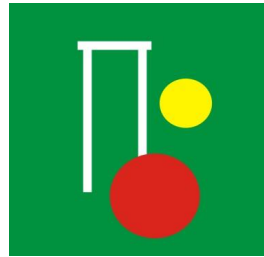


2017



CROQUET NETWORK MEDIA KIT

MULTI-PRONGED MEDIA ATTACK

Two Great Croquet Websites

Croquet Network consists of two websites. The first is the original CroquetNetwork.com news and magazine site and that is accompanied by a bi-weekly newsletter distributed on Tuesday and Friday mornings that filters headlines and links to croquet's most credible websites. CroquetNetwork.com tracks all of the best croquet news and offers an annual mallet directory and poll along with expanding coverage of the world's top croquet events through player journals (editorial calendar).

The second site in our family is CroquetNation.com. Croquet Nation is a forum site that has dedicated forums for Association Croquet, Golf Croquet, Nine Wicket Croquet and US Rules (American) Croquet. It also includes user-generated photo galleries and video embeds (share your YouTube video and still get all of the views). Nation also tracks top tier croquet tournaments on a flexible calendar that filters to AC, GC, 9W and US events.

It also goes much further in providing messaging, chat and personal pages that can allow players to track their event calendars.

Combined Traffic

All ad packages are sold with ad placements and exposure in the weekly newsletter. The two sites together **average 2,500 page views per month and had a peak of 4,751 in 2016** during the AC World Championship in April.

In addition, all new and renewing advertisers are “announced” via the Croquet Network Facebook and Twitter channels for big-time viral exposure. **Posts on Croquet Network's Facebook channel routinely reach 500 Facebook followers. That alone is likely the most compelling reason to join the Croquet Network family of sponsors.**

The image displays two screenshots of the Croquet Network website. The top screenshot shows the '2016 Best of Croquet Network' article, dated Friday, December 30, 2016, at 08:10AM by Dylan. The article text discusses the year's highlights and lists several categories: Croquet Search Trends, Ben Rothman, British Opens, Croquet Poll, David Maloof, Mallet Directory, Robert Fletcher, Simon Jenkins, Stephen Mulliner, US Player of the Year, USCA National Championship, WCF World Association Croquet Championship, and YouTube. Below this is the '2016 Croquet News Volume 3, Web Edition' article, dated December 30, 2016, at 14:50. The bottom screenshot shows a Facebook post from Croquet Network featuring a mallet advertisement. The ad lists prices for different mallets: \$368.00, \$177.50, and \$205.00. It also includes a 'SPONSOR' section with logos for various brands and a 'TOP MEMBERS' list.



ONLINE OPPORTUNITIES

Leaderboard Options

Includes placement on both the Croquet Network and Croquet Nation websites **plus a bonus 300x250 ad in the Croquet Network newsletter** in all issues that are mailed during the term. All new advertisers are announced on the Croquet Network social media channels — 1,500 plus additional reach with unlimited potential viral exposure. Both leaderboards are run of site — meaning they appear on all pages of Croquet Network and Croquet Nation.

Upper Leaderboard (728x90)

\$6,000 Annual — 52 weeks

\$2,000 for 3 months — 12 weeks

\$750 for 1 month — 4 weeks

Lower Leaderboard (728x90)

\$500 Annual — 52 weeks

\$175 for 3 months — 12 weeks

\$100 for 1 month — 4 weeks

Croquet Network can design your ads — newsletter bonus spot requires an alternative-sized ad
If you are interested in advertising, contact Dylan Goodwin at croquetnetwork@gmail.com or 913-636-7231.

The screenshot shows the Croquet Network website interface. At the top, there is a navigation bar with links for 'CROQUET NETWORK', 'RULES', 'PHOTOS', 'WORLD NEWS', 'FORUM', 'MAGAZINE', 'CROQUET LINKS', 'STORE', 'MORE RESOURCES', and 'CONTACT'. Below the navigation bar is a large blue banner with the text 'YOUR AD HERE' and '728x90'. The main content area features two articles. The first article is titled '2016 Best of Croquet Network' and includes a search bar, a 'Croquet News Feed' section, and a 'Follow Croquet Network' section with social media icons for Facebook, Twitter, YouTube, and RSS. The second article is titled '2016 Croquet News Volume 3, Web Edition' and also includes a search bar and social media icons. At the bottom of the page, there is another blue banner with the text 'YOUR AD HERE'.



ONLINE OPPORTUNITIES

Impact Ad Options

Includes placement on both the Croquet Network and Croquet Nation websites **plus a bonus 300x250 ad in the Croquet Network newsletter** in all issues that are mailed during the term. All new advertisers are announced on the Croquet Network social media channels — 1,500 plus additional reach with unlimited potential viral exposure. Impact Ad slot positions are based on sign up order. A large impact ad receives the top priority in the right rail if active.

