

# MetroSportsReport.com

Best Coverage of High School Sports in Cedar Rapids & Marion

## MetroSportsReport.com

METRO TEAMS TO FACE OFF IN TOURNAMENT SEMI-FINAL

HOME

CVC

JEFFERSON

KENNEDY

LINN-MAR

MARION

PRAIRIE

WASHINGTON

XAVIER

METRO NEWS

Scroll down for the latest Metro Sports news, stats & standings!



### TODAY'S LINE-UP

**Cedar Valley, Marion get football schedules**  
Season kicks off on Aug. 24.

**Warriors hire girls soccer coach**  
Former Mount Mercy player Chad Hollmer tabbed.

**CVC a step closer to a conference home**  
Realignment would put Huskies in Tri-Rivers.

**Kernels accepting applications for scholarship**  
High school seniors eligible for Nick Adenhart award.

**Find your favorite photos**  
Purchase photos online at the [MSR Photo Gallery](#).

### METRO SPORTS REPORT

#### Metro athletes receive conference honors

Wed - 22 Feb | Written by Metro Sports Report

Several Metro area student-athletes are in the spotlight with outstanding performances in their respective sports.

Overall, 8 players have received all-conference recognition, representing all but one of the schools in the Metro. Mississippi Valley Conference honors were extended to the following:

### MSR PHOTO GALLERY



ORDER YOUR FAVORITE PICTURES FROM METROSPORTSREPORT.COM [CLICK HERE](#)



[www.MetroSportsReport.com](http://www.MetroSportsReport.com)

## TABLE OF CONTENTS

<b>Our Brand</b>	<b>1</b>
<b>Quick Facts</b>	<b>2</b>
<b>Our Audience</b>	<b>3</b>
<b>Our Advertisers</b>	<b>4</b>
<b>Editorial Purpose</b>	<b>5</b>
<b>Our Team</b>	<b>6</b>
<b>Site Features</b>	<b>7</b>
<b>Testimonials</b>	<b>8</b>
<b>Media</b>	<b>9</b>
<b>Analytics</b>	<b>10</b>
<b>Ad Sizes</b>	<b>11</b>
<b>Ad Rates</b>	<b>12</b>
<b>Specifications</b>	<b>13</b>
<b>Contact Information</b>	<b>14</b>



# OUR BRAND - OUR MISSION 1

## MetroSportsReport.com

### Our Brand - The Best Cedar Rapids/Marion High School Sports Coverage

In January 2011, MetroSportsReport.com was launched by sports journalists Jim Ecker and Mike Koolbeck. With a passion for sports and a heart for students, their idea was to bring the most comprehensive, up-to-date information about Cedar Rapids/Marion high school sports to the Metro area. Together, they assembled a team of talented writers, journalists, and photographers to help make it all happen. In just one year's time, our team has “knocked it out of the park” with an astonishing increase in the number of visitors to our site and an ever-growing audience of fans cheering for more.

### Our Mission

- **Audience:** To provide thorough boys and girls varsity sports coverage of all eight Cedar Rapids and Marion high schools to an audience of nearly 175,000 people in the Metro area. In addition, we have readers in all 50 states and from around the world. We deliver to our audience all the sports information on all the teams, all year long.
- **Advertisers:** To provide our advertisers with the opportunity to share information about their products and services with our audience. MetroSportsReport.com allows advertisers to target their ideal customers, build brand awareness and customer loyalty, grow their business, and partner with a company that is deeply rooted and committed to the Cedar Rapids/Marion community.



## Quick Facts About MetroSportsReport.com

---

- Complete coverage of ALL Cedar Rapids/Marion varsity high school sports
  - Each of the eight high schools have their own main page
  - Each team has its own page with up to 21 teams per school
- Breaking news, game reports, columns, features, statistics, schedules, and standings
- A team of professional, experienced sports journalists, writers, and editors
- Thousands of photographs featured in our photo gallery
- Over one-fourth of our visitors each day are new visitors, contributing to our phenomenal growth
- Independently owned and operated
- Advertisers can target specific Metro areas and specific dates

**FUN FACT:**  
**METROSPORTSREPORT.COM**  
**HAS BEEN VIEWED IN ALL**  
**50 STATES AND 20**  
**COUNTRIES AROUND**  
**THE WORLD**

In just one year...

