



PROMOTE YOUR SUMMER HOCKEY CAMP on PlanetFieldHockey.com

Are you running a hockey camp this summer? PlanetFieldHockey can help you to promote your camp with our **Hockey Camp Promotional Campaigns**. These campaign packages have been designed to link our viewers to the products they want: your camps.

"Advertising with PlanetFieldHockey last year brought a number of players to our camps. We had inquiries from across the US. We also hit a market that was outside the high schools here in the states, so it was great exposure."

Anne Wilkinson, Head Coach Ohio State University. Owner: Ohio State All-American Field Hockey Camps.

What is PlanetFieldHockey.com?

- **News:** PlanetFieldHockey is the most comprehensive internet source for news, results, events, and coaching information. We provide a dynamic user-driven web site that encourages discussion, feedback and promotion of the sport.
- **Live Events:** PlanetFieldHockey produced 3 live text broadcasts of major events in 2001: The Women's Americas Cup from Kingston, Jamaica; the Men's World Cup Qualifier from Edinburgh, Scotland; and the NCAA Final Four tournament from Kent, Ohio.
- **The Very Best:** PlanetFieldHockey was noted in a February article in Hockey Sport Magazine as being "the best (hockey website) in the world."
- **Interact:** PlanetFieldHockey features interactive features to encourage user interaction. These include: Integrated discussion boards/commentary sections; polls; score predictions for games; article ratings; and much more.
- **eNewsletter:** PlanetFieldHockey releases a free weekly eNewsletter: email distribution: 5,000+

The Audience

PlanetFieldHockey actively engages a focused field hockey community. We have a well-documented history of providing up-to-the-minute news, information, live events and coaching resources.

We can offer you access to this audience to help you raise the profile of your camp and build registration numbers.

Our Hockey Camps Section

We will be highlighting the 2002 summer camp season on PlanetFieldHockey in our Camps Section. We will direct readers to this section using graphic links, text ad links, banner ads, and stories. The Camp section will feature prominently on our pages.

Additional Services

- **Staffing:** Need coaches for your camps? We have a large network of connections to elite hockey players both in North America and Internationally – we can help you find quality coaches.
- **Hosting Services:** Does your camp have an online presence? We can help you build your camp pages.

Links

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[Advertise with PlanetFieldHockey](#)

For Further information
advertise@planetfieldhockey.com
+1 (416) 929-2111



CAMP PROMOTIONAL CAMPAIGNS

The following 3 promotional packages are available for your camps. The Gold, Silver and Bronze packages give you 3 levels of exposure at staggered prices. Choose the right package for your needs.

Each Campaign will run for a six-month period in 2002. If you wish to change your listing at a particular date, you may do so by contacting us.

Gold Camp Promotion Campaign

Full Coverage

The premium option. Your Promotional campaign will include a high-profile positioning of your Camp Profile in the Camp Listings section. This campaign also includes several key methods to bring visitors to your Camp Page on PlanetFieldHockey.

The Gold Campaign comprises the following features:

- **Premium** placement for Camp Profile on the Camp Listings Page, including Graphic/Image/Photo.
- **Premium** listing from the PFH search engine including Graphic.
- Promotional description on Camp Listings Page. (testimonial, slogan, etc)
- Your Camp Listing will be fully searchable by Name, Country/State/Province and Date
- A full customizable Camp page outlining all the details of your hockey camp, including your graphics.
- The following information can be presented:
Name of Camp; Country; State/Province; City; Affiliation; Location; Dates; Overnight Camp?; Level; Gender; Head Coach; Staff Members; Phone; Fax; Email; Web Page; More Details
- Images: Graphics and Photos
- **Banner ad promotion** of your camp on the PlanetFieldHockey website
 - Vertical Banner size of 120 x 200
 - Key page placement. *'Above the Fold'*
 - Guaranteed 5000 page views per month for advertising period
 - Direct Link to your PFH Camp Profile
- **Newsletter Advertisement**
 - Monthly advertisement in the PlanetFieldHockey.com Newsletter
 - This voluntary subscription is sent directly to the inbox of 5000+ recipients weekly. The newsletter highlights the current week's news, coaching information, and features
 - Two lines of text by 60 characters
 - Link to your PFH Camp Profile or to your Web Site

Price of the 2002 Gold Package: \$400 USD

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Silver Camp Promotion Campaign

Get Noticed

The mid-range option. The key feature of this campaign is the high profile of your Camp Page in our Listings.

The Silver Campaign comprises the following features:

- **Premium** placement for Camp Profile on the Camps Listing Page including Graphic/Image/Photo.
- **Premium** listing from the PFH search engine including Graphic.
- Promotional description on Camp Listings Page. (testimonial, slogan, etc)
- Your Camp Listing will be fully searchable by Name, Country/State/Province and Date
- A full customizable Camp page outlining all the details of your hockey camp, including your graphics.
- The following information can be presented:
Name of Camp; Country; State/Province; City; Affiliation; Location; Dates; Overnight Camp?; Level; Gender; Head Coach; Staff Members; Phone; Fax; Email; Web Page; More Details
- Images: Multiple Graphics and Photos

Price of the 2002 Silver Campaign: \$200 USD

Bronze Camp Promotion Campaign

Get on the list

The basic promotional option.

The Bronze Campaign comprises the following features:

- Your Camp Profile listing in the Camps Section.
- Your Camp Listing will be fully searchable by Name, Country/State/Province and Date
- A full customizable Camp page outlining all the details of your hockey camp, including your graphics.
- The following information can be presented:
Name of Camp; Country; State/Province; City; Affiliation; Location; Dates; Overnight Camp?; Level; Gender; Head Coach; Staff Members; Phone; Fax; Email; Web Page; More Details

Price of the 2002 Bronze Campaign: \$100 USD

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