



ST. LOUIS
BLUES

ONLINE MEDIA KIT

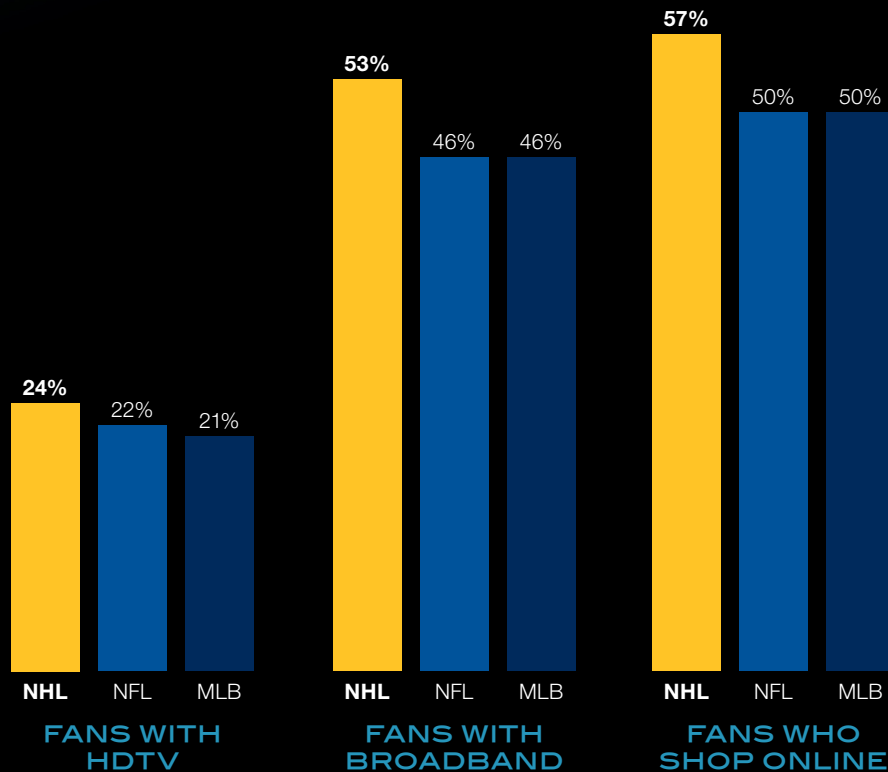


ONLINE MEDIA

This season, the Blues are offering an expanded roster of really cool online advertising, merchandising and promotional opportunities geared around the Blues' Web site – the hub of information and entertainment for Blues fans. This is where they go for the latest and greatest when it comes to all things Blues, and it's where your brand should be to get in front of Blues fans with exclusive messages, offers and opportunities.

WHY USE THE WEB?

NHL FANS AND TECHNOLOGY:



Source: Scarborough Market Research-USA+, Release One 12-month Survey



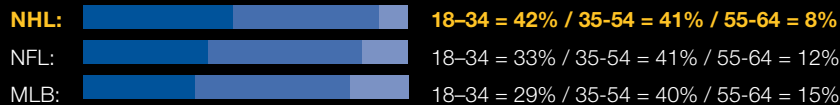
NHL vs. NFL & MLB

Let's get everything on a level playing field (or ice surface). Do NHL fans even compete in the same arena as NFL & MLB fans? Yes, they can go toe-to-toe with the other leagues any day of the week. In fact, a higher percentage of NHL fans went to college and earn more money.