- 750,410 pageviews
- 79,664 unique visitors
- 220 average new visitors per day



## Who's Looking at MetroSportsReport.com?



If you live or have lived in the Cedar Rapids/Marion Metro area, there's a good chance you have a connection with at least one of the eight high schools. Because of this connection, MetroSportsReport.com enjoys an audience of folks from nearly every walk of life you can imagine. Our audience age ranges from early teen to the senior population. They're students, moms, dads, grandparents, alum, and sports fans. They own businesses, work in manufacturing, volunteer in the community, and they want to stay informed about Metro sports. And they're spreading the word because they know, when it comes to the most comprehensive sports reporting, MetroSportsReport.com is a slam dunk!

- Parents
- Grandparents
- Alumni and extended family members
- Students: athletes and non-athletes alike
- Local and worldwide sports fans

*"MetroSportsReport.com has a gigantic, positive impact on the youth in our community. Our family and friends are always checking the site for quick news stories and great photographs too! We are very fortunate to have MetroSportsReport.com focus on the youth of our community."*

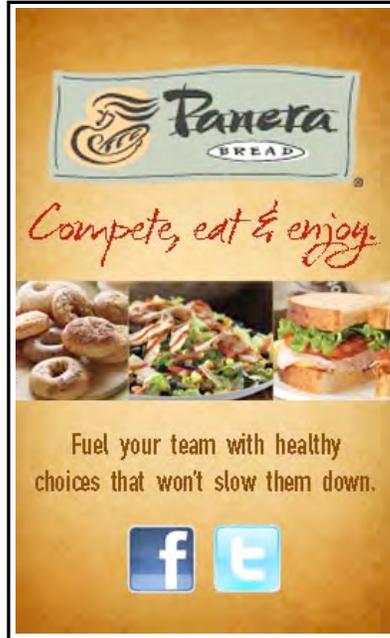
**Inez Mattke** - parent of student



## Profile of our Advertisers

Many prestigious local and national companies reach their target audience with MetroSportsReport.com.

Comfort Care Medicare  
Construction Materials, Inc.  
Aero Rental  
Panera Bread  
Sadler Power Train  
Fieldhouse  
Clark's Pharmacy  
Cost Cutters/Evans Enterprises  
Mathnasium  
Rapids Ridge III  
Positive Sports Training  
Brian Butz/Erusha Insurance  
Cedar Rapids Oral Surgery  
Skogman Carlson Insurance  
Terry Ebaugh/State Farm Insurance  
Wylie Creative Communications  
Susie Brooks/Coldwell Banker Hedges  
Kurt Gustafson/American Family Insurance  
Brian Berg & Mike Fett/Farm Bureau Insurance



## Our Partners

MetroSportsReport.com partners with many organizations to promote and support student athletes.

Cedar Valley Habitat for Humanity  
Friends of the Cedar Rapids Public Library  
Cedar Rapids Convention & Visitors Bureau  
Junior League of Cedar Rapids  
Kennedy High School Football Boosters  
Lamar Outdoor Advertising  
KGYM AM 1600  
Mediacom/MC22  
Cedar Rapids Kernels  
Titan Tires  
Creative Occasions  
Midwest Auction  
Marion Times  
Iowa Sports Connection



**METROSPORTSREPORT.COM STRIVES TO BRING OUR READERS THE MOST UP-TO-DATE, COMPREHENSIVE VARSITY SPORTS COVERAGE AVAILABLE IN THE CEDAR RAPIDS/MARION METRO AREA. OUR WRITERS ARE EXPERIENCED AND INFORMED PROFESSIONALS WHO ARE WELL-EQUIPPED AND NETWORKED IN THE MARKET. WE'RE COMMITTED TO PROVIDING THE LATEST NEWS AND INFORMATION ON STANDINGS, STATISTICS, SCHEDULES, AND TEAM INFORMATION AS WELL AS FEATURE STORIES.**

## What's the Best Part of My Job?

*People ask me that all the time, and the answer is simple: It's the high school kids I get to meet and write about on a regular basis.*

