



# Media Kit

FastPitchNews.com (FPN) is an Advanced Sports Media Group (ASM) property. ASM hosts the online and on-field destinations for the 20+ million passionate athletes, and the 30+ million supportive coaches, administrators and fans, by providing high-quality content, statistics and services for the sports they love and by helping these athletes pursue future ambitions.





## High School, Club and College Fastpitch - Overview

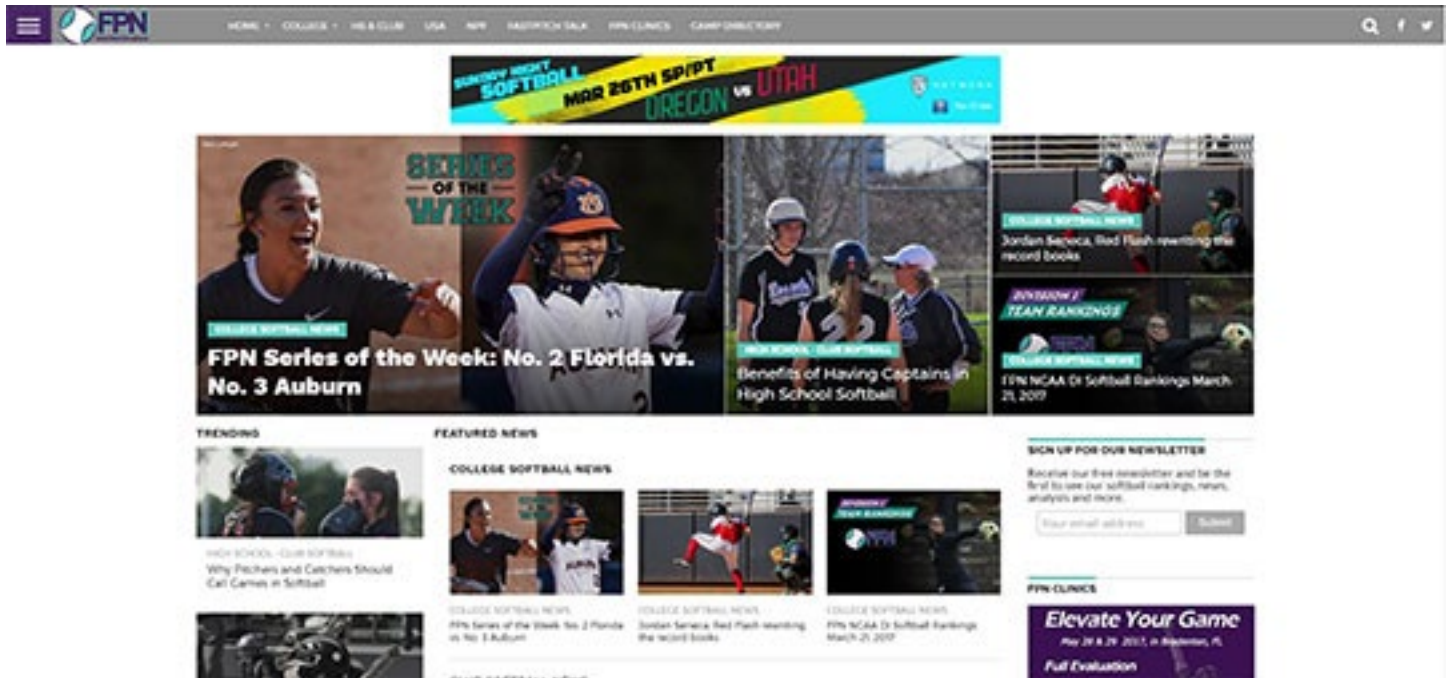
- USA Softball has become one of the nation's largest and fastest growing sports organizations and now sanctions competition in every state in the U.S.
- USA Softball has grown from a few hundred teams in the early days to over 160,000 teams today, representing a membership of more than four million.
- Over 2.4 million high school and college players participate annually and registers over 80,000 youth girls' Fastpitch softball teams, comprising over 1.2 million girls."
- The strength of the American collegiate game has never been higher, with more games being nationally televised each year. Driven by record ratings of the Women's College World Series (WCWS) in 2015 which had viewership of over 1.2 million.







