



Hamilton Southeastern Football and Platinum Broadcasting are going Podcast!

The Hamilton Southeastern Royals are taking their football team on-line this Fall with Audio Sports On-line. For all those unfamiliar with podcasting, this is a "radio styled", audio broadcasting you get off the internet. This enables people who are unable to attend the game to listen to anywhere in the world. All broadcasts are also recorded, so if you're not able to listen to the game live, you can simply pull up an archived game at your convenience off the school's football broadcast page, for anytime, on demand listening.

Why should I advertise with the Hamilton Southeastern Royals?

There are many reasons, below are just a few:

*You are supporting your local football team.

*Podcasting reaches a HUGE market! Anyone with a computer, anywhere in the world, will be able to listen to the game, but obviously there will be a much higher draw from local people (your customer base).

* It's free for the listener. The listeners don't have to subscribe to anything special, as long as they have basic computer service.

*The games are not broadcast over any radio or television on a regular basis, Hometown Network picks one game a year to broadcast but only Comcast customers can pick that game up, so if you anyone wanted to listen to the game, from home, the only way they could do that is by listening to the podcast (either live or archived). Another benefit, the listener cannot fast forward through the advertisements on the podcast, so they HAVE to listen to ALL our advertisers.

*If this year's season is anything like last year's, weather wise, the podcast will be a HUGE success. Out of the 10 regular season games, 9 of them had inclement weather. A lot of fans stayed home due to the weather last year and were not able to hear or watch the games. We will have a lot of families tuning into the games via podcast during these conditions and those who do not want to travel to away games.

*You will get your businesses logo displayed on the football teams broadcast page.

Basic Breakdown:

- 4 months of advertising
- Cost: \$300 for the season- \$30/ week for 10 weeks (However far we go in post season, there is **NO** additional charge).
- You'll receive an average of 3, 30 second spots; PLUS one during "The Scott May" show each week.
- Optional- If you have an event you would like to promote, we will allow you to come in during one halftime and do a live feed to promote your event.
- Platinum Broadcasting will write your advertisement for you OR if you already have one you are welcome to use that one.
- You may purchase a "Billboard" spot for \$500 that will give you the opening spot during all the advertising breaks: " Tonight's broadcast is being brought to you by_____". We have already sold one of these spots to another advertiser so you would be alternating between the opening position. We will only be selling one more of these spots so if you are interested please let me know as soon as possible.
- The average hits for a first year podcast is 500 hits per game but can vary drastically depending on the fan base for the schools team.
- To listen to a sample of an audio podcast please see the following sites:
www.audiosportsonline.net/avon/2009football.htm
www.audiosportsonline.net/radioBrownsburg/2009football.htm
www.audiosportsonline.net/Plainfield/2009football.htm
- To view our new audio sports page go to
www.audiosportsonline.net/HSE/2010Football.htm

If you have any questions about the advertising or technical portions of the podcast please contact Denise Retzner at Dretzner@yahoo.com; if I don't have the answers for you, I will be happy to get them for you.