



## Advertising Opportunities

### ITA Profile |



The Intercollegiate Tennis Association (ITA) is a non-profit service organization, which serves as the governing body of collegiate tennis in the United States. Administering a comprehensive calendar of tournaments and events, a far-reaching Award programs, and the highly regarded and official Rankings program, the ITA's goal is to improve the level of intercollegiate tennis competition and the quality of college tennis coaching. Comprised of nearly 1,700 men's and women's

coaches representing over 1,200 institutions across the country from all three NCAA Divisions, as well as the NAIA and Junior and Community Colleges, the ITA oversees activities involving over 15,000 varsity college student-athletes. In addition to ITA collegiate coach members, the ITA welcomes collegiate varsity players, junior players, corporate, and affiliated membership of alumni, associate, college parents, conferences & associations, international federations, junior family and professional.

### ITA Coaches Scorebook | Advertising

The scorebook is a 140-page annual publication (spiral bound) that contains key coaching information and is used as the primary tool for documenting match results. Since ITA rules require that all coaches update all scores (individual and team) in their scorebook and that they make this available during all team matches, it is perhaps one of the best ways to reach this target group on a constant basis throughout the year.

### PREMIER PAGE Rates

Location	Color	Black & White
Back Cover	\$3,000	\$2,250
Inside Back Cover	\$2,500	\$1,750
Inside Front Cover	\$2,500	\$1,750

### TEXT PAGE Rates

Location	Color	Black & White
Full Page	\$2,000	\$1,500
Half Page	\$1,500	\$750
Quarter Page	\$750	\$500

*\*Discounts Available to ITA Corporate Members*

Annual Deadline for submissions is June 30th. Please contact Alli Berney, Promotions Manager (aberney@itatennis.com) for details on available spaces.

### www.itatennis.com | Web Advertising

The official ITA website, www.itatennis.com, is THE primary online source of information for varsity tennis coaches. The site averages over 300,000 pageviews per month with plans for drastic increases due to several additions to the site such as Rankings & Results, Team Pages and much more. The site covers both men's and women's varsity tennis in all collegiate competitive divisions (NCAA I, II, III, NAIA, JUCO), and is the leader for news/media offerings and events in the world of collegiate varsity tennis. ITA rankings, awards, membership, convention, team pages, as well as 10 national championships and nearly 90 regional championships are an integral part of the site. Its content appeals to not only coaches but student-athletes and passionate tennis fans who share an enthusiasm for college tennis.

### WWW.ITATENNIS.COM Rates

The ITA website is the main source for varsity tennis news and event information. These advertising options will be displayed on the Homepage as well as nearly all the sub-pages of www.itatennis.com.

	Description (W X H)	Per Month
Rectangular	300 x 250 pixels	\$300
Leaderboard (Footer)	760 x 90 pixels	\$500

### TEAM LOUNGE Rates

A unique area to the ITA website, the Team Pages are dedicated to each university's team and are packed full of team news, rosters, schedules and much more to share with their team's fans, players, alumni, and recruits. This ad space will be displayed throughout every team's page. (Once completed this will include approximately 4500 pages.)

	Description (W X H)	Per Month
Rectangular	250 x 210 pixels	\$200

### ITA RANKING Rates

The ITA Rankings are one of the most important programs the ITA administers and is the second most viewed area on our site aside from the Homepage. This banner ad will display on all singles, doubles and team rankings for all competitive divisions.

	Description (W X H)	Per Month
Leaderboard (Header)	760 X 90 pixels	\$500

\*Discounts available with 3 - 6 - 12 month circulations.

Mechanical Requirements:

- 1) RBG color
- 2) .gif, .jpeg files only
- 3) One frame per month

\*Ads are subject to rotate



\*Prices may change without notice\*

## ITA e-Newsletter | Advertising



The ITA Newsletter is sent within the first weeks of each month to the an audience of nearly 2,000 readers. The entire ITA membership (coaches, players, etc.) as well as tennis advocates receive this letter via email as an HTML document. The newsletter is an elite membership benefit that highlights ITA events, provides vital membership information

and carries news announcements from the entire college tennis community.

Newsletter advertising allows you the opportunity to target this specific audience through providing extended exposure along with several layout options.

### e-NEWSLETTER Rates

	3 Months	6 months	12 months
Leaderboard	\$250	\$350	\$500
Oblong	\$150	\$250	\$400

\* ITA e-newsletter presenting sponsorship available: \$5,000/year. All ads due, two weeks prior to release date.

## ITA Web Video | Advertising

The ITA Homepage offers an excellent opportunity to host a 10 second video advertisement that will be played prior to the start of any video the ITA highlights in this area. All video footage must be provided. Contact Alli Berney for more details.

Rates: \$600 / month

## Classifieds | Advertising

The ITA Classifieds is a section on our website that lists current job openings at universities and colleges around the world as well as Summer Camp listings and hirings.

Rates: \$75 / month to non-ITA members  
Free to all ITA Members

## ITA Coaches Convention | Sponsorship/Advertising

An annual event for the past 25 years, the ITA Coaches Convention is one of the best professional development opportunities for collegiate tennis coaches today.

Nearly 300 men's and women's college tennis coaches at all levels gather each year for the convention. The four-day event is highlighted by some of the most influential people in the sport of tennis. In addition to providing a full schedule of educational clinics and workshops, the ITA Coaches Convention serves as the venue for the Coach-of-the-Year Awards Banquet, the mini-trade show, and annual business meetings.

The convention brochure lists the weekend schedule of events. It is distributed to all attending members and is posted on the ITA website.

### BROCHURE Rates

	Front Cover	Inside	Back Cover
2" x 3.5" BW	\$300	\$200	\$200

### TSHIRT Rates : Logo

	Back	Sleeve
One Color (2"x2")	\$1500	\$750

## ITA Event Sponsor | Sponsorship

For more information about becoming a partner with the ITA, please contact Alli Berney (aberney@itatennis.com).

## ITA Corporate Membership | Benefits

Consider becoming an ITA Corporate Member to receive generous discounts on ITA Advertising. As a Corporate Member you gain access to a wide range of outstanding benefits that will better position your company to this target market.