*They're not kids, actually. They are talented young men and women, some of the best and brightest in our community.*

*There's no reason to worry about the future with these young people on their way to adulthood, where they'll take their rightful place as responsible citizens. No reason to worry at all.*

*MetroSportsReport.com has been a labor of love for everyone involved with the website. All of us have deep roots in the community and care deeply about what happens in our schools.*

*I was surprised to learn that approximately 65 percent of all high school students participate in at least one sport during the year. Surprised and delighted it was so high.*

*And it's not that the other 35 percent are slackers. They're in the pep band that plays at games, they're cheerleaders, they're members of the dance team that performs at halftime, they're student-managers, they keep statistics, they take pictures, they write stories for the school newspaper, they are fans who sit in the stands and cheer for their favorite team.*

*High school sports are a common denominator for just about everyone who lives in the Cedar Rapids and Marion area. Just about everyone has a connection to one of the schools either as an alum, student, parent, grandparent, aunt, uncle, neighbor, or fan. The high schools tie us all together.*

*The combined population of the eight high schools (Cedar Valley Christian, Jefferson, Kennedy, Linn-Mar, Marion, Prairie, Washington, and Xavier) comes to approximately 10,000 kids and their families and friends. This means we have readers of all ages, young, old, and in-between - and they represent all the demographics you could imagine.*

*In 2011, the first year of our launch, we received more than 750,000 pageviews and nearly 80,000 unique visitors to our site. Month-after-month, our Google Analytics report proves to us that the popularity of MetroSportsReport.com continues to grow steadily beyond our initial hopes and imagination.*

*We feel we are doing important work at MetroSportsReport.com, trying to give these students some recognition for their achievements and to shine a little light on what's happening in our schools.*

*Because of the success we've seen since the launch of MetroSportsReport.com we feel confident that our advertisers are receiving the exposure they need to build brand awareness and grow their customer base.*

*We'd like to invite you to become a part of MetroSportsReport.com. In our minds, it's a win-win situation. Our advertisers and partners help us celebrate these students and their achievements.*



Jim Ecker, President

A handwritten signature in black ink that reads "Jim Ecker". The signature is written in a cursive, flowing style.

## Our Writers



**JIM ECKER** - *President & Editor*

A native of Yonkers, NY, Jim graduated from the University of Michigan in 1974 with a journalism degree. He worked as a sportswriter for 27 years at *The Gazette* and was Sports Editor for the *Fort Madison Democrat* and *Valparaiso Vidette-Messenger*. Jim can't wait to take his brand new grandson to his first ball game.



**MIKE KOOLBECK** - *Vice President & Managing Editor*

Mike graduated from Cedar Rapids Jefferson in 1976 and attended Kirkwood, Northern Iowa, and Iowa. He served as Deputy Sports Editor at *The Gazette* and worked for the Cedar Rapids Kernels in media relations, sales, and marketing. Mike loves sports, faithfully follows the LA Dodgers, and is a real crackerjack at fantasy sports leagues.



**MARK DUKES** - *Columnist*

Mark graduated from Cedar Rapids Jefferson in 1974 and from Coe College in 1978. He worked at *The Gazette* for 25 years, including 14 years as Sports Editor. He also manages the Chrome Horse Slophouse & Saloon. Mark's idea of the perfect, hole-in-one, ace day is a sunny sky, good friends, and round of golf.



**TOM FRUEHLING** - *Features Writer & Reporter*

A native of Burlington, Tom graduated from the University of Illinois. He served as an artillery officer in the Vietnam War and spent 31 years at *The Gazette*, winning numerous awards for feature writing. A longtime classroom volunteer, be sure to wave hello if you spot Tom at his post as school crossing guard at Coolidge Elementary.



**BOB BROOKS** - *Columnist*

Bob graduated from Franklin High School in Cedar Rapids and received a communications degree from the University of Iowa in 1948. A well-known and respected figure in eastern Iowa, Bob has been a broadcaster in radio and television for nearly 60 years and is currently the sports director at KMRY. Go, Bob, go!



