



## DIGITAL MEDIA KIT 2010

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- NESN.COM PROFILE
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# **NESN** NESN.COM PROFILE 2010

**NESN.com is New England's most visited sports news website.** NESN.com features 24/7 news, scores, and video from across the sporting world, with a focus on the Boston Red Sox, Boston Bruins, New England Patriots, and Boston Celtics.

**NESN.com reaches 500K unique visitors/month and 3MM page views/month.** Since its relaunch in July 2009, NESN.com has achieved 283.2% year-to-year growth in unique visitors.

NESN.com is the most visited New England sports website, the most visited regional sports network (RSN) website, and the second-most visited New England TV station website.

\*All statistics are as measured by comScore as of June 2010.





# **NESN** DEMOGRAPHICS 2010

## UNIQUE VISITORS (US)

TOTAL 494,336

## AGE

18-49 54.6%

50+ 27.4%

## GENDER

MALE 54.2%

FEMALE 45.8%

## HOUSEHOLD SIZE

3+ 77.1%

## HOUSEHOLD INCOME

\$60K+ 50.0%

\$75K+ 38.7%

\$100K+ 21.4%

\*All statistics are as measured by comScore as of June 2010.





# **NESN** RATES/SPECS 2010

## **STANDARD AND IAB AD UNITS**

MEDIUM RECTANGLE	300x250, 300xExpandable, Expandablex250
SKYSCRAPER	160x600
LEADERBOARD	728x90, 728xExpandable, 970x90, 970x45, 970xExpandable

## **INDEX PAGE/TEAM PAGE OPPORTUNITIES**

(Examples on Page 4)

TAKEOVER	728x90 or 970x90, (3)300x250, 160x600, Wings
COUNTDOWN CLOCK	88x31 Logo Placement
CONTENT SPONSORSHIP	116X31 Permanent Logo Placement, 400X39 Logo Placement

## **VIDEO/PHOTO GALLERY OPPORTUNITIES**

PRE-ROLL	400x225
PHOTO GALLERY	Permanent Logo Placement

## **NESN INSIDE PITCH**

UNIT SIZE	120x68 Logo Placement in Rank 1 Position
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# NESN EXAMPLES INDEX PAGE TAKEOVER

VERMONT TOURISM, HOMEPAGE TAKEOVER 2010

The screenshot shows the NESN.com homepage with a Vermont Tourism takeover. The top navigation bar includes links for Home, Red Sox, Bruins, Patriots, Celtics, MLB, NHL, NFL, NBA, College, Video, TV Schedule, Shows, Team, and About NESN. A search bar is located on the right. The main banner features the text "SCORE A FREE TRIP TO VERMONT" with an "ENTER HERE" button. Below the banner, there are three columns of content: "Headlines" with an entertainment article about Pat Tillman, "WORLD CUP" with a headline about soccer fans, and "MLB Scoreboard" showing game results for Boston and Colorado. A second "SCORE A FREE TRIP TO VERMONT" banner is visible on the right side.

The screenshot shows the NESN.com homepage with an Ace Ticket takeover for a Red Sox vs. Angels game. The top navigation bar is identical to the previous screenshot. The main banner features the text "PLAYOFF TICKETS ON SALE NOW RED SOX vs. ANGELS" with the Ace Ticket logo. Below the banner, there are three columns of content: "Headlines" with an article about Pat Tillman, "BOSTON RED SOX" with a headline about the ALDS game, and "Scoreboard" showing game results. A large "PLAYOFF TICKETS ON SALE NOW!" banner is visible on the right side.

ACE TICKET, HOMEPAGE TAKEOVER 2010





# NESN EXAMPLES FEATURE SPONSORSHIP

## EASTERN BANK LEADING OFF, FEATURE SPONSORSHIP 2010

**NESN.COM** boston.com

Home Red Sox Bruins Patriots Celtics MLB NHL NFL NBA College Video TV Schedule Shows Team About NESN

**Amica** **PITCHER OF THE WEEK** **VOTE and ENTER TO WIN a \$100 Gift Card**

**Headlines**

- BOSTON RED SOX**  
Jarrod Saltalamacchia: 'I Feel Like I Haven't Even Scratched the Surface Yet' »
- NEW ENGLAND PATRIOTS**  
Ty Warren, Nick Kassar Among Those Missing From Tuesday Morning Walkthrough »
- BOSTON BRUINS**  
Report: Tyler Seguin, Boston Bruins Agree on Deal »
- BOSTON CELTICS**  
Report: Celtics to Take on LeBron James, Miami Heat in NBA Season Opener »
- NBA**  
Dennis Rodman Walks Away From Car Crash With Just a Scratch »
- NFL**  
Albert Haynesworth Skips Fitness Test Again Tuesday, Extends Streak to Six Days »
- NEW YORK JETS**  
Philip Rivers, Chargers Believed to Have Ledonian Tomlinson Out of Town »

**EASTERN BANK LEADING OFF**  
**Josh Beckett Making Long-Awaited Return to Fenway Park**

**Eastern Bank LEADING OFF**

It's been nearly three months since **Josh Beckett** took the mound at Fenway Park. His return comes at a time when his team really needs him.

