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

- PARK SKIING: 76%
- BIG MOUNTAIN SKIING: 73%
- GEAR AND REVIEWS: 60%
- URBAN SKIING: 57%

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

VISITORS

- USA: 51%
- CANADA: 13%
- OTHER: 16%
- EUROPE: 20%

AGE

- 18-24: 30%
- 25-34: 35%
- 35-44: 14%
- 45-54: 11%
- 55+: 7%
- 13-17: 3%

MALE: 78%
FEMALE: 22%
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.
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:**

- Instagram: 315,000+
- Facebook: 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)
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
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
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
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
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

<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>POST</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</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>Service</th>
<th>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>

## Custom Content

<table>
<thead>
<tr>
<th>Service</th>
<th>Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gear Guide Product Spotlight</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>
<tr>
<td>Social Beat Video Series</td>
<td>$10,000+ lodging</td>
</tr>
</tbody>
</table>

## Contests

<table>
<thead>
<tr>
<th>Contest</th>
<th>Contest</th>
</tr>
</thead>
<tbody>
<tr>
<td>NS Giveaway</td>
<td>$3,000</td>
</tr>
<tr>
<td>Instagram Giveaway</td>
<td>$2,500</td>
</tr>
<tr>
<td>King / Queen Of The Park Contest</td>
<td>Custom</td>
</tr>
</tbody>
</table>

## Takeovers

<table>
<thead>
<tr>
<th>Platform</th>
<th>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>