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Media Kit

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ABOUT

DailyThunder.com is an ESPN affiliated site that covers the Oklahoma City Thunder, authored by Royce Young. It is part of ESPN.com senior writer Henry Abbott's [TrueHoop](#) Network and it reaches as many as 75,000 unique visitors a month. Since it's launch in late January of 2009, Daily Thunder has received nearly **10 million** page views and nearly **250,000 comments**.

The website is updated daily and on average has 15 new articles a week. During the actual season that number goes up to around 20.

Our target audience is mostly men, ages 16-50 and fans of the Oklahoma City Thunder and the NBA in general.

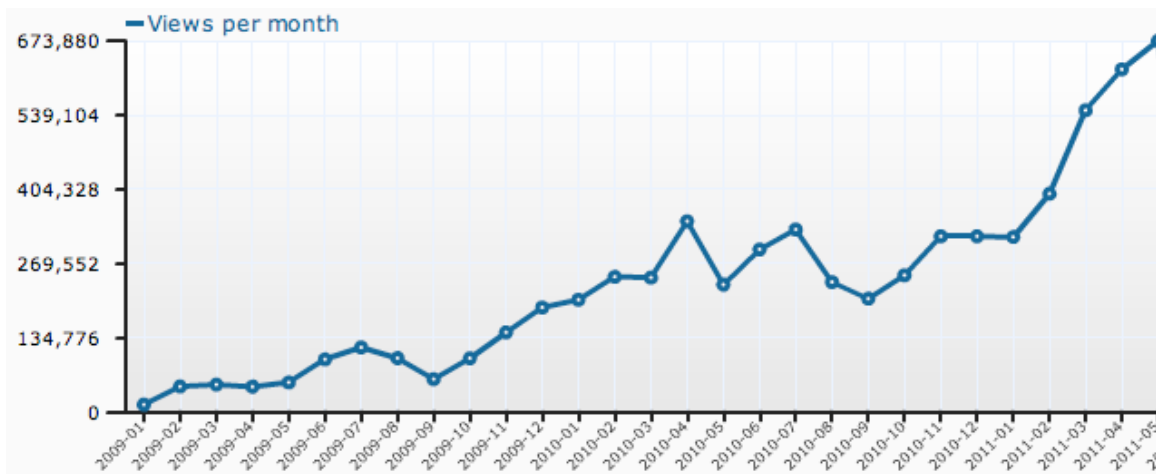
QUICK FACTS

- Daily Thunder is consistently featured on ESPN.com, and Royce has been a guest on ESPN.com's NBA podcast, *NBA Today* as well as contributed articles to ESPN.com.
- Royce is a full-time NBA writer for CBSsports.com and fully credentialed by the NBA.
- Daily Thunder is featured prominently on ESPN.com's [Thunder Clubhouse page](#).
- Daily Thunder has been approved by Google News and is highly ranked in search engines, showing up in news alerts consistently.
- Daily Thunder has also been highlighted multiple times on WWLS The Sports Animal.
- Royce regularly freelances for ESPN.com and has hosted ESPN's NBA blog, TrueHoop.

STATS

- As of December 2011, Daily Thunder has received over 10 million page views since launching January 20, 2009.
- On average since its launch, Daily Thunder receives 10,000 page views a day and over 16,000 a day in 2011.
- Since launching, Daily Thunder's monthly hit total has increased from 46,000 hits in February 2009 to 250,000 in February 2010 to 700,000 in May 2011, an increase of over 700 percent.

- During the upcoming season, Daily Thunder expects to average 500,000– 700,000 page views per month.
- Of Daily Thunder’s page views, 71 percent come from within Oklahoma.



As of June 22, 2011

Why Advertise on Daily Thunder?

Daily Thunder reaches a wide, but very specific group and your product or service could likely benefit from the added exposure and brand marketing. As opposed to traditional print ads in newspapers, you can't just skip over an ad on the page. It's right there. And on top of that, it doesn't get looked at once and thrown away. The ad will stand for one calendar month (or 30 consecutive days or a negotiated term) and will be there permanently.

The site has potential for a nearly unlimited amount of hits with the weight of ESPN.com behind it. During big news events featuring the Thunder, hits can spike to as high as 50,000 in a day.

What Kind of Advertising Does Daily Thunder Support?

- Daily Thunder can feature permanent standard banner ads, ranging in differing sizes (270x270 pixels, 270x65, 135x540, 130x65 and 270x200). Custom sizes can be accommodated upon request.
- Daily Thunder also offers specific sponsorships of specific posts (*ex. Thunder Pre-Game presented by Joe's Coffee Shop*).
- Also, Daily Thunder offers audio advertisements placed within a weekly/bi-monthly podcast. The podcast can also be sponsored.

Advertising Rates

The ad will stand on every page for one calendar month or 30 consecutive days, **or for a different term if requested.** (Discounted rates for multiple month contracts. Also, ads can also be purchased on a per page view scale. Ask if interested.) *Sponsorship/podcast rates are flexible based on terms.*

130x65 pixels – \$200

135x540 pixels – \$400

270x65 pixels – \$400

270x200 pixels – \$500

270x270 pixels – \$800 (upper right hand corner – always above the fold)

