



**“YOU GUYS ARE EVERYWHERE!
IT’S LIKE WATCHING ESPN
SPORTSCENTER FOR OUR KIDS.”**

**“I WISH JERSEY SPORTS ZONE
EXISTED WHEN I PLAYED HIGH
SCHOOL SPORTS.”**

Jersey Sports Zone (**JSZ**) is a digital media company and the go-to platform for boys and girls high school sports coverage in New Jersey. Check out our **SIZZLE REEL**. High definition cameras and statewide coverage that traditional news departments wish they could offer. A website, television show, **JSZ** App, bi-weekly newsletter, Instagram, Twitter, TikTok and Facebook provide easy access to fans.

The passion for high school sports is a constant and **JSZ** is meeting that demand with game highlights, feature stories, the naming of All-State teams and letting fans vote for their weekly top plays and performances. **JSZ** has captured the attention of fans throughout the state as we “Go Beyond the Score” every day to bring you the best in New Jersey high school sports.

- + OVER 22.5 MILLION VIDEO VIEWS**
- + 6 ESPN “TOP PLAY” VIDEOS**
- + STATEWIDE COVERAGE**

AUDIENCE



22,500,000+
VIEWS ON YOUTUBE

New daily content allows our audience to engage with us consistently before, during, and after every high school sports season.

THE STATS

We are the statewide premier video engagement platform connecting you to hyper local audiences across NJ communities.



3.0 M+

IMPRESSIONS/WEEK
ON PLATFORMS



650,000+

ENGAGED
USERS



5,200,000

ANNUAL
PAGE VIEWS



170,000+

FOLLOWERS

YOUTUBE

18-24: 45.5% TOTAL AUDIENCE

93% MALE 7% FEMALE

264% 5-YEAR GROWTH

INSTAGRAM

18-34: 61% TOTAL AUDIENCE

78% MALE 22% FEMALE

570% 5-YEAR GROWTH

JSZ WEBSITE

45: AVERAGE AGE

43% MALE 57% FEMALE

64% 5-YEAR GROWTH

FACEBOOK

35-54: 65% TOTAL AUDIENCE

52% MALE 48% FEMALE

353% 5-YEAR GROWTH

TWITTER

18-49: 64% TOTAL AUDIENCE

66% MALE 34% FEMALE

117% 5-YEAR GROWTH

TIKTOK

93.5% MALE 6.5% FEMALE

10674 FOLLOWERS IN 4 MOS.



JERSEYSPO RTSZONE.COM

RATES & PACKAGES

JSZ will work with you to develop a custom advertising package. Options include:

1

ANNUAL

- + Advertise with a particular high school or group of schools
- + Exposure to parents, coaches, grandparents and students
- + Logo on **JSZ** Home Page and individual Team Page
- + :03 to :05 second ad/logo with voiceover on every video highlight
- + Coverage of 9 varsity sports, boys & girls
- + Year-round **JSZ** website exposure with link to your site
- + Geo-fenced Push Notifications around sponsored school(s)
- + Ability to use our video for your promotional use
- + Social media content worth sharing

PRICING

\$3,000

Discounts for **multiple** school packages.

2

CUSTOM

JSZ will work with you to develop a custom advertising package. Some options can include:

- + Group of high schools
- + Statewide sponsorship
- + "Game of the Week" promotion
- + "Plays of the Year"
- + Regional Game Ball program where viewers vote on top performances
- + Individual sport sponsorship
- + Public service announcement
- + Product promotion campaign
- + Bi-weekly newsletter to all athletics directors and coaches

PRICING

Pricing will be determined based on package components.

3

JSZ - TV

Sponsored by RWJ Barnabas., JSZ's daily coverage of New Jersey high school sports culminates with a weekly, half-hour television show in the New Jersey and New York City market. The first show debuted Sunday, Feb. 20, 2022, and airs every Sunday morning at 11:30 a.m. on WLNY-TV, the sister station of WCBS-TV. The show features a roundup of the best games from the previous week's action, feature stories that "go beyond the score" and a "Top 10 Plays of the Week" segment that spotlights the very best captured by our cameras. Spots are available on our show.

PRICING

We'll work with you to create a unique experience, with a special price to match.