





# Why FLN?

Only FLN can embed your brand into the journey of your target consumers and motivate them to buy at just the right time.

FLN does more than provide information for all things lacrosse in the great state of Florida. We power the entire process from beginning to end. Because of that, we can help brands reach consumers in unique ways at every stage of their journey.

Come be a part of our network.





**25 PERCENT**  
of Florida lacrosse audience access FLN

**4K TWITTER**  
Followers

**2,200**  
Facebook  
Likes

**2,000**  
Daily Email  
Subscribers

Advertise with the largest lacrosse database in Florida.



# 400 Thousand Total Sessions in 2017

Sports Fans

Movie Lovers

Travel Buffs





# on-site engagement

There are hundreds of events—but only we know which ones are popular with your target demographic

## Sponsorship

From banners to finish line takeovers, we know which placement is the most impactful for your objectives.

## Ambassadors & Sampling

We can help design and build your booth, hire and train ambassadors, and distribute samples.

## Grassroots Enthusiasts

We'll help you find and connect with people who love your brand and are willing to tell others about it.





# FLN Engagement Platform

reach customers when they're most likely to buy

FLN Engagement platform is used to digitize information about games, tournaments, recruiting, scores, participants, guests and members visit the site to easily view information and interact with sponsored content.

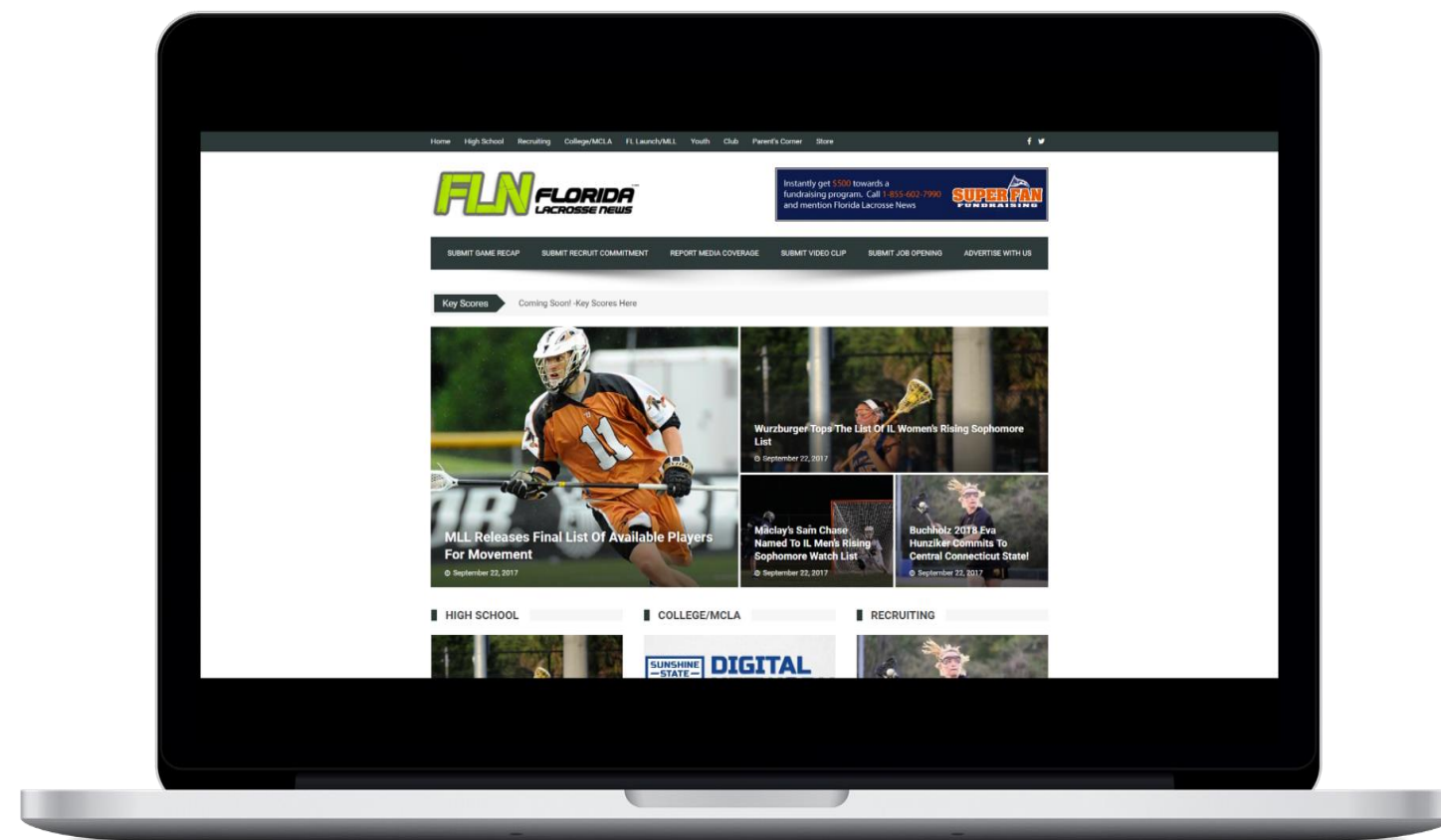
Ask us about:

