# **UTATESTICE** YOUR HOME FOR HIGH SCHOOL SPORTS IN SOUTHCENTRAL PENNSYLVANIA

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## **High School Sports at Your Fingertips**

### **GameTimePA Features:**

- Livestreaming
- Live scoreboard
- Highlight videos
- Weekly GameTimePA TV Show
- Regional coverage across District 3, District 1 and District 12.
- In-depth coverage of Adams, Berks, Bucks, Chester, Delaware, Franklin, Fulton, Lancaster, Lebanon, Montgomery, and York counties.
- 3 hyperlocal mobile apps for iOs and Android.

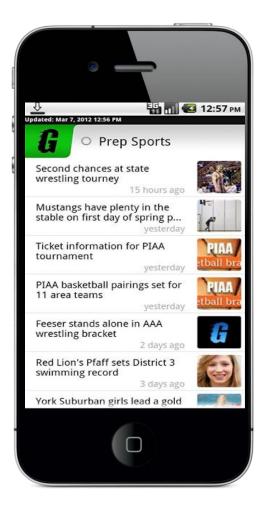
#### **DIGITAL PLATFORM**

**168,900** monthly unique visitors**1.1 million** monthly page views

#### SOCIAL MEDIA PLATFORM

5,500 facebook fans6,500 Twitter followers

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### **GameTimePA.com Features**

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### GameTimePA is more than stories:

- Schedules and standings
- Regional Athletes of the Week
- Live weekly high school sports chats
- Additional coverage on 8 regional blogs, including weekly podcasts
- Robust local history sections
- Popular printable downloadsschedules, paper cut outs, etc...

#### DIGITAL PLATFORM

**168,900** monthly unique visitors**1.1 million** monthly page views

### 303%

Year over Year Growth in Page Views (Sept. 2012 to Sept. 2013)



Source: Omniture September 2012-2013





### Livestreaming on GameTimePA.com

Every week, GameTimePA.com broadcasts five football games from across Southcentral Pa.

**YAIAA:** Each York-Adams game features play-byplay from WOYK-1350 AM and a live chat that gives fans a voice.

**L-L League:** Two L-L games are shown each week -one with a focus on Lebanon County teams and one with a focus on Lancaster County teams. Each Lebanon County game features play-by-play from either WLBR-1270 AM or WQIC-100.1 FM.

**Mid-Penn:** The games, with a focus on the Commonwealth and Colonial divisions, feature play-by-play from Mid-Penn Broadcasting.

**Delco:** Each Delaware County game features playby-play by correspondent Mike Mreczko.

GameTimePA.com has featured live game coverage of football, wrestling, boys' basketball, girls' basketball and boys' and girls' volleyball.







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### GameTimePA.com Audience





### GameTimePA Online Audience Demographics





GAMETIME PA...

Catholic take doubles

GOLF: Firestone fourth in AA districts

Video

FOOTBALL: Lebanon rolls through Solan

ECOTBALL: A-C climbs past Garden Soc

LANCASTER - LEBANON

TENNIS: Jones and Veronis claim L-L singles titles, Township and

d. Full Story

TENNIS: Elco's Nie neaded to districts, Creat's Fortha
 County threesome named Athletes of the Weel

**Play Video** 

FOOTBALL: Manheim Central outlasts Cocalico, 24-12-

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FOOTBALL: Mannelm Central outlasts Cocalico, 24-12
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\* GameTimePA

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Open House Saturday, Oct. 26th Register Here

**Results Matter** 

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YORK COLLEGE

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GAMETIMEPA.com

The L-L Beat



# **Mobile Product Portfolio**

The York/Adams smartphone app contains ALL the GameTimePA regions.







## **Social Media Highlights**









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# **Marketing- Game of The Week**

- Physical presence at the game featuring GTPA editors, writers, and photographers
- Livestreaming of the game on GameTimePA.com
- Challenge fans to show the GTPA app to win GTPA merchandise.



 Posts on Twitter and Facebook showcasing fans in GTPA gear.

Engage fans with contests that require the app download or facebook like.

Flyer and QR code featured at away team school, and promoted during pep rally









### **NewsVroom**

Parks as a display at the Game of The Week. Used as backdrop for photos.