**SCOTT UNASH** - *Columnist*

Scott graduated from Kennedy High School in 1984 and received a degree in broadcast journalism from Iowa in 1988. He is the Sports and Program Director at KGYM and has been honored four times as the top play-by-play announcer in Iowa. When he's not writing or announcing, there's a good chance you'll find Scott hitting the links or traveling to fun destinations.



**SHER JASPERSE** - *Feature Writer & Reporter*

Originally from Michigan, Sher is an independent feature writer and editor. She has written numerous articles for newspaper, magazines, and websites and has worked as an editor/writer on several books. When Sher isn't writing or editing books, she's reading them. Books, biking, and travel are her passion in life.



**DON TAYLOR** - *Reporter*

Don graduated from Jefferson High School and has two degrees from the University of Northern Iowa. He was a high school coach, teacher, and administrator for 37 years. Don also works for Habitat for Humanity. An avid Hawkeye fan, Don's interests also lie in politics, government, and history.



**JAKE KOOLBECK** - *Reporter*

Jake graduated from Jefferson High School and attended Kirkwood. He has been active in coaching at the youth and high school levels. Jake enjoys coaching basketball and softball and playing pick-up games with friends.



**GUY MARTINO** - *Reporter*

Guy graduated from Kennedy High School and is currently a journalism student at the University of Iowa. He played several sports while at Kennedy and was a record-setting quarterback. Guy is a sports fanatic through and through. When he's not writing about sports, he's playing them.

## Our Photographers



**KEN GILCHRIST**

Ken grew up in Center Point and has degrees from Kirkwood and Coe College. Ken served as an equipment operator in a naval construction battalion from 1968-72. A retiree from Rockwell Collins, Ken enjoys the great outdoors by camping, fishing, and an occasional game of disc golf - and he has a mighty impressive fountain pen collection to boot.



**MARGARET O'BANION**

Originally from Waterloo, Margaret graduated from UNI with a degree in elementary education. She counseled students at Grant Wood School for 34 years and is a volunteer photographer for the Koehler History Center and teaches photography as well. In addition to her volunteer work, she enjoys good friends and great books.



**JOE BISHOP**

Joe grew up in Keosauqua and graduated from Van Buren High School. He received a degree in photography from Hawkeye Community College in 1993 and has worked for the *Fairfield Ledger*, *Ottumwa Courier*, and *The Daily Chronicle*. He was twice named AP Sports Photographer of the Year in Illinois. Joe's a family man who enjoys time with his wife and kids.



**JUSTIN TEDFORD**

A native of Dunlap, Justin attended Kirkwood Community College studying mass communication and photo-journalism. He was a freelance photographer for the *Dunlap Reporter* and the *Denison Bulletin & Review*. He recently completed six years in the Iowa Army National Guard, serving in Iraq in 2007. Justin's favorite pastime? Restoring his 1966 VW Beetle. Beep, beep!

# SITE FEATURES

7

## Complete Sports Coverage & Information

- A High School Main Pages
- B Today's Lineup
- C Game Reports
- D Columns
- E Features
- F Standings
- G Schedules
- H Social Media



### MetroSportsReport.com

METRO TEAMS TO FACE OFF IN TOURNAMENT SCHEDULE

HOME
PHOENIX
YREBOND
LEWIS & CLARK
MADISON
FRANKS
WASHINGTON
YAVAPAI
METRO NEWS

TODAY'S LINE-UP

A
B

C
D
E
F
G
H

**METRO SPORTS REPORT**

**Metro athletes receive conference honors**

C
D
E

**Happy anniversary boys state tournament**

**Others ready for 3rd state tourney**

**Forwards helping forwards to fight cancer**

**Hemphill didn't let them ACL and his dream**

**STANDINGS**

Boys Soccerball	Girls Soccerball	Wrestling
Yreba 14-11-0	Yreba 12-8-1	Yreba 20-7-1
Madison 12-9-1	Washington 12-8-1	Phoenix 12-12-1
Washington 12-9-1	Madison 12-8-1	Jefferson 12-4-9-1
Yreba 12-8-1	Yreba 12-8-1	Yreba 12-8-1
Yreba 12-8-1	Yreba 12-8-1	Yreba 12-8-1
Yreba 12-8-1	Yreba 12-8-1	Yreba 12-8-1
Yreba 12-8-1	Yreba 12-8-1	Yreba 12-8-1
Yreba 12-8-1	Yreba 12-8-1	Yreba 12-8-1

