide, get in touch with our editor and he’ll arrange for your product to be assessed by one of our trusted reviewers. Our reviews are free of charge, all that is required is for you to send us the products you wish to have reviewed.

Promoted Shop
Our Gear Guide also includes direct price comparison and purchase links for affiliate sales. 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

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 Guide Sponsorship
You get exclusive title rights to our gear guide, as well as top priority placement in all our pricing modules and regular blasts on social media as we distribute the guide.
DEALS OF THE MONTH

Twice a year, Newschoolers will feature the Deals of the Month for skiers

May: The Clearance Deals
November: The Holiday Deals

What you get per deal
• Inclusion in one article on Newschoolers with links to purchase
• 1 brand-dedicated Facebook post
• 1 brand-dedicated IG story
• All dedicated IG stories included in the Newschoolers Instagram Highlights for the month

Article Distribution
• 2 Instagram posts
• 4 Instagram stories
• 2 Facebook posts (boosted)
• 1 Push notification to app users
• 4 Newsletter inclusions (1 per week)
• 1 Dedicated mailer

Cost: $2,000
*per featured deal
RESORT HIGHLIGHTS

WHY SHOULD SKIERS PICK YOUR SKI AREA ABOVE ALL OTHERS?

Let Newschoolers’ membership know 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
• 2 Instagram Stories
• 1 Dedicated Mailer
• Social Amplification

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
## Rate Card

### Banners

<table>
<thead>
<tr>
<th>Unit</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banner Units (300x600, 300x250, 160x600, 970x90, 320x50 mobile)</td>
<td>$12</td>
</tr>
<tr>
<td>Static Billboard</td>
<td>$32</td>
</tr>
<tr>
<td>Video Billboard</td>
<td>$36</td>
</tr>
<tr>
<td>Carousel Billboard</td>
<td>$40</td>
</tr>
<tr>
<td>Instagram Billboard</td>
<td>$40</td>
</tr>
<tr>
<td>Mobile Adhesion</td>
<td>$32</td>
</tr>
</tbody>
</table>

### Social

<table>
<thead>
<tr>
<th>Platform</th>
<th>CPM/P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Post</td>
<td>$1,000</td>
</tr>
<tr>
<td>Instagram Post</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Preroll

<table>
<thead>
<tr>
<th>Duration</th>
<th>CPM/P</th>
</tr>
</thead>
<tbody>
<tr>
<td>:15 Pre-roll</td>
<td>$60</td>
</tr>
<tr>
<td>:30 Pre-roll*</td>
<td>$120</td>
</tr>
</tbody>
</table>

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

### E-mail

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM/Mailout</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter Inclusion</td>
<td>$1,500</td>
</tr>
<tr>
<td>Dedicated Mailer</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Tell a Friend Tour

<table>
<thead>
<tr>
<th>Level</th>
<th>CPM/Mailout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td>Presenting Sponsor</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

### Custom Content

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM/Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gear Guide</td>
<td>$3,000</td>
</tr>
<tr>
<td>5 Questions With “?”</td>
<td>$10,000</td>
</tr>
<tr>
<td>Resort Highlight (Basic Package)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Branded Content</td>
<td>$5,000+</td>
</tr>
</tbody>
</table>

### Contests

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM/Contest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humpday Giveaway</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Takeovers

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>$1,500</td>
</tr>
<tr>
<td>Forum</td>
<td>$1,000</td>
</tr>
<tr>
<td>Content Page (Video, Photo, News)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Gear</td>
<td>$1,000</td>
</tr>
</tbody>
</table>