



Florida's best place to find all of the latest news, information, and people in Florida's fastest growing high school and collegiate sport.

— | **Media Kit** | —

Site Description

FloridaLacrosseNews.com is dedicated to providing a source of information for all things lacrosse in the great state of Florida.

- We cover boys and girls high school lacrosse.
- We cover the college recruiting scene like nobody else out there.
- We feature coverage and stories from Florida's men's and women's collegiate lacrosse.
- We have pages dedicated to youth, travel, and showcase club teams from around the state.
- We feature guest bloggers from all levels of the sport here in Florida.

The nation's oldest and greatest sport is growing at an unprecedented rate...

...and FloridaLacrosseNews.com is leading the way to report on all of the great people out there doing great things for our sport. We have a site that is driven by people in the sport and have amassed a large readership of loyal supporters.

Great Stats!

2013

- Total of **340,425** views
- **39.4%** new visitors
- Total Traffic up **40.6%** over 2012.

2014

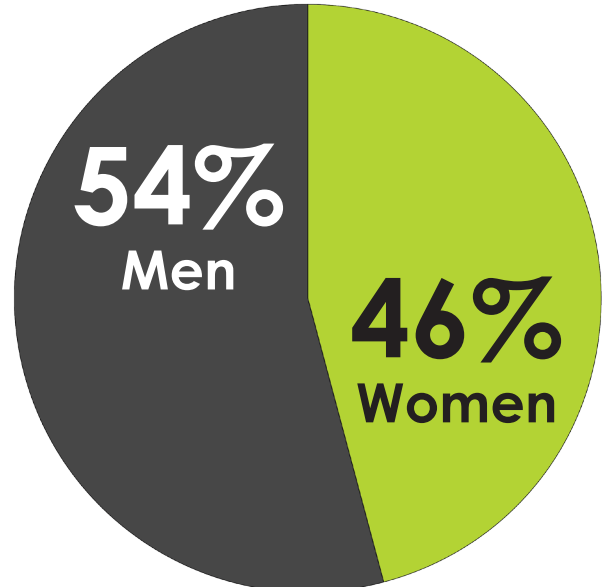
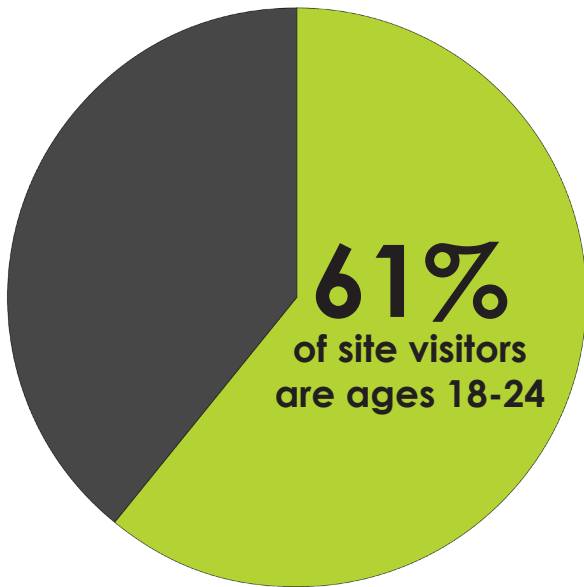
Through first three quarters of 2014: **622,263** page views, up **126%** over first three quarters of 2013.

30.9%
new
visitors

2.35
pages
per visit

**Over 2
Minutes**
per visit

Who Are They?



According to US Lacrosse, the sport's national governing body, lacrosse players tend to come from more educated households than the general population, with **85%** of adults involved in the sport as either players or parents having graduated from a four-year college. They also tend to be wealthier. Less than **10%** of lacrosse players come from households with incomes of less than \$50,000, and nearly **75%** of all lacrosse-playing families value their primary residence at \$200,000 or more. (Just look around the next lacrosse event to see who we're attracting).

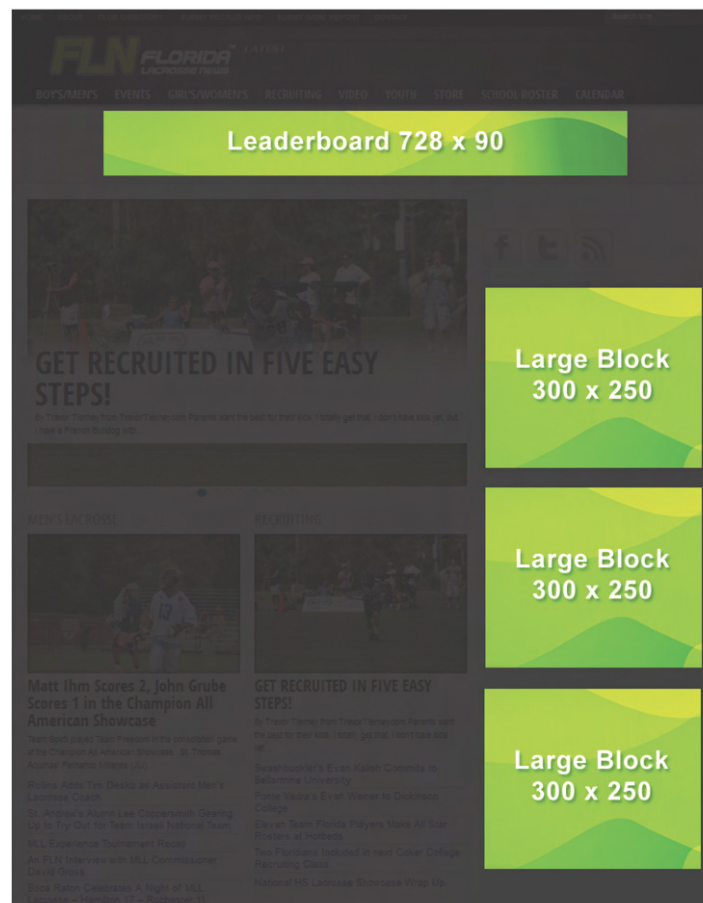
Lacrosse is Florida's fastest growing high school and collegiate sport and **FloridaLacrosseNews.com** is the best place to see why.

- Up-to-date news stories
- Game reports and scores
- College recruitment
- Events, clinics and much, much more

Formats & Pricing

There are several ways to get out in front of these desirable and highly valuable lacrosse enthusiasts.

Leaderboard Banners	728 x 90 (top of page)	\$20 per thousand impressions
Large Block Banners	300 x 250 (right sidebar)	\$15 per thousand impressions
\$5.00 for specific DMA with a \$200 per month min.		
Also available: Email blasts and ad space on our nightly email newsletter.		



Ad Guidelines

Formats Accepted:

Standard banners	GIF, JPEG, PNG, HTML
Standard rich media	Flash, HTML, Third-party rich media. Third-party tags must be iFrame format.
Email newsletter banners	GIF and JPEG only - one clickthrough. No animation.

Lead Times:

- FloridaLacrosseNews.com requires **2 business days** prior to campaign launch dates for receipt of standard creative assets.
- FloridaLacrosseNews.com requires **5 business days** prior to campaign launch dates for receipt of rich media creative assets.

Submission Process:

- Please send advertising creative to **brian@floridalacrossenews.com**
- Along with creative, please include flight dates and click through URL.

Want to learn more?

Contact us today at brian@floridalacrossenews.com