



SIKIDS.COM MEDIA KIT

ADVERTISING OPPORTUNITIES

ADVERTISING SPECS

PRIVACY POLICY

MAGAZINE MEDIA KIT

ADVERTISING OPPORTUNITIES

Time your advertising message to coincide with high-impact sports events. SIKIDS.COM can work with advertisers to create customized online programs and other "beyond the banner" ideas.

Banners

Advertisers can use SIKIDS.COM as a vehicle to engage kids, build brand-loyal customers, and increase traffic to their own site by placing banners throughout SIKIDS.COM.

Sponsorships

Online sponsorships offer marketing partners engaging ways to reach kids by associating their brands with SIKIDS.com award-winning content. Sponsorships may be customized to coincide with an advertiser's desired message, and may include:

- Exclusive fixed buttons on a specific content area or section
- Pop-ups within sponsored areas

Sponsorable content includes:

- Home page
- Specific games (Shockwave & Trivia)
- Fantasy Leagues
- Individual Site sections (e.g. News, Talk Back, E-Cards)

Mini-Sites

SIKIDS.COM extends its relationship with marketing partners by developing customized minisites for their brands. Sites may contain features that combine advertising with custom content. Content can be tailored to a specific marketing message while retaining the qualities that keep visitors coming back.

Mini-sites may include the following:

- Custom-designed games (Shockwave, Flash)
- CyberPostcards
- Sweepstakes/Contest Entry

Make a big impression with kids using SIKIDS.COM's new 120 x 600 Skyscraper unit. Skyscrapers are available on a limited inventory basis.

