



4QUARTERSONLINE.COM

> 2011-2012 MEDIA KIT

01.

ABOUT THE COMPANY

[MISSION STATEMENT]



Start with a genuine interest in the community. Add concern for the local schools and include the right amount of hard work. Top it off with a passion for high school football and you have ingredients that make for pretty good sports media

company. It's with these elements that 4Quarteronline.com began providing online updates in the spring of 2009.

We provide news as a web-based publishing company, specializing in exclusive high school football coverage in the Tallahassee-Leon County region and surrounding areas. This includes the counties of Leon, Calhoun, Franklin, Gulf, Gadsden, Hamilton, Jefferson, Liberty, Madison, Suwannee, Taylor and Wakulla. 4Quarteronline.com gives coverage to an area with a unique demographic, that features a young student base. The plan for our audience is simple. We provide a media outlet for those interested in local high school football.

Our goal is clear: Ample and quality multimedia coverage will promote the local-area student athletes, coaches, and athletic programs, while giving the parents, community, and college recruiters access to vital information.

4Quarteronline.com is quickly becoming the leading source of high school football information in the region. We are poised to emerge as a respected leader in news coverage, and dedicated to the valuable future of the student-athlete, while being enthusiastic about the positive promotion of the sport.

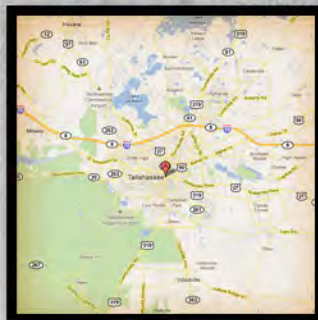
Johnny Cofield & Marc Adams

Owners of 4Quarteronline.com

02.

COVERAGE AREA

[WHO, WHAT, WHERE & WHEN...]



Which Schools Are Covered?

Every football playing high school in the Big Bend area including Leon, Gadsden, Wakulla, Jefferson, Madison and Taylor Counties.

What Is Covered?

Everything football fans want to know about high school football in the Big Bend! This includes inside analysis of each team during the regular season and the off-season. Coverage includes the following features:

- Complete Team Schedules
- Key Players To Watch
- Key Matchups
- Expert Opinion and Analysis
- Coaching Analysis
- Key Insider Info
- College Scouting Reports
- Team and Player News Updates

Who's Interested In This Information?

Thousands of students, parents and football fans in general, who want more than Friday night scores in the coverage of local football teams. This publication gives them a firm foundation and a reference guide for following local high school teams in their season-long campaign to end up at the state championships in Orlando.

"The Big-Bend area is a football hungry area and 4Quarteronline.com is filling a big void in the coverage of local high school football."

03.

TESTIMONIALS

[WHAT YOUR LOCAL COACHES ARE SAYING]



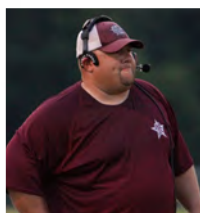
"Thank you all for what you do for our school and for the exposure. We like what you do for high school sports!" - **Godby Cougar Head Football Coach Ronnie Cottrell**



"4Quartersonline.com gives the best High School football coverage in the area. They really give our kids good exposure. I love it!" - **Lincoln Trojan Head Football Coach Yusuf Shakir**



"What you all do gives our program outstanding coverage and much needed exposure to our kids." - **FAMU High Baby Rattler Head Coach Ira Reynolds**



"4Quartersonline.com is a very up and coming website devoted to high school athletics, but more importantly, high school athletes. With all of the internet sites and scouting sites these days, it is very refreshing to deal with guys who have been there and done it. I cant wait to see what they have put together for the future of high school athletics in the Big Bend Area." - **Madison County Cowboy Head Coach Mike Coe**



"Our kids are on your web site every day! They ask me 'Coach did you see my picture on 4Quartersonline.com?' 'Coach, 4Quartersonline.com has us ranked here!'... It's so good to get that buzz out here... Our kids are lovin' it! It means a lot when we tell our kids that you guys are at our game, because to them that means that it's a BIG GAME! Keep up the good work." - **Suwannee Bulldog Head Coach Willie Spears**

04.

FACTS & STATISTICS

[ONLINE ANALYTICS & REPORTING]



Beginning in the spring of 2009 4Quarteronline.com began providing online updates and news coverage of 18 local area-high schools in the Tallahassee and Big-Bend areas. Since then our online presence has grown to over 750,000 page views to date with the average user spending just under 3

minutes of viewing time on our site!

By specializing in exclusive high school football coverage in the Tallahassee-Leon County region and surrounding areas, 4Quarteronline.com has quickly reached consistent and extensive web viewership on a state-wide level. Not only that, but due to the high number of college recruits within the area, our web site has garnered national attention.