- + Sponsorships
- + Targeted Sponsorships
- + Sponsored Takeovers

**2.35**  
visits per visitor

**30.9%**  
new visitors

**2+**  
minutes per visit





# ad specs

Sizing and file information

creative	dimensions (pixels)	expansion	initial download size	full download size	max multimedia frame rate	max length
header ad – home page	480 x 90	480 x 250	40K	100K	24fps	15s
main content ads	345 x 355	728 x 225	40K	100K	24fps	15s
footers	1100 x 150	728 x 315	40K	100K	24fps	15s
mobile leaderboard	320 x 50	NA	40K	100K	24fps	15s
skins—fln.com	1600 x 800	NA	40K	100K	24fps	15s
interstitial	640 x 480	NA	40K	100K	24fps	15s

## client deliverables

- + Image file and click thru URL Or Ad Tags
- + Max weight for creative: 40k, polite download for ad tags – the initial load must be 40k and the subsequent load has a max of 100k

## file types

- + .gif, .jpg, .swf, or pre-approved multi-media
- + Flash files must have backup static image

The materials and instructions should be delivered **ten (10) business days prior to the campaign start date**. Any changes to the advertising done while the campaign is running should be received **five (5) business days in advance**.

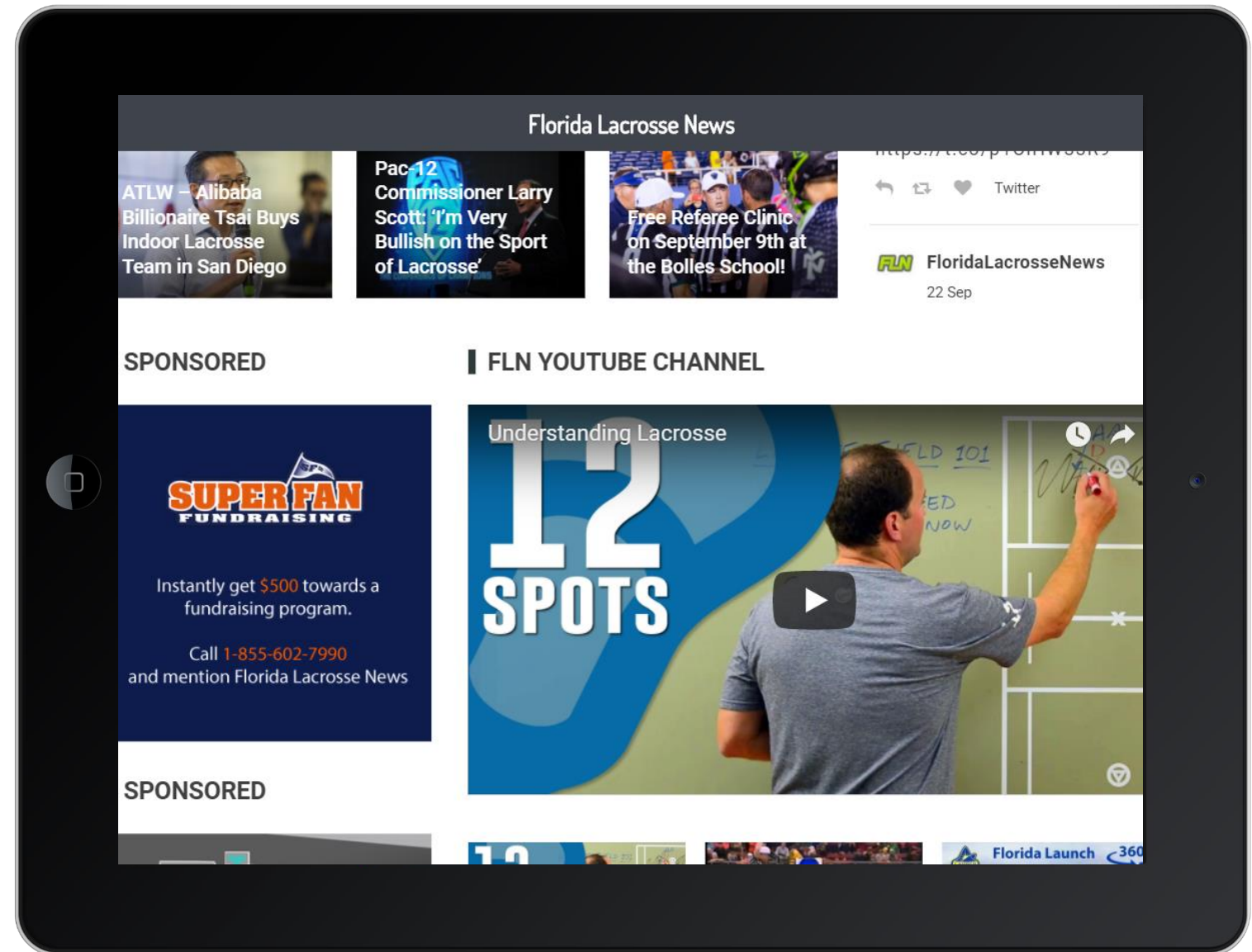
**Questions?** Feel free to contact us:  
954.599.7388  
[mark@floridalacrossenetwork.com](mailto:mark@floridalacrossenetwork.com)