August 3, 2010 | Tony Lee | [Read More](#)

**MLB Scoreboard**

Tue, Aug 3  
7:50 PM ET  
Cleveland (48-45, 23-34 Road)  
Boston (48-46, 30-32 Home)

[Preview](#) | [Head to Head](#)

**Eastern Bank**  
BANKING. INVESTMENTS. INSURANCE.

1-800-EASTERN

**Next Red Sox Game**  
8 Hours | 21 Mins | 31 Secs

**Jersey Fund Raising Telethon**  
10 Days | 16 Hrs | 22 Mins

[Most Commented Stories](#)

**NESN.COM** boston.com

Home Red Sox Bruins Patriots Celtics MLB NHL NFL NBA Col

**"Highest Customer Satisfaction in Ret. in the New England Region"**  
—J.D. Power

**Eastern Bank Leading Off**

Home » Eastern Bank Official Site » Red Sox Index »

**Josh Beckett Making Long-Awaited Return to Fenway Park**

by Tony Lee on Aug 3, 2010 9:30:00 AM

It's been nearly three months since **Josh Beckett** took the mound at Fenway Park. His return comes at a time when his team really needs him.

Following a 6-5 loss to the Cleveland Indians in the opener of a four-game set Monday, the Sox turn to Beckett to get back in the win column.

Boston enters the day 6 1/2 games behind both the Tampa Bay Rays and the New York Yankees in the American League East. It is 2-2 on the current seven-game homestand, which precedes a visit to the Yankees for four games starting Friday.

**David Huff** goes for the Indians, who have won three straight.

**Eastern Bank LEADING OFF**

Boston (48-46, 30-32 Home)

[Preview](#) | [Head to Head](#)

**Eastern Bank**  
BANKING. INVESTMENTS. INSURANCE.

1-800-EASTERN

**Features**

**Next Red Sox Game**  
8 Hours | 17 Mins | 16 Secs

[NESN Video](#) | [NESN Team](#)





# NESN EXAMPLES

## NESN INSIDE PITCH

NINETY NINE, NESN INSIDE PITCH SPONSORSHIP 2010

The screenshot shows a sidebar on the NESN website with the 'INSIDEPITCH' header. It features several article thumbnails with titles and small images:

- The Ninety Nine Has Nine Crave-Worthy Classics for \$9.99**
- Patriots' Draft Class Could Play Major Role in Defining 2010 Season**
- Quiet But Effective, Celtics Make Key Free Agent Signings and Aren't Done Yet**
- 9 Real Size Entrées For Only \$9.99**
- Which Replacement Player Is It?**
- Reactions Center Mike Fisher: I**
- Heats Pressure on Jon Lester**
- Ledon James Moves On, But**

At the bottom of the sidebar, there are social media sharing icons and a copyright notice for NESN.

# NESN INSIDEPITCH

07/09/2010

**9 Real Size Entrées For Only \$9.99**

**Ninety Nine**  
Great Meal. Great Deal.

### [The Ninety Nine Has Nine Crave-Worthy Classics for \\$9.99](#)

Looking for a great meal and a great deal? The Ninety Nine Restaurants has nine crave-worthy classics -- each for only \$9.99. These aren't just appetizers dressed up to look like dinner. We're talking about real-size entrées with bold flavors that are sure to satisfy ... no matter what you're craving.

Posted by NESN Staff in [Deal of the Day](#)



### [Patriots' Draft Class Could Play Major Role in Defining 2010 Season](#)

The Patriots 2009 draft class was their deepest in at least four years, but the 2010 crop of picks has a chance to match that production. It looks like the Patriots could receive instant production from seven players in 2010, which makes this next question a tricky one: Who will be the Patriots most valuable draft pick this season?

Posted by Jeff Howe in [New England Patriots](#)



### [Quiet But Effective, Celtics Make Key Free Agent Signings and Aren't Done Yet](#)

The Celtics may not have planned any hour-long specials in prime time to announce it, but in their own quiet way, they've gone out and gotten the job done in free agency this July.

Posted by Evans Clinchy in [Boston Celtics](#)





# **NESN** CONTACT 2010

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