Notable Web Milestones:

Page views:	637,367
Unique visitors:	100,370
New Visits per Day:	113.93
Page views per visitor:	8.5
Average Time on Site:	2:52 minutes
Local:	Tallahassee 47,063 visits
Statewide/Regional:	66,515 FLORIDA visits via 351 cities 2,889 GEORGIA visits via 186 cities 699 ALABAMA visits via 58 cities
National:	75,344 visits via 52 states/regions
Global:	75,993 visits came from 72 countries
Mobile Phone Visitors:	3,665

*Reporting Generated By GOOGLE Analytics

05.

WEB ADVERTISING

[ONLINE BANNER PROGRAM]



Reach thousands of viewers, covering a demographic which includes student-athletes, grade school children, college-aged young adults, parents, supporters, school administrators, coaches, college recruiters and local residents.

The 4Quarteronline.com Web Advertising Program is the perfect place for local businesses and organizations to get their message heard by football fans from around the Tallahassee, Big-Bend region, as well as South Georgia and South Alabama, which consists of over 1,000,000 people! 4Quarteronline.com offers extensive web ad placements for our business partners at an affordable price. With detailed reporting and updates get the maximum viewership and clicks for your ad placement.

Ad Zones on 4Quarteronline.com

- Billboard - Ad space located within the main Slideshow rotation on the front page of the site.
- Top Leaderboard - Ad space located at the very top of every page
- Vertical Skyscraper - Ad space located in the side of every page
- Interior Ad Square - Ad space located inside of most article posts
- Interior Ad Banner - Interior ad space located in between and at the bottom of article posts
- Footer Banner - Equal size of the Top Leader board located at the bottom of every page

06.

4Q PHOTO GALLERIES

[THE "IN FOCUS" PHOTO OF THE WEEK]



4Quartersonline.com is committed to bringing you the fans and supporters as close to the action as possible.

As we cover live events, games, designated practices and team workout sessions, we will post them into segmented photo galleries where all users can view pictures and post

comments via facebook. Fan involvement is encouraged and contests will be held as the season progresses.

Photos are available through our SmugMug online store. We offer reasonable pricing on all of our photo packages and hundreds are available to view hours after the games. Many fans, parents, student-athletes and supporters are astounded by the depth of our photo coverage and are pleased to see their team in action.

In FOCUS Photo Gallery sponsorship:

A special section of our photo gallery will be devoted to our photos of the week in an area called "IN-FOCUS". This area will host 8 of the best moments from our featured games. Fans will be able to vote on the top pictures through facebook. Sponsorship is available of our 'In-FOCUS' gallery on a week-by-week basis.

07.

GAMENIGHT

[WEBCAST FEATURE GAME OF THE WEEK]



The live webcasted Game of the Week on our exclusive GAMENIGHT section within 4Quarteronline.com that features live play-by-play calling is open for commercial spots for the up-coming season. Games will later be accessible in a "Video-on-demand" format within the website. As we

cover live events, games, designated practices and team workout sessions, we will post them into our video archive where all users can view archived video content. During video playback banner ads and commercials (pre-play and post-play) will be shown.

Commercial Spots Available:

:30 seconds (pre-play)

:15 seconds (pre-play)

:05 seconds (pre-play & post-play)

Banner Ads Available:

Live Webcast: 1 footer banners shown twice during webcast

Archives: 1 footer banner shown once during video play

Archives: 1 footer banner shown twice during video play

GAMENIGHT Audio Ad Spot & On-Air Plugs:

During the live webcast have your business's message featured in an audio spot that will air during time-outs in the game. Also our play-by-play announcers will feature your business in an "brought-to-you-by" format.

GAMENIGHT Page Theme:

Use the GAMENIGHT video page's background as ad space for your business.

08.

THE COUNTDOWN

[LIVE WEEKLY WEBCAST FROM APPLEBEES]



4Quarteronline.com presents Tallahassee's only live high school webcast sports show - The COUNTDOWN! Featuring local sports guests from around the area, including: coaches, players, personalities and more! The COUNTDOWN is produced live on

Monday nights at Applebees on Apalachee Parkway in Tallahassee.

Be part of an entertaining live show in a great "family-friendly" environment that features local sports and student-athletes. Have your business's ad reach thousands of viewers with commercial spots shown live on The COUNTDOWN and over the internet through our live webcast.

Commercial Spots Available:

1:00 minute

:30 seconds

:15 seconds



Banner Ads Available:

Live Webcast: 1 footer banners shown twice during webcast

Archives: 1 footer banner shown once during video play

Archives: 1 footer banner shown twice during video play

The COUNTDOWN Audio Ad Spot & On-Air Plugs:

During our live webcast have your business's message featured in an audio spot that will air during commercial breaks. Also The COUNTDOWN hosts will feature your business in a "brought-to-you-by" format.

