



etineria

Media
Sports

2011 SOCCER MEDIA KIT

About Etineria Media Sports:

Etineria Media Sports is a brand new program for local media placement available throughout Quebec. Get exposure from the Soccer Club's websites of Quebec.

Target kids and families in your catchment area!





Team up with
the #1 sport in
the world

**700,000
FOLLOWERS IN
QUEBEC***

Soccer has the strongest
growth of all sports in
Quebec

Number of licensed and
members of the Fédération
de Soccer du Québec
(Quebec Soccer Federation)
has doubled in 10 years

*Players, coaches referees,
volunteers and families.

90% of under 18 play or
have played Soccer

Sport practiced by all, 39%
of women

Partnering with Soccer al-
lows to reach young and
older populations

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ETINERIA, YOUR TECHNOLOGY, MEDIA AND WEB PARTNER



Etineria is the leader in innovative applications for online advertising for nearly 10 years.



**15,000 clients-users
of our solutions
around the world.**

We have proven solutions for managing advertising websites:

- Simple, fast and efficient
- Advanced advertising optimization system
- Detailed Statistics
- Registration, Billing and Management 100% Automated

STRATEGIC POSITIONING

The sport activity number 1 in Quebec!

Number of licensed in 2009

Soccer	191,027 (21% of all sports)
Hockey	97,250
Baseball	39,773
Ice-skatingTennis	35,548
SoftBall	35,000

Media impacts on major upcoming Soccer competitions:

2012 : Montreal Impact FC in MLS + Euro 2012

2014 : FIFA World Cup in Brazil + FIFA U20 Women World Cup in
Canada

2015 : FIFA Women World Cup in Canada

2016 : Euro 2016

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LICENSED BY AGE

55% Aged between 5 and 11 years old

34% Aged between 12 and 18 years old

11% 18 years old and plus

Women represent:

31% of coaches

39% of players



**«SOCCER,
THE FAMILY SPORT»**

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CORPORATE OFFERS

Mega banner 728x90 pixels
Home page's header and footer

1. Targeted offer

600 teams/ 10,000 members
8,700 UV * per month
Rotation 1/4 (capping 2)
1,000,000 impressions

2. Premium Network offer

4,000 teams/ 70.000 members
60,000 UV * per month
Rotation 1/4 (capping 2)
5,000,000 impressions

3. 2 years partnership throughout the network

7,500 teams/ 120,000 members/ 360,000 amateurs
100.000 UV*/ month
Rotation 1/4 (capping 2)
9,000,000 impressions

* Unique Visitors

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OFFERS LOCAL MERCHANTS

100,000 impressions/ 20,000 UV*

1. 125x125 or 234x60 pixels Button

\$30/ month on the Home page for a minimum annual budget of \$360*

\$15/ month on secondary pages for a minimum annual budget of \$180*

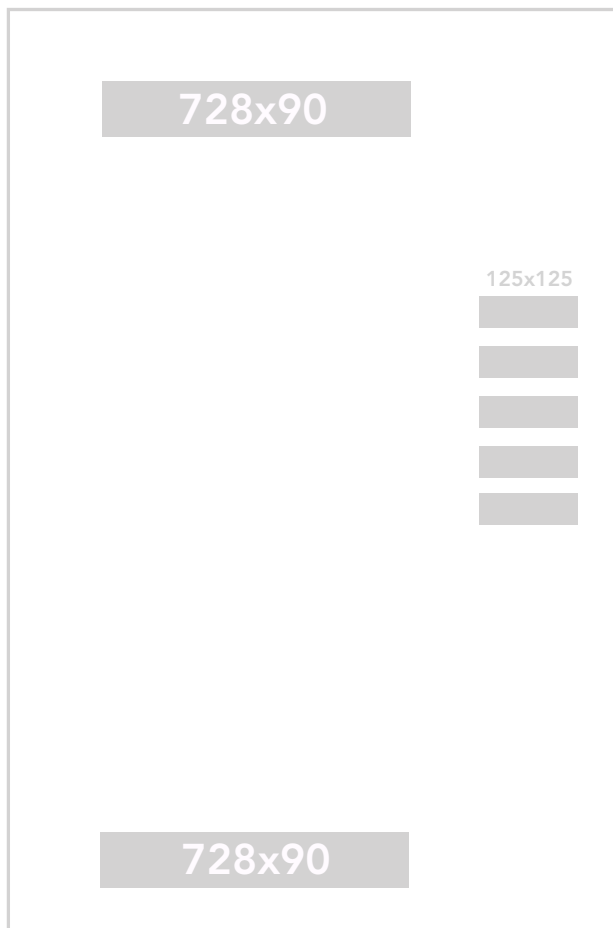
2. 728x90 pixels Banner on secondary pages

\$60/ month on secondary pages for a minimum annual budget of \$720 *

* Unique Visitors

BANNERS' POSITIONNING

Home page



Secondary pages



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