**ADVERTISE**

- WITH -

METRO SPORTS REPORT

600,000 PAGE VIEWS  
IN 10 MONTHS BY  
NEARLY 70,000 VISITORS

COVERING ALL 8  
METRO HIGH SCHOOLS

CONTACT CARL WHITING  
CARL.WHITING@METROSPORTSREPORT.COM

**SOCIAL MEDIA**

H

F
T

**METRO SCHEDULE**

<p><b>Monday, Feb. 20</b></p> <p> <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">G</span> </p>	<p><b>Thursday, Feb. 23</b></p>
<p> <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">H</span> </p>	<p> <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">H</span> </p>



## What Are People Saying About MetroSportsReport.com?

*“MetroSportsReport.com provides coverage that you cannot find in the local newspapers. I go online regularly to read reports and see pictures of games that my granddaughter has been in.”*

BETTY DeBROWER - A proud grandmother

*“MetroSportsReport.com has been a great investment for Panera Bread. Our customers frequently tell us they saw our advertising with MSR. We have no doubt that our partnership with MetroSportsReport.com has contributed significantly to our sales growth.”*

MIKE YOUNG - Owner, Panera Bread

*“Finally, there’s a media outlet that salutes and recognizes the efforts of local high school teams, athletes, and coaches. We were certainly impressed with the coverage that baseball was afforded last year, especially our magical season! We applaud the efforts of MetroSportsReport.com and look forward to working with them in the coming seasons.”*

STEVE FISH - Baseball Coach, Marion High School

*“The first place I go to find comprehensive, accurate, and thorough information about Metro high school athletics is MetroSportsReport.com. Thanks to MetroSportsReport.com, the Cedar Rapids area student-athletes receive better media coverage than any other large city student-athlete in Iowa.”*

BRET HOYER - Baseball Coach, Kennedy High School

*“MetroSportsReport.com is a great way for Construction Materials, Inc. to support area high school athletics. We get very positive feedback from the community in regard to our partnership with MetroSportsReport.com”*

DICK GALLIGAN - President, Construction Materials, Inc.

*“When MetroSportsReport.com launched its site I immediately knew it would be a success. The site has proved to be a wonderful asset for the Metro schools, student-athletes, parents, grandparents, and the casual fan near and far.”*

STEVE DOSER - Girls Basketball Coach, Prairie High School

*“MetroSportsReport.com has been an invaluable resource for our students, parents, and school community. Even though we are a small school, MetroSportsReport.com has given us as much coverage as any of the other schools in our area. We are so appreciative of the game summaries, feature articles, and pictures that have documented our season. Thanks for making our students feel like we are in the ‘big time’.”* CRAIG FOOTE - Girls Basketball Coach, Cedar Valley Christian School

MetroSportsReport.com is making the news and receiving rave reviews.



**CORRIDOR Business Journal**  
www.corridorbusiness.com  
CEDAR RAPIDS/IOWA CITY CORRIDOR'S INDEPENDENT LOCALLY OWNED BUSINESS WEEKLY  
Nov. 28 - Dec. 4, 2011  
\$1.50

### Former Gazette reporters launch new local sports site

...plets describing what he wanted to do. Then, he traveled to the local high school sporting events and distributed his materi- effort to gauge public interest," he

program and see the family name listed" he said. "Well, we have something like that." For \$10, an individual or family can sponsor one team for 12 months. Sponsorship for three teams costs \$25 per year, 10 ship for three teams costs \$50 per year, and it costs \$75 to



**SUNDAY The Gazette**  
www.thegazette.com  
WEATHER, 2A

### January launch planned for high school sports website

By Dave DeWitt  
The Gazette  
A website featuring sports news from seven Cedar Rapids and Marion high schools is planning to launch next month. The independent website www.metroportsreport.com is tentatively scheduled to launch Jan. 1, according to Metro Sports Report president Dave DeWitt.