09.

4Q MAGAZINE**[PRE-SEASON AND POST-SEASON MAGAZINES]**

4Quarteronline.com the Magazine is the 'break-out' publication from 4Quarteronline.com. Our high-gloss magazine is loaded with vital team information for all 24 schools covered within our area. Also included are detailed articles highlighting local-area

players, coaches and personalities! Available for high school football followers twice a year (pre-season and post-season), our guide to local prep football takes our readers inside the action and up-close to their area teams, coaches and players.

4Quarteronline The Magazine has everything football fans in the Tallahassee area want to know about high school football in the Big Bend! This includes detailed inside analysis of each team during the regular season and the off-season. Coverage includes the following features:

- Complete Team Schedules
- Key Players To Watch
- Key Matchups & Games
- Expert Opinion and Analysis
- Coaching Analysis
- Key Insider Info
- Scouting Reports & Predictions
- Team and Player News Updates
- 4Q Top 11 All-Star Team
- Local Interest Articles and Stories
- Season Previews & More!

10.

2011 4Q MEDIA DAY

[LIVE WEBCAST ON AUGUST 3RD]



4Quarteronline.com, the premier site for prep sports in the Big Bend, announces that 24 area high school football teams will participate in its annual Preseason Football Media Day, Wednesday, August 3, 2011 at the Holiday Inn on Apalachee Parkway in Tallahassee.

Media from across Florida will be present at the event, which will afford them "One-Stop" access to dozens of coaches and top players from the area. School Administrators, Athletic Directors, parents and supporters are encouraged to attend. Food and refreshments will be provided by Applebee's



Highlights of the 2011 Media Day:

- Entire event will be webcasted live on 4Quarteronline.com
- Coaches and top players will be featured
- Media will have "face-time" with each coach and player present
- Tallahassee's ESPN Radio will also feature live updates on 97.9 FM



Vendor Information:

4Quarteronline.com would like to extend an invitation to our partners and local businesses to be apart of the 2011 4Q Media Day by purchasing a vendors event table. This prime location at our Media Day will give you access to hunderds of student-athletes, area coaches, boosters, school administrators, supporters, parents and media.

14.

BOOSTERS & QB CLUBS

[SPECIAL OFFERS ON OUR MEDIA SALES]



As the 2011 football season gets closer 4Quarteronline.com will be offering other special promotions on our photos and videos.

4Quarteronline: The Magazine

Our pre-season magazine is filled with feature articles on area players and teams along with a complete team-by-team pre-season analysis that will highlight 24 local area schools. 4Quarteronline.com would like to offer our first editions of this limited magazine directly to the local schools, quarterback clubs, and booster clubs that will be included in this year's publication. With this exclusive offer, our magazine will be available for purchase to your group in bulk orders with a significant percentage off of the initial cover price.

Year End Photo & Video Sales:

4Quarteronline.com will hold a special sale of our game photos and videos. To commemorate our student-athletes and their accomplishments on the season's end and again at the end of the year a special group offer will be made available to our local schools within our coverage area. This will include special package deals on highlight DVD's and photo booklets.

GAMENIGHT Special Advertising:

Friday nights are game time and 4Quarteronline.com's featured Game of the Week will reserve special commercial spots for hosting schools. Your team, booster or QB club can air a webcasted commercial during the game and also have featured banner ads on the GAMENIGHT webpage during the live webcast of the game!

00.

OWNERSHIP

[MEET JOHNNY COFIELD & MARC ADAMS]



Coach Johnny Cofield, a 1976 Graduate of James S. Rickards High School in Tallahassee, FL, was an All-State Running Back who attended Florida A&M University. He was member of the Rattler football team from 1977 through 1978 where an unfortunate knee injury abruptly ended his college career.

Cofield began his coaching career in 1991 at Rickards and has continued his career at FAMU High School since 1993. Coaching football has lead to many other opportunities including sports writing and publishing content for web sites. He has also freelanced for several other publications such as Student Sports Magazine, Prep Stars and The Osceola from 1995 to 2004. Cofield was also the Publisher of the following websites: Florida Prep Sports, Clemson Online, and Florida Golden Nuggets from 1998 to 2003.



Marc Adams is a Tallahassee native and a 2000 graduate of Amos P. Godby High School in Tallahassee, FL. While in high school Marc played football, baseball and ran track. He later attended Florida A&M University where he majored in graphic-arts and journalism with a minor in photography.

Marc has been working in the field of web-design and development for the past 8 years. Professionally he has worked for the New York Times Company, Wal-Mart.com & SAM'S Club. In 2008, Marc returned to Florida A&M to oversee the Athletic Department's web site, FamuRattlerSports.com. While there he was responsible for the re-design and development of the new and current web site. In his spare time, Marc continues to freelance as a designer.