

PE Central Advertising Rate Card

*Advertising on the World's Most Popular Physical Education
Web Site is the Best Choice You Will Ever Make*



For Additional Information Contact:

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Introduction

PE Central (pecentral.org) is worlds most popular Web site for physical education professionals. We debuted the site on August 26, 1996 and continue to thrive and grow the site for our enthusiastic audience. Choosing to advertise on PE Central allows your organization/company to reach thousands of PreK-12 health and physical education teachers, college students and professors. In addition, we reach our fair share of parents and classroom teachers as well. We consistently average approximately **125,000 unique visitors** per month each year and our site has earned numerous awards and accolades. We have also partnered with a number of great companies (PepsiCo, The Coleman Company, S&S Worldwide) to build motivational physical activity programs for children. If you have questions about the options listed below contact our Executive Director **Mark Manross** at **540-953-1043** or at <pec@pecentral.org>.

PE Central Traffic At-A-Glance

2010 (Shown in Monthly Averages):

Unique Visitors: 128,000

Visitors Visiting More Than Once: 40,744 (Nov. 2009)

Page Views: 2.52 million

Visitor Sessions: 351

Hits: 12.4 million

Front Page: 157,000

Lesson Plan Front Page: 40,000

Average Time A Visitor Spends on Site: 12 Minutes, 44 Seconds (Jan. 2011)

Busiest Day in 2009: 144,000 (Oct. 09)

Busiest Day to Date: 232,029 Visitor Sessions (Nov. 2007)

Busiest Time Periods of the Year: August – November, January-May

Number of Advertisers on the Site in 2010: 23

Advertising Options:

1. Email Newsletter

Our email newsletter has approximately **24,000 subscribers**. We send out the newsletter once a week. We only allow 2 company ads per newsletter. Placement is on a first come/first serve basis. The format is your title, text and one company logo on the right side to accompany the text.

- Cost: \$425.00 per issue
- Words: Up to 200
- Image/Logo: 150 x 150
- **Example:** <http://www.pecentral.org/newsletters/newsletter11-3-09.html>

2. Front Page and Lesson Plan Entrance Page Skyscraper Ads

These ads allow your company to be on the 2 most popular entrance pages on PE Central. The front page averaged 157,000 page views and the lesson plan page averaged over 40,000 page views in 2010). These are vertical skyscraper ads that show up on our front page and lesson plan entrance page. Advertisers need to provide the link, the image or media ad and the corresponding script or code if that is needed.

Example: <http://www.pecentral.org/indexads.html>

Note: We cannot provide click through totals for any of these ads. In addition this advertisement choice is not available to direct competitors of S&S Worldwide (pe.ssw.com)

Right Side Full Vertical (Full Skyscraper 160 x 600)

- Position: Right side of front page and lesson plan page on far right side of page.
- Size: 160 x 600
- Cost: \$800.00 per month

3. Horizontal Banner Advertising

We allow 5 organizations/companies to post a horizontal 728 x 90 banner on our site that are located on the front page and throughout the site. These banners rotate to a different company as visitors click through the site. This ad comes with a free Yearly Listing and Quarterly Special. We can provide click through totals for these ads.

- **Cost:** \$1700.00 per year
- **Size:** 728 x 90

4. Button Advertising

We allow 5 organizations/companies to post a 120 x 90 button on our site. These buttons rotate to a different company as visitors click through the site. This ad comes with a free Yearly Listing and Monthly Special. We can provide click through totals for these ads.

- **Cost:** \$1200.00 per year
- **Size:** 120 x 90

5. Monthly Equipment Special

The Monthly Equipment Specials advertising option on PE Central allows us the opportunity to link directly to the product specials on your company's web site. Monthly Specials are listed in our Equipment Specials section.

Monthly Special Logo:

- 153 x 23 logo to link to your site

Cost: \$1400.00 per year

See examples: <http://www.pecentral.org/specials/equipment.asp>

6. Quarterly Equipment Specials

The Quarterly Equipment Specials advertising option on PE Central allows a company to feature up to 1 product of their choice every 3 months. Included are photos of the product (which you will need to provide, see below for specifics) and a brief description (no more than 200 words) of the product. Quarterly Specials are listed in our Equipment Specials section. New products can change every three months.

Quarterly Special Picture and Text Specs:

- 153 x 23 logo
- 300 X 300 Pixels per product item
- 200 text description per item

Cost: \$600.00 per year

See examples: <http://www.pecentral.org/specials/equipment.asp>

7. Yearly Link Listing

Companies choosing this advertising option are featured in the Equipment Specials link off the front page of PE Central.

Companies choosing this option are provided:

- A link to the Company Web site
- An annotated description of the Web site (you provide this)
- A company logo (no larger than 150 X 150 pixels in height and width) that is linked to your Web site. You must supply the image of the logo.
- Postal Address
- Phone Number
- Fax Number
- Linked e-mail address
- Contact Person Listed (if desired)

Cost: \$150.00 per year

See examples: <http://www.pecentral.org/specials/equipment.asp>

8. Sponsorship Opportunities

One of the things we pride ourselves in is designing programs that motivate kids to become physically active for the rest of their lives. The following programs are in need of a sponsor so if you are a company that wants to be associated with a great program that helps kids to become more physically fit then a sponsorship of one of these programs would be great.

Log It (began in 2001)
(<http://www.peclogit.org>)

This Log It site is designed to motivate youngsters to become, and remain physically active, by obtaining feedback about their daily physical activity as measured by pedometers. Students log onto PE Central, record their steps and/or miles. By logging their steps, they *virtually* travel across the USA with their class, set daily goals and obtain immediate feedback when goals are reached. They can view their own personal step log, and compare their steps with other kids of the same age and gender from different schools and states. At the present time the site has 263,000 total registrants with 18,000 teacher registrants and 166,000 student registrants. Each year the registrants record approximately 1 million miles.

Cost to Sponsor: \$5000.00 per year. (This would include sponsorship on the PEC Kids Quiz site too-
www.pecentral.org/kidsquiz)

PE Central Challenge (began in 1999)
(<http://www.pecchallenge.org>)

The purpose of the Challenge is to motivate children to practice essential motor skills (throwing, catching, striking, etc.) that will help develop coordination and sport skills that will allow them to participate successfully in physical activities for the rest of their lives. In addition, the Challenge requires children to work together to successfully complete several of the tasks. It is designed for 4th & 5th graders and is comprised of six skill tasks. Three are individual tasks (jumping rope, striking a ball with a racket, and hula hooping), two of the tasks require a partner (throwing and catching and a cooperative balancing

task), and one task involves children working together to volley a ball as a team. Teachers register at PE Central and have 6 months to complete the tasks with their students. The cost to register is \$23.00. Children who pass 4/6 tasks earn a bronze pin. 5/6 tasks completed earn a silver pin. 6/6 tasks completed earns a student a gold pin.

The Challenge has averaged around 330 teacher members over the last 3 years. The Challenge typically has between 35,000-45,000 student participants. Sponsorship dollars would go to purchasing the award pins that are distributed to students at the end of the PE Central Challenge.

Cost to Sponsor: \$3000.00 per year.

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