Sports Report is to provide thorough, comprehensive coverage of these seven schools," Ecker said.

wrestling, bowling and swimming — and ultimately expand to a full 23 pages per school of coverage and sponsorship of matters.



**CORRIDOR Business Journal**  
www.corridorbusiness.com  
CEDAR RAPIDS/IOWA CITY CORRIDOR'S INDEPENDENT LOCALLY OWNED BUSINESS WEEKLY  
Nov. 28 - Dec. 4, 2011  
\$1.50

### Niche sports website shows promise

Niche news coverage is big on the web. Online customers no longer have to get a bundle of general-interest news — crime, politics, sports, business, education and opinion all in a single day's newspaper — and can instead cluster around small top-tier in-depth.

But perhaps the best local example of niche is the recently launched Metro Sports Report. The site, www.metroportsreport.com, is dedicated to covering every sport at all seven Cedar Rapids metro high schools. Even the 14 bowling teams. The local prep sports scene boasts quality programs and athletes.

Taylor, former educator and coach, and Carl Gonder, former basketball star. The roster is heavy on middle-aged white men. There's no doubt these guys can cover all sports and personalities, but drawing on diversity in the community would distinguish MSR from its competitors and might draw more followers. Mr. Ecker says they plan to push hard and assess the sustainability in a year. The site offers advertisers the choice of having ads appear on the entire site, all of the listings of one or more schools, or just one team. Right now, the site is a little sparse, with five ads running on all pages. Quick, someone track down that millionaire alum.

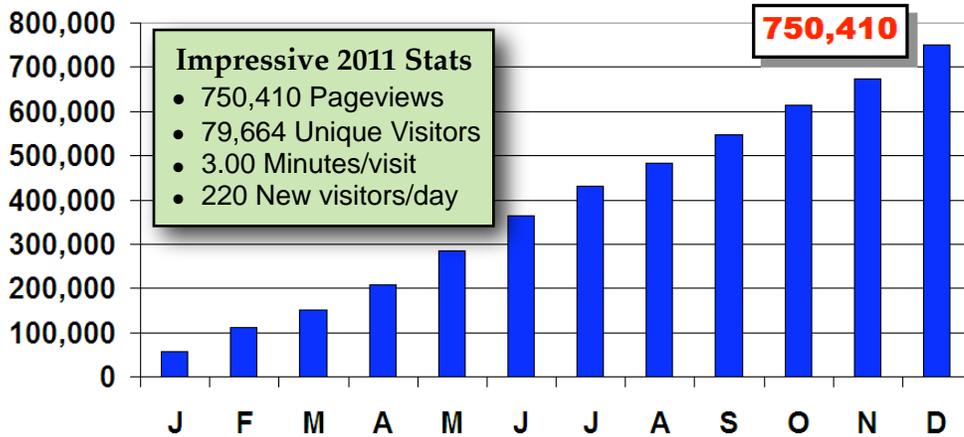
To build its business, MSR needs more audience to attract more advertising. On the web, advertising revenue won't pay many bills, but more audience opens up opportunities for selling value-added products. Right now, MSR is struggling to build audience for its coverage. A few years ago, offering a hyper-local sports blog site was sufficient, but today instant feeds to mobile platforms are essential. MSR regularly uses Twitter and Facebook for updates, but has only 25 followers on Twitter and 36 on Facebook. That stat line won't make the cut. There are a few photos and no video on the site. More photos are posted on MSR's Facebook page, but few people are finding them. One solution to fill this is to recruit students, booster club

