



# Official Site of College Sports And NCAA® March Madness® On-Demand



## Monthly Stats<sup>1</sup>:

**2.8M** Unique visitors

**28.5M** Page views

**5.5M** Visits

**23.6M** Minutes

## Official Home of March Madness® on Demand<sup>2</sup>:

*The biggest sports streaming event in history*

**7.5M** Unique users

**8.6M** Total hours of live video & audio



## The Go-To Place for College Sports

Covering 33 men's and women's sports, 88 championships, 1,000 schools and 400,000 student-athletes, sports fans get all of the stats and info they need in one place. With live game coverage and real time scores, interactive brackets, and a comprehensive video library of event streaming and post game highlights, NCAA.com serves up the latest information before, during and after the game. NCAA.com is part of CBSsports.com reaching **13 million** passionate sports fans each month.<sup>3</sup>

## Advertiser Benefits

### The biggest college sporting events in the country

- Interact with passionate fans dedicated to their sports, teams and players.

### Regional target opportunities

- Be on the doorstep of the biggest universities and develop a lasting affinity with regional sports fans.
- Recently integrated local sites for all 33 champs.

### Innovative marketing programs with high impact

- Integrate your brand into effective opportunities like video, location-based programs and custom rich media.

**Find Out More:** Contact [CBSSportsSales@cbs.com](mailto:CBSSportsSales@cbs.com)