### **Marketing- Game of The Week**

GameTimePA.com & Mobile Apps Scores and Best Area Coverage

Social Media: Facebook & Twitter

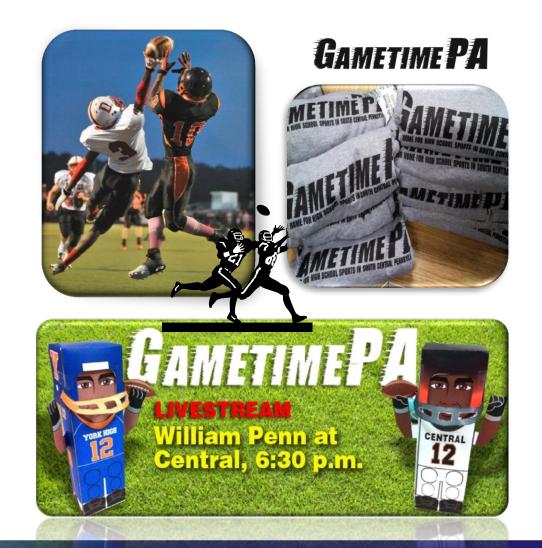
**Print:** 

-GameTimePA ads newspaper -Ads in high school sports programs

Merchandise: GameTimePA Merchandise

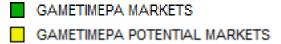
### Signage:

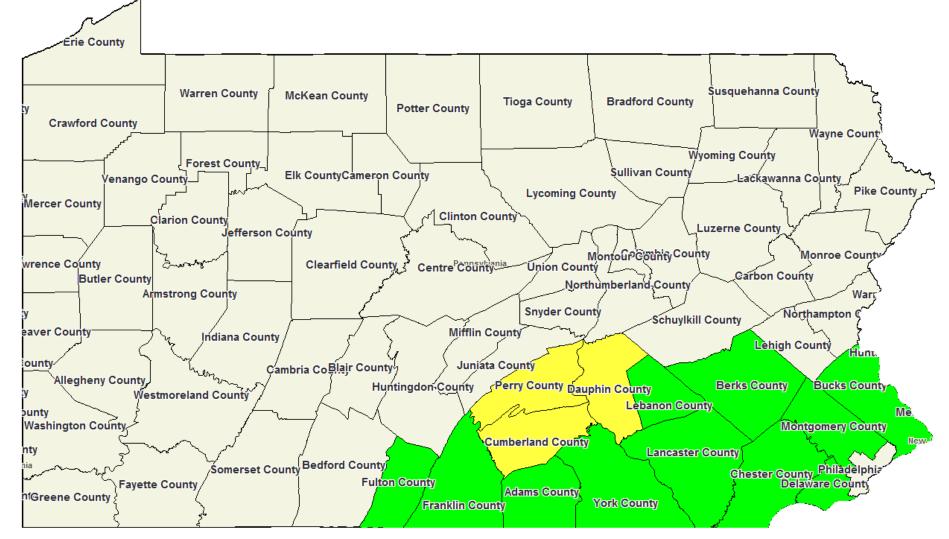
-Signage at the Game of the Week -Signage at paper rack cards -Away team high school