John Goodlove  
Nick Bergus  
The Fifth Estate

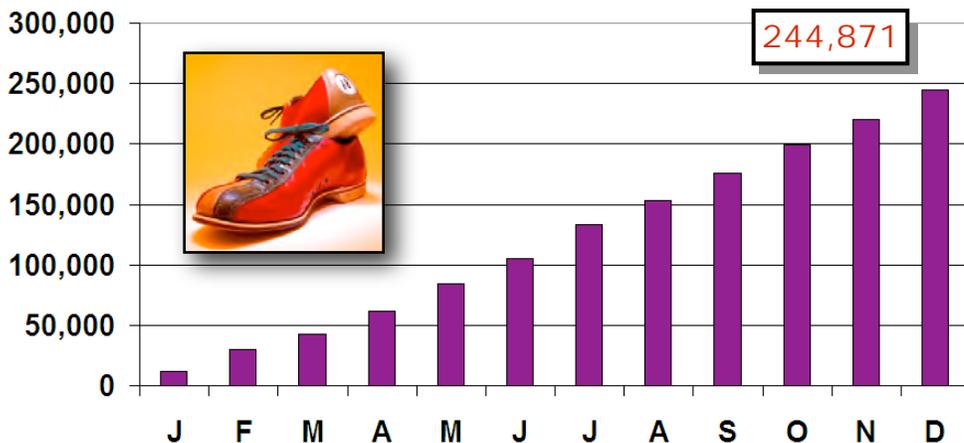
## MetroSportsReport.com Utilizes Google Analytics

MetroSportsReport.com utilizes Google Analytics to measure website traffic. Google Analytics is the industry's preferred third-party reporting source, providing unbiased measurement using leading-edge technology. These detailed statistics are clear evidence of our remarkable growth.

### 2011 Total Pageviews



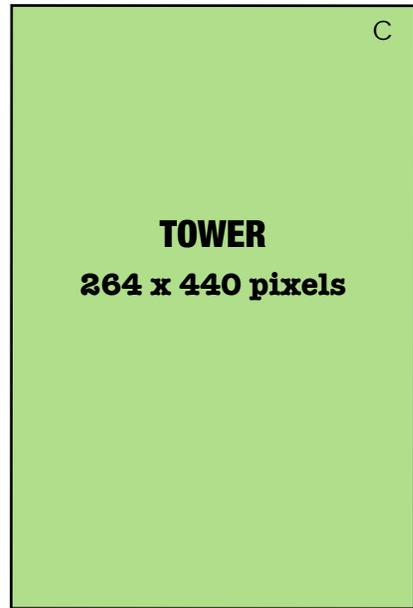
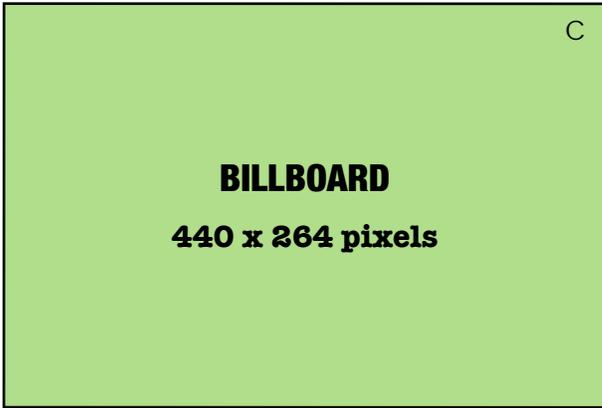
### 2011 Total Visits



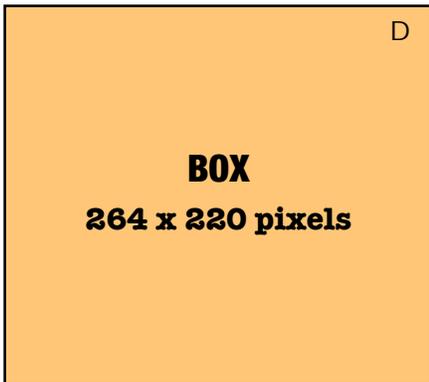
# AD SIZES



Leaderboard and Centerboard ads are available on the Home Page and School Main Pages



Billboard and Tower ads are available on the Home Page, School Main Pages, and on Team Pages



Box ads are available on the Home Page, School Main Pages, and on Team Pages

**Note:**  
All ads are clickable to your selected URL.  
Random rotation of multiple ad images is available.  
Single-file Flash ads are available.  
Custom sizes and plans are available.

