



America's Source For High School Sports

MaxPreps.com is where coaches and players go to size up the competition.



Site & Audience Stats¹:

1M Unique visitors monthly

23M Page views

2.5M Visits

16M Minutes

55% Male²

53% Are ages 12-34²

Engaged Fans³:

84% Follow high school sports regularly

60% Check sports updates several times a day

\$139 Spend per month on sports gear

Coverage from End Line to End Zone

MaxPreps is the definitive source for player and team stats and profiles, and in depth game recaps for nearly every high school in the country. Reaching more than 25,000 coaches, it's the premier site for recognizing and tracking talent. Paired with our CBS College Sports recruiting content, MaxPreps helps sports fanatics track star athletes from the start of their career to the big leagues. MaxPreps is part of CBSSports.com which reaches **13 million** passionate sports fans each month.⁴

Advertiser Benefits

Connect with an active and engaged audience

- High school sports fans rely on MaxPreps for coverage of their team and games across the country.

Innovative marketing programs with high impact

- Opportunities include video, sponsorships, lockdowns, custom rich media, location-based programs and more.

Reach real local sports fans

- Local communities rally around their teams – make your brand part of their experience.

Find Out More: Contact CBSiSportsSales@cbs.com



SOURCES: 1. comScore, Q1'09 Average 2. Quantcast, May '09. MaxPreps is a quantified CBS Sports property 3. CBS Sports Audience Profile Study, June 2009 4. Nielsen Online, Q1'09 Average

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