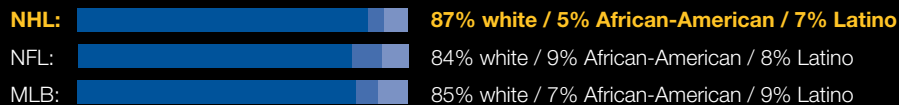
GENDER



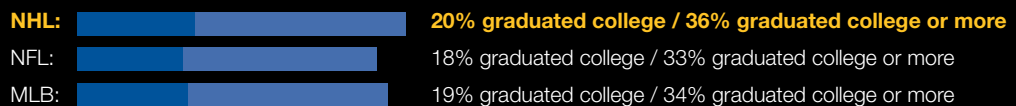
AGE



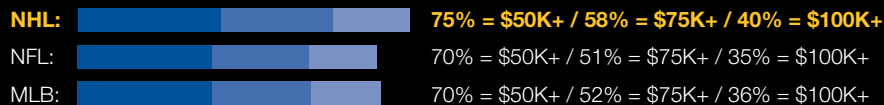
RACE



EDUCATION



HOUSEHOLD INCOME



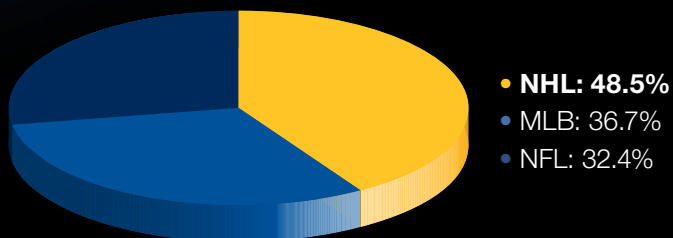
Sources: Simmons Market Research, Scarborough Sports Marketing



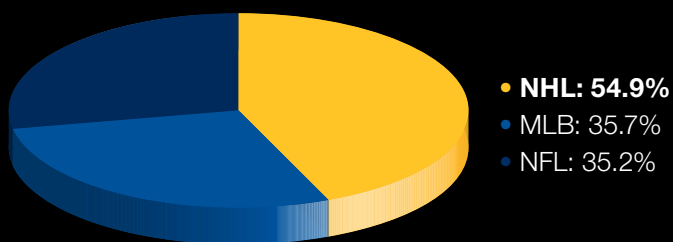
HOCKEY FANS LOVE BRANDS WHO LOVE HOCKEY

Not only are NHL fans better educated and more affluent, they're also more brand loyal. Look at how much more they stand behind their favorite team and sport than other fans. If your brand supports the Blues, they'll support your brand.

Fans likely to buy the product of an "Official League Sponsor:"



Fans likely to buy product of "Official Team Sponsor:"



Source: Sports Business Daily, 2006



MEET KENNY. KENNY'S A BLUES FAN.

Blues Fan Demographics:

Male: 65% / Female: 35%

18 – 24: 27%

25 – 54: 66%

55+: 7%

\$55K+: 70%

\$35K – 50K: 19%

\$25K – 35K: 11%

51% attended some college





AND, KENNY'S ONLINE.

July 07 (free-agency begins):

380,041 unique visitors / 1,001,854 page views

Oct 07 (season begins):

301,032 unique visitors / 2,158,683 page views

Jan 08 (mid-season):

228,016 unique visitors / 1,472,151 page views

Mar 08 (last full month of season):

200,140 unique visitors / 1,474,808 page views

Monthly Average (9/07 – 4/08):

239,932 unique visitors / 1,495,154 page views





KEY PAGE OPPORTUNITIES



FAN ZONE [click to view](#)

Here's where fans can find all kinds of cool stuff to support the Blues, from wallpaper to customized license plates to information about player appearances. And there are plenty of opportunities for your brand to show their support too, with sponsorships for digital downloads like widgets, toolbar or wallpaper. Or maybe you'd rather be a part of something like a custom online game or mobile text messaging campaign, instead. Either way, you know you're going to be where the fans are.

Averaged 14,000 page views each month

At least 1,000 downloads every month



MULTIMEDIA [click to view](#)

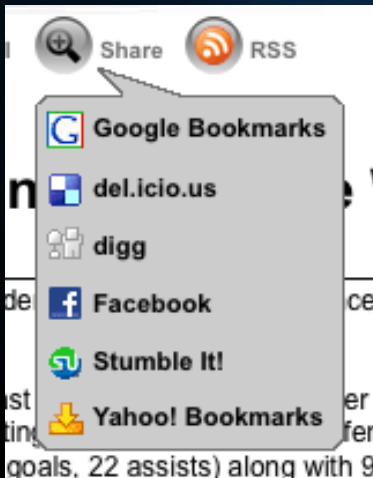
If you missed any part of the action, or if you just can't get enough of it, the Multimedia section is where Blues fans go. Blues TV, photo galleries and streaming audio deliver one of the most engaging experiences on the whole site. Blues TV gives you opportunities from pre/post-roll video to full-on exclusive sponsorships. And each photo gallery can be sponsored with a banner and "brought to you by" image the beginning of the slideshow. So if you want your brand to be a part of the action too, this is the place to be.

