

**The New Destination for
New Orleans' Best
Sports Coverage!**



Our Story

After 30 years in the local sports broadcasting industry, Ken Trahan launched NewOrleans.com/Sports in 2008. Three years later, when NewOrleans.com took a new path, the site was re-branded as SportsNOLA.com.

For the past 9+ years, these websites have provided sports fans of New Orleans and beyond insightful coverage of area pro and college sports and the most complete coverage of high school sports in the area.

Now, it's a new destination for sports fans in New Orleans, with the same insight and depth you've come to expect from Ken and his team and the most popular features that they've brought you in the past – columns and features, live webstreams and the popular Friday night high school football scoreboard.



Our Site

CCS features the best coverage of pro, college and high school sports in the region.

The screenshot shows the Crescent City Sports website homepage. At the top is the Crescent City Sports logo on the left and a banner for 'THE RIVALRY CONTINUES HOLY CROSS vs. JESUIT' on Friday, September 29 at TAD GORMLEY, with kickoff at 7:15 PM. Below the banner is a dark blue navigation bar with links for HOME, PREPS, SAINTS, LSU, TULANE, PELICANS, MORE, PHOTOS, and social media icons for Twitter, Facebook, YouTube, and Instagram. The main content area features a featured article titled 'Karr-De La Salle, Riverside-Rummel matchups on Crescent City Sports highlight week three metro contests' by Ken Trahan. The article text states: 'While the week two card was special in the Greater New Orleans area, the week three schedule is enticing as well, with at least five games that feature potential state champions in Louisiana's nine classifications.' Below the text is a photo of two football players in action. To the right of the article is a search bar and a list of news snippets under various categories: SAINTS (Bill Belichick, Sean Payton conference calls ahead of Patriots-Saints matchup), COLLEGE FOOTBALL (LSU Recruiting: Surtain Jr. names Tigers in top six, Joseph pulls back from commitment), ALL-LOUISIANA (Mel Didier's passing recalls prominence of his Louisiana baseball family), SAINTS (Report: Saints right tackle Zach Strief to miss several weeks with MCL sprain), COLLEGE FOOTBALL (Tulane QB Banks misses practice, status for Oklahoma uncertain), and GNOSF QUARTERBACK CLUB (Warren Faxon OR Lance). On the far right, there are two promotional banners: one for a 5-star experience with a 'Learn More' button and logos for Hancock and Whitney, and another for a 'BROTHER MARTIN OPEN HOUSE' on November 9 from 5-8 P.M.



Game Coverage

CCS will live stream at least 30 high school events in 2017-18 from a variety of sports.

LIVE GAMES

OPEN AN ACCOUNT ONLINE AND GET A SAINTS VISA® DEBIT CARD

LEARN MORE

Whitney Bank uses these trade names: Hancock, Hancock Bank and Whitney, Whitney Bank, Member FDIC.

Hancock WHITNEY

CCS PRODUCTIONS ONLINE



SEARCH

DE LA SALLE
THE RIGHT FIT!

Come experience why DLS has become The Right Fit for more and more students each year. Join us for spend-a-days and school tours.

NOV 7 NEXT OPEN HOUSE: Tuesday, November 7
For more information or to register, click here or visit delasallenola.com.

Benjamin Moore Helm Paint & Decorating

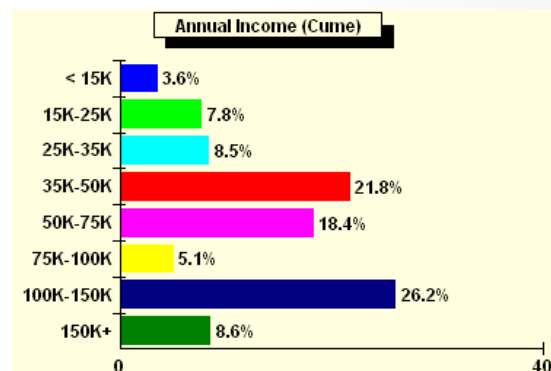
STEERING NEW ORLEANS
IN THE RIGHT DIRECTION FOR OVER 40 YEARS



Statistics / Demography

Crescent City Sports*

- **2.54 million** page views annually
- Webstreams watched by **205K viewers** for total of **1.76 million minutes** (or 1,222 days!)
- Audience is 67 percent male
- Median age 42
- 28% are age 34 and younger
- 35% have household incomes of \$100K+



Sports Websites

- **Educated:** 82% are college educated
- **Loyal:** 4.8 billion minutes spent on sports websites annually

**Statistics from June 2016-May 2017 under website's former URL (SportsNOLA.com)*

Sources: Crescent City Sports research, The Media Audit



Reach an Affluent Audience!

Through Crescent City Sports, you are more likely to reach an affluent audience than any other news-gathering website in the New Orleans area. (Source: *The Media Audit*)

Demographic	Percentage of Readers	Pct. of over-delivery in New Orleans market
Plan to buy a domestic car/truck/SUV	33.0%	244%
Young affluent (A18-34, \$100K+ income)	32.6%	240%
Plan to buy a home in the next 2 years	26.0%	171%
Luxury car owners (BMW, Mercedes, Lexus, etc)	25.4%	165%
Shopped at jewelry store in last 4 weeks	24.5%	155%
Follow high school football	21.7%	127%
Plan to remodel home in next 12 months	20.5%	114%
Young investors (A18-34 with IRAs or CDs)	19.6%	104%



Advertising Options

Web Advertising

- Traditional 728x90 (Leaderboard) and 300x250 (Medium Rectangle) positions available
- Ads sold by section of site (Home, Prep, Saints, Pelicans, LSU, Tulane, Prep Scoreboard)
- Ads sold by Share of Voice (in 25% increments)

Live Streaming

- Live reads within games
- On-screen logos next to “score bug”

Other Opportunities

- Sponsorship of weekly e-mail blasts
- Sponsored Facebook/Twitter posts
- Presenting sponsorship of videos/podcasts

All packages customized to suit the needs of each and every advertising partner!

