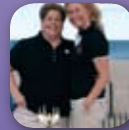


Cheer★Coach

M A G A Z I N E & A D V I S O R

Introducing
Cheer Coach & Advisor's
New Digital Edition
and App Advertising
Opportunities



www.cheercoachmagazine.com
www.cheercoachmagazine-digital.com

Digital Media Kit



Introducing *Cheer Coach & Advisor's* New Digital Edition and App Advertising Opportunities

It's been proven that advertising placed in and around digital editions is highly effective because the ads are completely trackable and considerably more memorable. Digital advertising picks up where print leaves off. A rich media experience brings print ads to life and makes them more eye-catching. You have the ability to engage the reader, strengthen your brand recognition and have a direct link to promote impulse purchases.

Cheer Coach & Advisor can create a hot link from any image or text in your ad. Any ad can be enhanced with multimedia, which includes audio, video, demos and surveys. Your ad enhancements will remain in the magazine for the life of the digital issue and will be searchable. Streaming and dynamic ads can also be placed into and around the digital issue. Readers can also share ad content and post to a blog or social network. The sky is the limit for the impact and memorability your ad will have in *Cheer Coach & Advisor*.

Digital Magazine Edition Advertising

Six kinds of advertising space are available within *Cheer Coach & Advisor's* digital edition.

Cover Sponsorship—Full Page Static \$2,000 or ½ Page \$1,500 (with animation, add \$500)

Location	Right side following publication cover
Size	Full page built to magazine specs
File Formats	High Resolution PDF
Features	Can link to internal pages, external sites
Good use	As a welcome page, to flag new content
Other	Supports multimedia

Cover Blow-In—\$1,000 static or \$1,500 for animated

Location	Overlays page(s) of choice
Size	Maximum 500w x 300h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can select page position, link to URL
Good use	To intercept reader and force purchase
Other	Supports multimedia

Leaderboard Ad—\$3,000

Location	Above the digital issue, within the interface
Size	Industry standard 728w x 90h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can add JavaScript ad tag, link to URL
Good use	To promote product, commerce, resources, events
Other	Supports multimedia



Multimedia Enhancements—\$500 for one and \$750 for two options

- Includes Embedded Video, Slide Show, Pod Cast or Blow-In.
- These are additional enhancements added to your magazine advertisements.

Location	Select page number, request preferred position
Size	100 MB
Video Formats	.avi; .dv & .dvcPro; .flv; .14v (h264); .mpeg1 & .mpeg2; .mpeg4/.mp4; .mov; .wmv; .3gp (mobile phones)
Audio Formats	.mp3; .wav
Features	Can opt for auto play or on demand
Good use	To engage readers, demonstrate product

Button Drawer Ad—\$300 (This will be 180 x 135 pixels)

Location	Bottom of left navigation panel
Size	Maximum 180w x 150h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can add JavaScript ad tag, link to URL
Other	Supports multimedia

Belly Band—\$1,000

Location	Bottom of left navigation panel
Size	Maximum 180w x 150h pixels
File Formats	JPEG, GIF, Animated GIF
Features	Can add JavaScript ad tag, link to URL
Other	Supports multimedia



Additional Digital Edition Opportunities:

Custom Links—\$100 for one link and \$50 for each additional link

- Custom links can be created for call to action text, product photos or for your entire ad. They provide a direct route to access a specific web address that you can determine.

Interesting Facts...

According to a report in *Media Post* (3/30/10) citing a survey by Smarter Media Sales, digital magazines may have an edge over the other electronic media. Four out of five respondents said ads in digital editions were more credible than web ads, and 70% said they were less likely to ignore display ads in digital editions than those on a website.

Borell Associates cited by Mobclix (the industry's largest target mobile ad exchange) states that half a million apps are downloaded by hour and the average Smartphone user has 22 of them.

Forrester Research anticipates Tablet sales in the U.S. will double in 2011.

According to Mobile Redirect, Google reports that mobile search queries have increased 500 percent over the past two years (2008-2010) with the digital services giants now on track to generate more than \$1 billion in annual revenue from its mobile search and display advertising initiatives.

Mobile App Advertising

Launch/Splash Screen Ad—3 months for \$3,000; 6 months for \$5,000 and 12 months for \$10,000.

Launch Images

Generic

After a user clicks the *Cheer Coach & Advisor* icon to launch our app, the launch image displays while the app loads. The same specs apply to a generic launch image as to a sponsored one.

Sponsored

A sponsored launch image is a second, similar image that contains a sponsor logo or message. The functionality is the same for iPhone and iPad, although the image will display in different sizes.

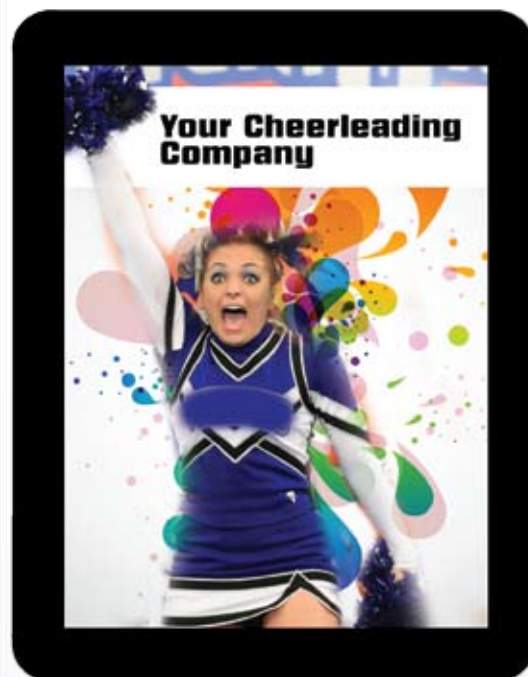
Location Displays on the device while the app loads
Size iPhone: 320w x 480h pixels
iPad: 768w x 1024h pixels

File Format PNG

Design *Plan for the upper 20 pixels to be overlapped by the device status bar
*Allow a 45h x 260w neutral area at the bottom

Good use Image advertising, brand recognition, public relations

Other Launch images may be revised. Generic images require a minimum one-week App Store update and Apple review. Sponsored launch images do not.



Additional Mobile App Opportunities:

Multimedia Enhancements—\$500 for one and \$750 for two options

- Includes Embedded Video, Slide Show, Pod Cast or Blow-In.
- Can be bundled with Digital Magazine Multimedia Enhancement.
- These are additional enhancements added to your magazine advertisements.

Banners—More information coming very soon.

More Interesting Facts...

Compared to standard display banner ads on the iPad, rich media video ads have click-through rates that are 11x higher. Nearly half of the iPad owners surveyed say they are more likely to engage with an ad that includes video.

So, are you ready?

Contact us if you are ready to be part of *Cheer Coach & Advisor's* Digital Edition and App launch that will rock the Spirit Industry.

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