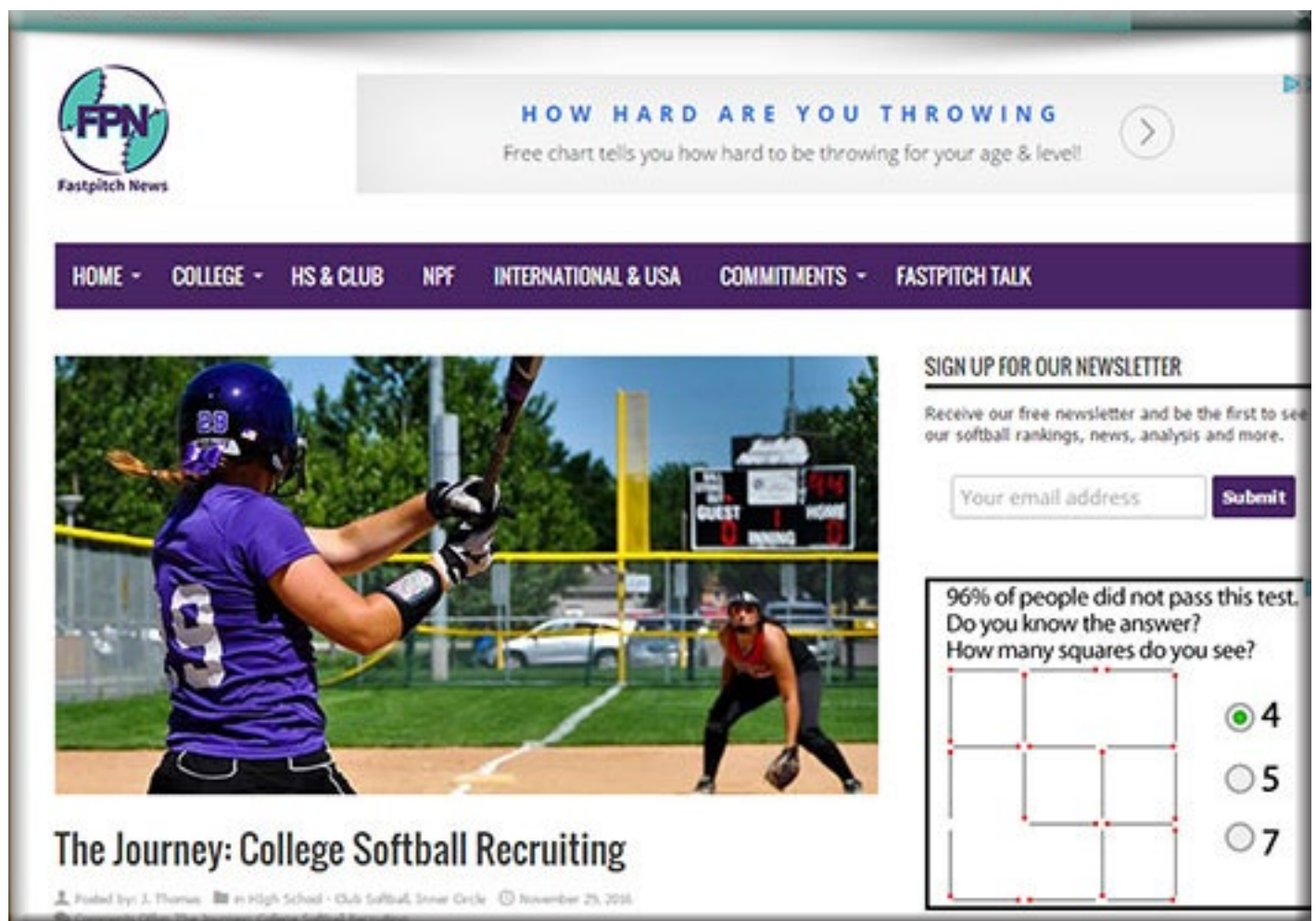
## FastPitchNews.com - Overview



- FastPitchNews (FPN) is dedicated to covering the sport of women's Fastpitch softball. FPN provides news, analysis, opinions, and coverage of college, High School and club leagues and organizations.
- FastPitchNews.com is one of the leading authorities in the high school, club and college space for individual and team rankings, standings, and breaking news.
- FastPitchNews.com is home to the College Top 25, college commitments, National Players of the Week and the FPN All-American Teams .

## FastPitchNews.com – Key Online Statistics

- Approx. 90,000+ visitors monthly
- Approx. 60,000+ unique visitors monthly
- Over 1.5 million impressions annually
- 25,000+ opt-in email addresses
- 29,000+ Facebook page members, Average Weekly Facebook Post Reach 51K
- 530,000 Twitter impressions monthly and 6.4 million per year.
- 9,000 + Podcast downloads monthly and growing



The screenshot shows the website's header with the FPN logo and a navigation menu: HOME - COLLEGE - HS & CLUB - NPF - INTERNATIONAL & USA - COMMITMENTS - FASTPITCH TALK. A featured article titled "The Journey: College Softball Recruiting" is displayed with a photo of a player. To the right, there is a newsletter sign-up form and a logic puzzle titled "96% of people did not pass this test. Do you know the answer? How many squares do you see?" with a 3x3 grid of squares and radio button options for 4, 5, and 7.





## FastPitchNews.com – Media Opportunities

- Rich media and display advertising
- Podcast Pre and mid-roll sponsorships
- Content title sponsorship and naming rights
- Video interstitials and video integration
- Website takeovers, roadblocks and targeted web ads
- Dedicated emails and weekly newsletter integration
- Custom content , product reviews and event coverage
- Social media mentions and coverage





## Contact Us

For More Information on FastPitchNews Marketing,  
Partnerships and Sponsorship Opportunities

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