Over 12,000 in-season gallery views per month.

- Multi-topic galleries including:*
- Hockeyfest Celebrity Game*
- Fan Appreciation*
- Dream Night with the Blues*
- Blues Development Camp*



KEY PAGE OPPORTUNITIES, CONTINUED



NEWS [click to view](#)

How does the lead-in go? If it's local and late-breaking it's here first. Or something like that. If it's official Blues business, this is where to find out about it. It's also where you have the option of standard advertising opportunities, or put your brand out there as part of our RSS feed, e-mail-to-a-friend, sharing on social media sites, and printing. You also have another option – be a sponsor of one of those cool components, or become the exclusive sponsor of the whole News section, which even gives you visibility on the home page. Talk about a lead-in!

Over 15,000 page views each month.

New engagement opportunities almost daily.



STATS [click to view](#)

You don't have to be an accountant to be into Blues stats. Serious fans and fantasy leaguers are here all the time. The same options that are offered in the News section are available here. Hey, the numbers never lie.

Hundreds of RSS signups every month.

Over 50,000 people bookmarked the Blues site.



KEY PAGE OPPORTUNITIES, CONTINUED



SCHEDULE [click to view](#)

With 82 games, it's hard to memorize when every Blues game is. So our schedules are downloaded or viewed over 400,000 times over the course of the season. Sponsoring this section will give your brand great visibility by putting your logo (or promotional offer) on the downloadable versions. Individual or exclusive sponsorship packages are available, as are standard advertising opportunities.

Second most downloaded schedule in the league

Over 36,000 page views each month



TICKETS [click to view](#)

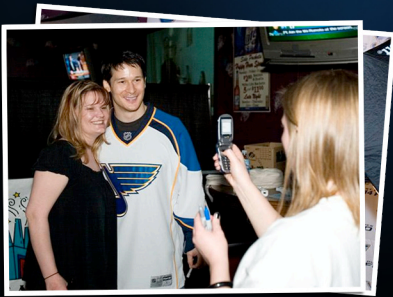
When Blues fans want to go to a game, this is where they check on ticket availability first. Get in front of Blues fans throughout the entire season, and before they connect to Ticketmaster or Ticket Exchange to purchase.

Averaged over 35,000 in-season page views.

Reach thousands of unique visitors every year.



KEY PAGE OPPORTUNITIES, CONTINUED



COMMUNITY [click to view](#)

The Blues have a long and proud history of being involved in the community. Consequently, people want to know where Blues players, coaches and officials are going to be, and they find out here. You can engage your brand with fans in communities all over the St. Louis Metro with a sponsorship here, whether it's the entire section or through a co-branded program on- or off-line.

Over 15,000 visits to community pages last season.

Autograph Signings attract thousands of online visitors each month.

Ability to tie-in with offline events and signings.



ENEWSLETTER

Local or national, Blues fan or not, our eNewsletter offers the opportunity for you to engage thousands of brand loyal hockey fans. The eNewsletter sponsorship allows your brand to be a part of breaking team and player information that is coveted by Blues nation. Sponsorship opportunities are available bi-weekly in multiple formats.

Over 20,000 involved fans.

Opportunity to reach local and national fan base.



SOCIAL MEDIA OPPORTUNITIES

Everyone's doing it. But we're not just jumping on the latest trend bandwagon. Blues fans want more and more ways to engage with the club and get closer to the players. These options for social media will take fan interaction to a whole new level.

- Fan Forums
- Official Blues Page on Facebook
- Official profile on MySpace
- Customized YouTube channel
- Twitter feed from Blues players
- Customized Road Trip Maps with video