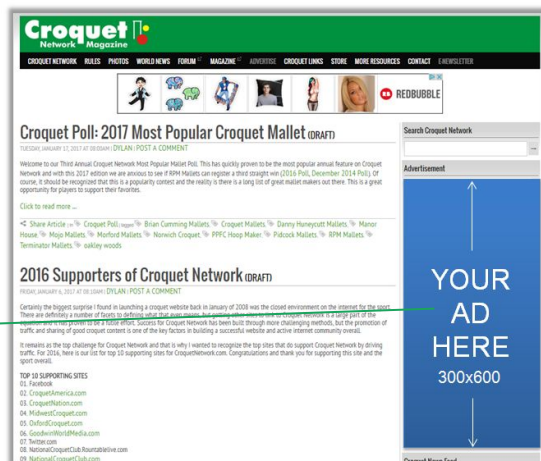
Large Impact Ad (300x600)

\$3,000 Annual — All Croquet Network sites and 52 weeks in the newsletter with a 300x250 spot
\$950 for 3 months — All Croquet Network sites and 12 weeks in the newsletter with a 300x250 spot
\$400 for 1 month — All Croquet Network sites and 4 weeks in the newsletter with a 300x250 spot

Standard Impact Ad (300x250)

\$1,500 Annual — All Croquet Network sites and 52 weeks in the newsletter with a 300x250 spot
\$500 for 3 months — All Croquet Network sites and 12 weeks in the newsletter with a 300x250 spot
\$200 for 1 month — All Croquet Network sites and 4 weeks in the newsletter with a 300x250 spot

Croquet Network can design your ads — newsletter bonus spot requires an alternative-sized ad
If you are interested in advertising, contact Dylan Goodwin at croquetnetwork@gmail.com or 913-636-7231.



EXCLUSIVE ONLINE OFFERS

Morning Coffee Sponsor

300x250 Weekly news headline Morning Coffee series sponsor offers an in-column 300x250 ad with **a link to your site that will live forever* (a rarity in digital advertising) plus tagline text that exists at the bottom of each post (forever*)**. And all sponsors are announced on our Facebook, Twitter, Instagram and Ning social media channels.
\$600 for 12 weeks / \$1000 for 24 weeks / \$2000 for 52 weeks.

15 Tips For Backyard Croquet Exclusive

300x250 in column ad in the most popular all-time Croquet Network article:
[Backyard Warrior: 15 Winning Tips for the Backyard Croquet Game](#)
\$100 for 3 months / \$300 Annual

Why Croquet Players Wear White?

300x250 in-column ad in the second most popular all-time Croquet Network article: [Mallethead: Why Croquet Players Wear White](#)
\$100 for 3 months / \$200 Annual

Croquet Network can design your ads — newsletter bonus spot requires an alternative-sized ad

If you are interested in advertising, contact **Dylan Goodwin** at croquetnetwork@gmail.com or 913-636-7231.

*"Forever" is defined as the life of Croquet Network or your active link.



SMALL BUDGET: NEWSLETTER EXCLUSIVE

Tourney Announcement

Place a reverse text tourney or product announcement **ad exclusively at the top of the enewsletter for \$200 for four weeks**. Limit of 35 words, but the opportunity includes a website post announcement (limit 600 words) as well as a campaign via our social media network – Facebook, Twitter and Ning.

Reverse text tournament announcements all also available **below the main articles at \$40 per week or \$100 for four weeks** (35-word limit, with 600-word website post and social announcements). These lower listings are not exclusive and are sorted in order of tournament dates.

Contact

If you are interested in advertising, **contact Dylan Goodwin at croquetnetwork@gmail.com**



WEBSITE BUILDER

Need A Club or Association Site?

If you are looking to build your club or association, no matter what you need a website. If computers just aren't your thing, contact Croquet Network as we provide templated standalone club sites with a dedicated domain name (based on availability) **starting at \$375 for the build** and an annual management/hosting fee of \$275 starting in year two of the site.

Custom Sites

Basic custom sites **start at \$1,200 for a build** and have an annual support fee of \$600.

Premium Club Pages

We also offer **premium club/association pages at \$120** annual on the Croquet Network website with an option for a dedicated domain (yourcroquetclub.com).

Contact

If you would like more info on a website or premium page, **contact Dylan Goodwin at croquetnetwork@gmail.com** for more information. See samples at midwestcroquet.com and kccroquet.com.



Events

- lathr, KS
- reland, MO
- reland, MO
- i (Parkville, MO)
- irville, MO
- irville, MO
- irville, MO
- l, MO
- de)
- ville, MO
- irville, MO
- on, MO
- ton, MO

[SCHEDULE to find](#)

