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# Salt City Hoops

## Media Kit

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### ABOUT

**Salt City Hoops** is the Utah Jazz affiliate in the ESPN TrueHoop Network. Founded as a member of the inaugural launch of the ESPN Truehoop network, **Salt City Hoops'** mission is to entertain and inform Jazz and NBA fans with professionally edited content. As the only credentialed Jazz-related website, **Salt City Hoops** stands alone as the trusted source for analysis for hundreds of thousands of fans worldwide. Besides contributing regularly to the NBA coverage on ESPN.com, **Salt City Hoops** hosts a **weekly radio show** on the ESPN Radio affiliate in Salt Lake City, ESPN700.

The website is updated every weekday and on average has 40 new posts per month. Our audience is mostly men, ages 16-50 and fans of the Utah Jazz and the NBA in general.

### QUICK FACTS

- ❑ Salt City Hoops is the only credentialed Utah Jazz website, attending and fully covering each of the Jazz's 41 home games. Salt City Hoops also is credentialed and attends larger NBA events, including the NBA Draft Lottery, the NBA Draft, the NBA Summer League, the Sloan Sports Analytics Conference, and more.
- ❑ Salt City Hoops will host a radio show each Thursday from 7 PM – 9 PM on ESPN700, analyzing the Utah Jazz and the NBA in general.
- ❑ Salt City Hoops also records a weekly podcast from the ESPN700 studios, released on iTunes, Stitcher, and other podcast distribution channels. The podcast has ranked as high as the #11th most listened to sports podcast in the world, according to Stitcher.
- ❑ Salt City Hoops is featured prominently on ESPN.com's [Jazz Clubhouse page](#).
- ❑ Salt City Hoops has been approved by Google News.
- ❑ Andy Larsen regularly appears on ABC local affiliate's (ABC4) sports show, Real Sports Live, as a featured guest discussing the latest news about the Utah Jazz.

## **Why Advertise on Salt City Hoops?**

Salt City Hoops reaches a very specific, desirable demographic for many businesses along the Wasatch Front. With a highly local focus, and a majority of readers being men ages 18-49, Salt City Hoops may give your product or service the best possible use for your marketing dollars. Additionally, because of our brand's credibility, a relationship with Salt City Hoops really forwards trust onto your company.

The site has potential for a nearly unlimited amount of hits with the weight of ESPN.com behind it, especially during traffic spikes when Utah Jazz news breaks.

## **What Kind of Advertising Does Salt City Hoops Support?**

- ❑ Salt City Hoops can feature permanent standard banner ads, ranging in differing sizes (300x300 pixels, 270x65, 700x80). Custom sizes can be accommodated upon request.
- ❑ Salt City Hoops also offers specific sponsorships of specific posts (*ex. Jazz Pre-Game presented by Joe's Coffee Shop*). We also offer limited opportunities for clearly marked sponsored content in the main news feed, depending on circumstance. Contact Andy for more information.
- ❑ Salt City Hoops offers the ability to sponsor tweets, sent through either the @saltcityhoops or @andyblarsen Twitter accounts.
- ❑ Salt City Hoops offers audio advertisements placed within a weekly radio show featured on ESPN700. Salt City Hoops' weekly podcast can also be sponsored.
- ❑ Salt City Hoops can also hold events at your location, bringing business and repeat customers to your business. For example, we could host a Utah Jazz watch party at your restaurant's location, bringing scores of new customers to your business. Contact Andy for more information on this possibility.

## **Advertising and Sponsorship Rates**

Salt City Hoops offers the advertising and sponsorship possibilities above for between two to four figures per month. Creative advertising packages can be configured to meet your business needs, in those cases, discounts will be applied as bundling occurs. Contact Andy to discuss the best bundle for your business.

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For more information or questions, contact **Andy Larsen** at [saltcityhoops@gmail.com](mailto:saltcityhoops@gmail.com)