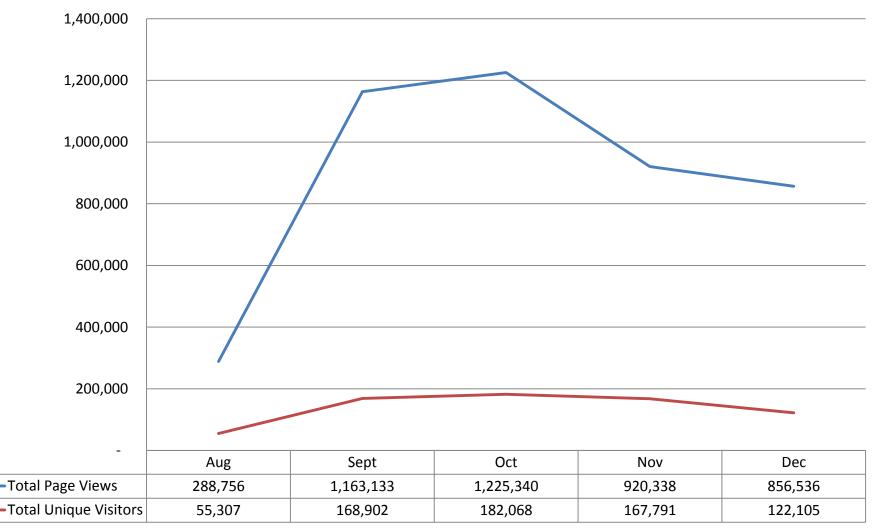






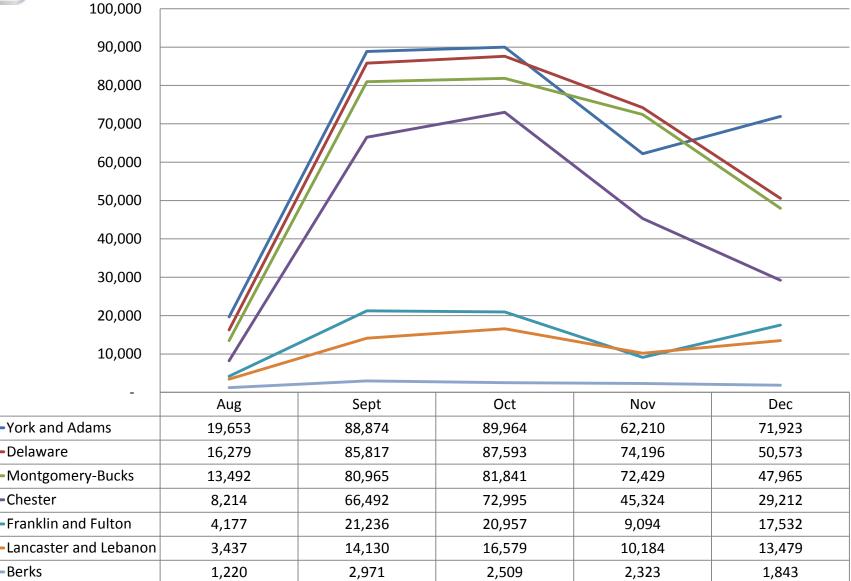


### 2013 GameTimePA.com Trending



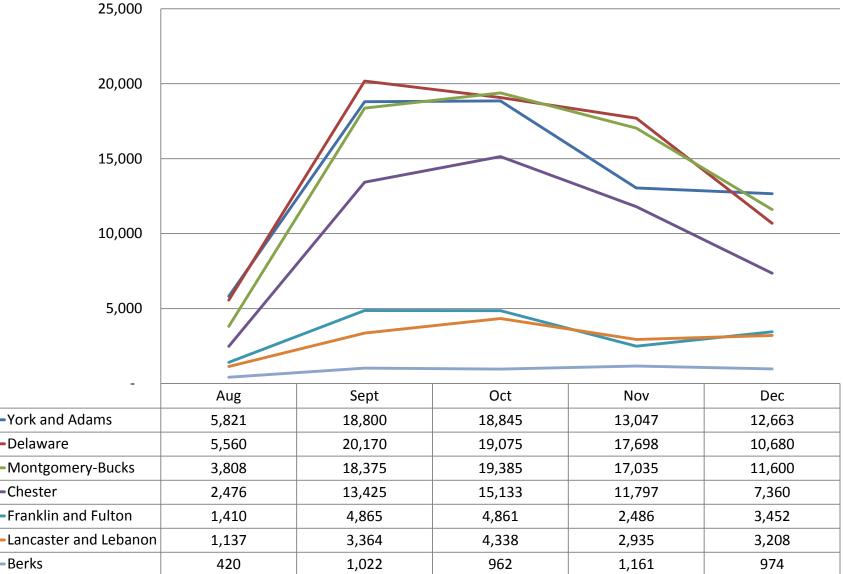


#### GameTimePA 2013: Monthly Web Page Views





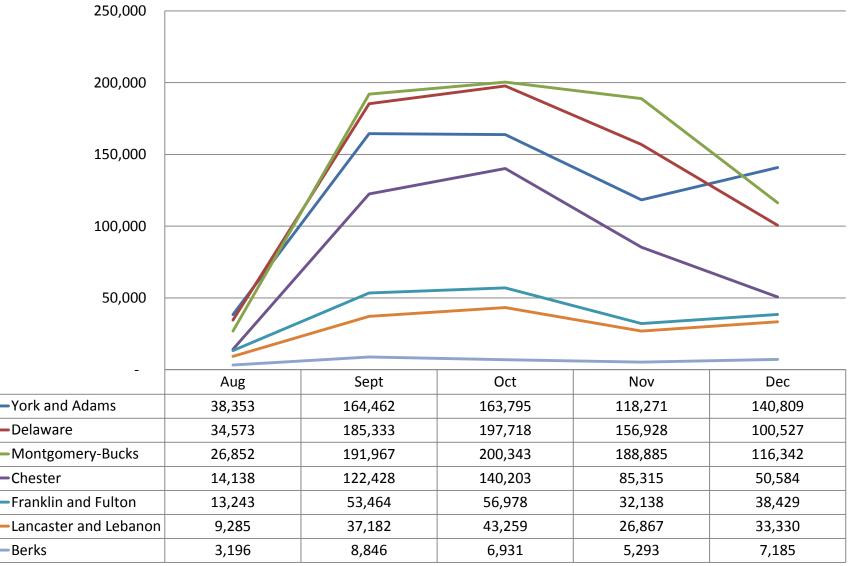
#### GameTimePA 2013: Monthly Web Unique Visitors





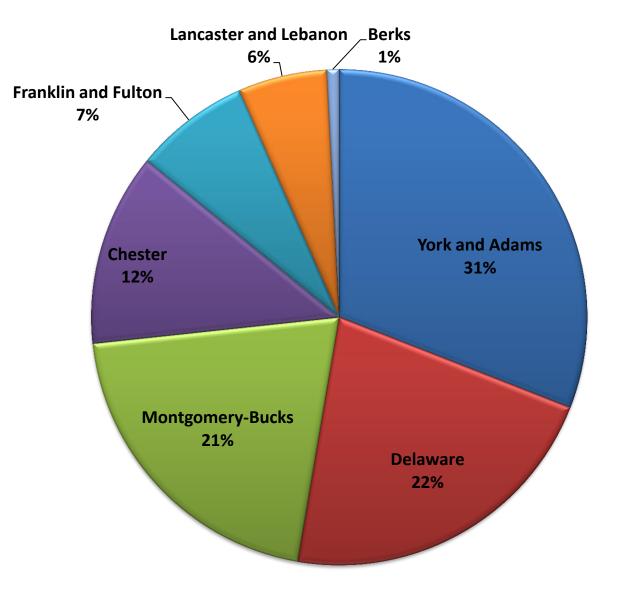
Number of Page Views

#### GameTimePA.com Site Section Page Views 2013



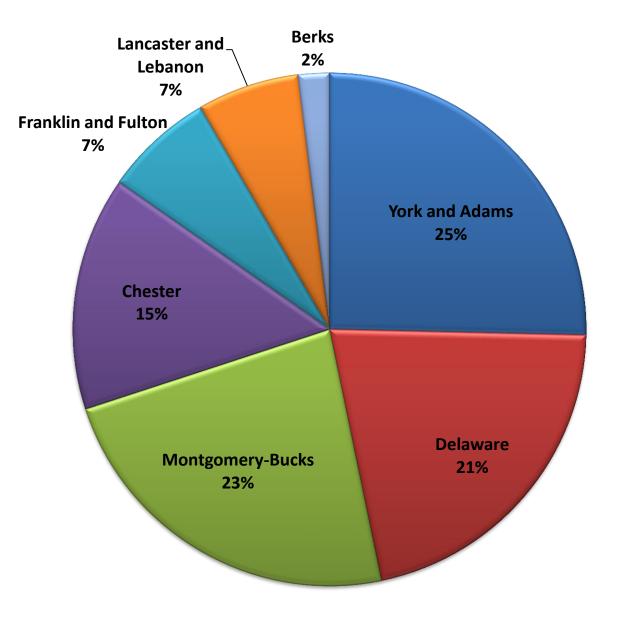


### December 2013 GameTimePA.com Page Views





### **December 2013 GameTimePA.com Unique Visitors**



Source: Omniture



**Number of Visitors** 

160,000

#### 140,000 120,000 100,000 80,000 60,000 40,000 20,000 Sept Oct Nov Aug Dec Philadelphia DMA 23,798 131,060 145,143 125,953 88,112 Harrisburg DMA 31,357 79,164 79,887 58,273 59,158

### 2013 GameTimePA.com Visitors by DMA