



MEDIA KIT

Zootennis.com, a website devoted to junior and college tennis, has become the primary source of news for over 50,000 unique visitors per month. In addition to daily news posts on topics of interest in junior and college tennis, zootennis.com's editor Colette Lewis provides live coverage of approximately 18 tournaments annually, with match reports accompanied by photos and videos.

A daily staple for more than eight years, zootennis.com has established a reputation as the definitive source for junior and college tennis news among coaches, players, families and fans, providing maximum exposure to companies interested in reaching the sport's next generation.

Website Features:

- Daily news updates
- Breaking stories
- Live tournament coverage
- Exclusive interviews
- Photos and slideshows
- Videos
- Comments from readers
- Daily email newsletter

Channels:

In addition to the website, zootennis can be found on:

Twitter (@zootennis)

YouTube (tenniskalamazoo)

Facebook (zootennis)

Press:

Articles by Colette Lewis have appeared in print editions of the *New York Times*, *Tennis*, *Smash*, *Racquet Sports Industry*, and *National Champions Magazine*. Lewis contributes weekly to the *Tennis Recruiting Network* website and appears as a guest on *radiotennis.com*.

Zootennis has been cited by espn.com, tennis.com, tennisreporters.net, tennisnews.com, usatoday.com and many other tennis outlets as a source for junior development expertise.

Demographics:

Zootennis readers come from over 100 countries, with the vast majority from the United States.

College-educated and more affluent than the average internet visitor (42% have annual incomes over \$100,000), zootennis readers are equally divided between men and women. It also has a high concentration of users in the 13-17 age group.

(source: Quantcast)

Ad Formats/Pricing:

Premium Placement Banner ad, above current post: \$2200 per year

220x220 with sidebar location: \$100 per month, 3-month minimum

220x600 with sidebar location: \$150 per month, 3-month minimum

Advertiser must supply ads in these sizes or smaller.

Advertising Policy:

Zootennis reserves the right to reject advertising that is not appropriate for young adults, including, but not limited to, betting/gambling, tobacco and alcohol.

All rates are quoted in U.S. dollars and are subject to change on an annual basis. Advertising does not imply an endorsement from zootennis.com.

Advertising space is limited and cannot be guaranteed available at time of inquiry.

Payment is required, in advance, through PayPal or by check/money order.

For more information, specific traffic/demographic numbers or any other questions regarding advertising, please contact:

Colette Lewis

316 Fineview Ave.

Kalamazoo MI 49004

269-381-3499

clewis@zootennis.com