# video pre-roll ads

play your video before our premium content

We built an audience so you don't have to. FLN videos help our audience gather news, train smarter, choose the best gear, and consume a sport they are passionate.

Position your brand in front of an engaged audience and target viewers in your desired demographic.





# mobile

leverage for a unique engagement experience

Ask us about:

- + App IABs
- + App Takeovers
- + App Sponsorships

**2k**

active users per month

**400k**

total impressions

**27k**

total updates and downloads



# sweepstakes

build your distribution list

Build your personal contact list with sweepstakes and contests distributed through FLN Network.

Ask us about:

- + Event sweepstakes
- + Email sweepstakes







# emails

tap into our rich database of opted-in subscribers

Want to reach lacrosse players, coaches and fans in the state of Florida? Or those who want to learn more about their passion through helpful news, training tips and gear guides? We have an email—and an ad space—for you.

Or, if you’re looking for more direct communication with our end consumers, we can work with you to develop a special offer email with messaging and imagery directly from your brand.

	ads available	engaged subscribers	notes
special offer email	Entire Email	2K	provide a special offer
target banners	Banner Ads	2K	can target specific DMAs
content newsletters	Banner Ads	2K	targeted newsletter options

\*Engaged email subscribers are those that have interacted with our emails in the last year. These numbers are subject to change.



# social media

no one is more active on social media

Ask us about :

- + promoted campaigns
- + Sponsored campaigns

500k

social followers  
across all platforms



2k

2017 reach on  
Facebook



4k

2017 reach on  
Twitter



**“We have been working with the FLN advertising team for 2 years and it has been a great experience. The people are fantastic to work with and the different platforms truly help our business grow each year! Looking forward to working and growing our business through FLN for years to come.”**

**Kevin Martin  
SweetLax**





Florida Lacrosse News, a subsidiary of Lacrosse Media Properties, LLC, is America's leading state-based lacrosse website in the country. Statewide coverage and exposure.

A demographic most websites AND businesses only DREAM of. Families that spend money on the sport and the participants in many ways: travel, equipment, secondary education, photography and so many more avenues.

Our readers spend, and spend BIG.

Give us a call today and let's discuss how you can reach an audience in not only the fastest growing sport in the country but also one of the fastest growing states in the country.

You owe it to your bottom line to get in touch with us today!

Florida Lacrosse News is leading the way to report on all 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.

For more information, please visit [FloridaLacrosseNews.com](http://FloridaLacrosseNews.com) and follow us on Twitter.





Join leading brands who have chosen to work with FLN again and again because we deliver industry-leading ROI.