# AD RATES

TYPE	MONTHLY	4 MONTHS	ANNUAL	PAGE
A - Leaderboard	\$2,500	\$7,000	\$20,000	Home Page
A - Leaderboard	\$500	\$1,900	\$5,000	School Main
A - Leaderboard	\$100	\$380	\$1,000	Team
B - Centerboard	\$1,750	\$5,250	\$12,500	Home Page
B - Centerboard	\$400	\$1,500	\$4,000	School Main
A - Anchor	\$1,000	\$3,000	\$8,000	Home Page
A - Anchor	\$260	\$1,000	\$2,500	School Main
C - Tower	\$200	\$700	\$2,000	Home Page
C - Tower	\$150	\$550	\$1,500	School Main
C - Tower	\$90	\$325	\$900	Team
C - Billboard	\$200	\$700	\$2,000	Home Page
C - Billboard	\$150	\$550	\$1,500	School Main
C - Billboard	\$90	\$325	\$900	Team
D - Box	\$150	\$500	\$1,400	Home Page
D - Box	\$100	\$375	\$1,000	School Main
D - Box	\$75	\$285	\$750	Team

**LEADERBOARD** **A**

**MetroSportsReport.com**

**TODAY'S LINE-UP**

**CENTERBOARD** **B**

**TOWER** **C**

**BILLBOARD** **C**

**BOX** **D**

**ANCHORBOARD** **A**

**RATES FOR FLASH ADS**  
 12 month Tower Ad: \$5,000  
 12 month Box Ad: \$3,500  
*Subject to availability*

Rates are determined by size, placement, and duration.

# AD SPECIFICATIONS

---

## Advertising Artwork

### **Shared, Static Ads**

These are ads that are not animated, commonly known as banner ads. Your ad may be in a space shared by as many as four other advertisers on the Home Page and School Main Pages. The exposure of your advertisement will be based on the random draw of your ad from the pool of ads designated for that ad location and will be proportional to the number of ads sharing the space. Random rotation of your multiple ads in a single, shared ad frame is also available.

We will work with you to design your ad. Your first ad design is included in the price. Redesigns are very cost-friendly. Just ask us. You will need to supply the necessary logos and other proprietary symbols and graphics, if needed. If our graphic artist designs your ad, we will ask for your approval before we post it to the site.

If you provide the ad, we require it to be provided electronically in the "JPEG" or "GIF" file format and that the artwork adheres to the dimensions of the ad size purchased. (box, tower, leaderboard, etc.) Our graphic artist will review the ad for readability, providing feedback to you intended to improve your ad's impact. Then, after you make any needed or desired changes, the ad will be posted to the site.

We can provide a single click-through feature for each ad, targeting the URL of your choice.

**Flash Ads** – These are ads that are animated using Flash programming. - The advertiser must provide these ads as single-file Flash ads in the "Shockwave Flash Object" file format. They must be of the size specified for the selected ad space. We do not compose Flash ads. If you want a click-through feature to a URL, you must have it embedded in the single-file Flash ad. Click-through links are limited to one per Flash ad.

## Special Requests

If you have a special request for an advertisement that does not fit our standard models, please ask us. We will try to accommodate your request, if possible.

## Other Notes

All payments are due upon receipt of invoice. Full, advance payment of an annual ad will earn the advertiser the 13<sup>th</sup> month free. Ads will be posted to the site when the ad has been composed or submitted and when the invoice is paid.

Advertisements may be removed from the site if subsequent account balances are not paid when due. Ad space is limited and is generally sold on a first-come, first-served basis. However, we may make some exceptions based on other issues and requirements.

All advertising is accepted subject to our determination that the products and/or services advertised and the ad presentation are in keeping with local community standards and MetroSportReport.com's operating philosophy.

## MetroSportsReport.com CO-OWNERS



**JIM ECKER**  
President  
Jim.Ecker@MetroSportsReport.com  
319-390-4236



**MIKE KOOLBECK**  
Vice President  
MikeKoolbeck@MetroSportsReport.com  
319-390-9877

## MetroSportsReport.com SALES



**CARL WHITING**  
Advertising Director  
Carl.Whiting@MetroSportsReport.com  
319-270-2420



**KAREN WOODS**  
Advertising Sales Representative  
Karen.Woods@MetroSportsReport.com  
319-981-7499



**CAROL MONTAG**  
Advertising Sales Representative  
Carol.Montag@MetroSportsReport.com  
319-310-7090



**DAVE THUL**  
Advertising Sales Representative  
Dave.Thul@MetroSportsReport.com  
319-533-5160