

THE **NATION** NETWORK



MEDIA KIT

THENATIONNETWORK

FOUNDED IN 2007, The Nation Network is a leader in independent hockey coverage in Canada comprised of seven sites (OilersNation.com, TheLeafsNation.com, CanucksArmy.com, FlamesNation.ca, JetsNation.ca, NHLNumbers.com and DailyFaceOff.com) covering NHL hockey teams, while also providing in-depth NHL salary resources, statistics and leading fantasy hockey resources. To date, The Nation Network has become a daily read for nearly over 45 million visitors each year, totaling over 85 million pageviews and growing.

The Nations Network has gained readers through a unique hybrid content model that combines the best of traditional mainstream media with emerging social and new media coverage.

By marrying irreverent humor, niche analysis, community involvement and reader participation to blogging and “insider info” of established journalism; The Nation Network is a unique digital sports brand that features the most compelling aspects of both the old and new media landscapes.

NOTABLE VOICES *of* THE NATION

JASON GREGOR | One of Canada’s most versatile sports personalities. Jason hosts *The Jason Gregor Show*, weekdays from 2PM to 6PM MST, on TSN 1260 Edmonton and writes a column every Monday in the Edmonton Journal.

ROBIN BROWNLEE | A sports writer since 1983, including stints at The Edmonton Journal and The Sun 1989–2007, Robin happily co-hosts *The Jason Gregor Show* on TSN 1260 Edmonton twice a week and writes when so inclined.

JASON STRUDWICK | A two time Memorial Cup Champion and former NHL veteran having played 674 career games with the Islanders, Canucks, Blackhawks, Rangers and Oilers—Jason has some great stories and unique takes on life in the NHL. Jason hosts *The Jason Strudwick Show* from 9PM to 12AM MST, weeknights on TSN 1260 Edmonton. Devoted to charity and working with kids, Jason recently skated for the Edmonton Inner City Children's Program and finished second on CBC's Season 4 of *Battle of the Blades*.

JONATHAN WILLIS | Has been writing for the Nation Network for the last 4 years. He also currently writes for the Edmonton Journal's *Cult of Hockey*, *Grantland*, and *Hockey Prospectus*. His work has appeared at *theScore*, *ESPN* and *Puck Daddy*. He was previously founder and managing editor of *Copper & Blue*.

BRIAN SUTHERBY | A Moose Jaw Warriors legend and veteran of 460 NHL games with the Capitals, Ducks and Stars—Sutherby joins the Nation Network to regale us with tales of the World Junior Hockey Championships, life as an NHL player and much more from a Pro's perspective.

STEVE DANGLE | Has a YouTube channel with over 3 million views and is the co-host of the *Steve Dangle Podcast* on iTunes. Steve has also worked for CBC, the NHL Network, Leafs TV, Nike, the KHL, and most of all, the Toronto Zoo. stevedangle.com

NATION VICTORIES

- The busiest independent Hockey Blog network of sites in Canada
- The first blog network to do a partnership with Postmedia Network Inc.
- Mentioned on CBC's Hockey Night In Canada
- Winner and recipient of The 2012 Yeggie Award for Top Sports Website in the Edmonton Capital Region
- OilersNation has raised over \$100K to local Edmonton Charities
- The Nation Network launched NationBeer in Edmonton bars in July 2013

ADVERTISE WITH US

THANKS FOR YOUR INTEREST IN ADVERTISING WITH THE NATION NETWORK

The Nation Network is extremely proud of our ever growing presence and popularity online, and throughout the social media and sports community.

Raise your presence among your target audience with one of our advertising opportunities and expand your reach. Through The Nation Network, you will be able to reach your audience through various campaign types and we offer ads to suit your needs and objectives.

CAMPAIGN TYPES

Advertisers on The Nation Network can create cross platform advertising campaigns segmenting by specific sites within The Nation Network or by targeting specific geographic traffic to the entire Nation Network of sites. As an example, one can advertise exclusively on OilersNation.com or can select having your ad appear to visitors to any sites within The Nation Network from the 780 or 416 area code.

CONTESTING

Many Nation Network advertisers have seen great results using contests as a means to give away their product and services. Advertisers sponsor a fun game or contest on the Nation Network with their product or services acting as the prize. This pairing has proven very effective in the past and our staff is available to create custom contest campaigns at no additional charge to Nation Network advertisers.

TYPES *of* ADVERTISEMENTS

The Nation Network is proud to offer several types of advertisements. By delivering your message across multiple platforms you can both reinforce your brand and promote specific campaigns with an increased impact over static campaigns.

WEB | We offer standard leader board, big box, backslash and takeover advertising spaces. If needed our design staff can develop the ad collateral too, speaking to our readers in a *Nation Voice* for maximum impact.

PODCAST | Exclusive podcast advertising can be embedded directly in our weekly NationRadio podcast version of that runs directly during the show ensuring it cannot be skipped over or erased.

PAID TWEETS | With a combined following of over 50,000 followers—Nation Network sites and writers are available for custom social media campaigns.

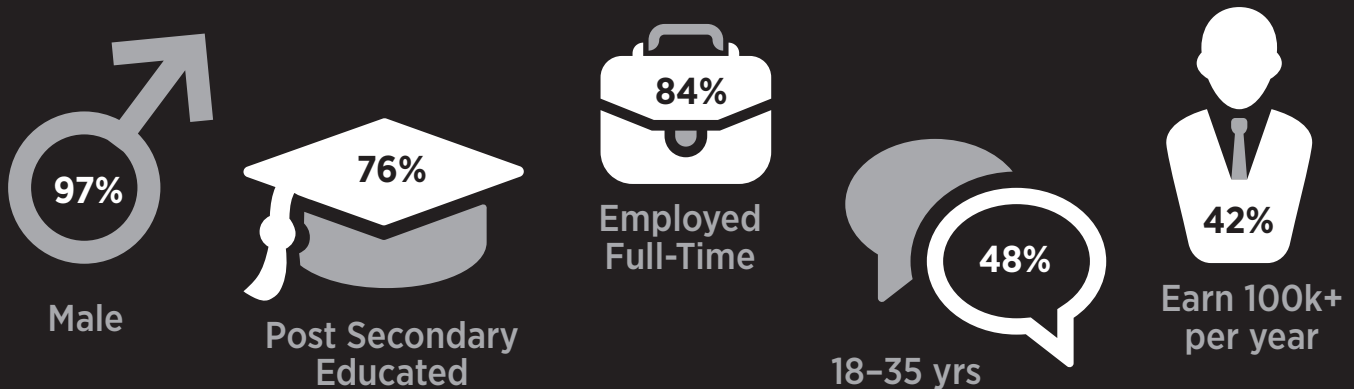
CUSTOM CAMPAIGN DEVELOPMENT

In many instances Nation Network staff work directly with our advertisers creating advertising campaigns that speak to Nation Readers in the funny informal tone of the sites.

This has proven especially effective and our staff are available to create campaigns, design visuals and record radio campaigns as part of your advertising campaign.

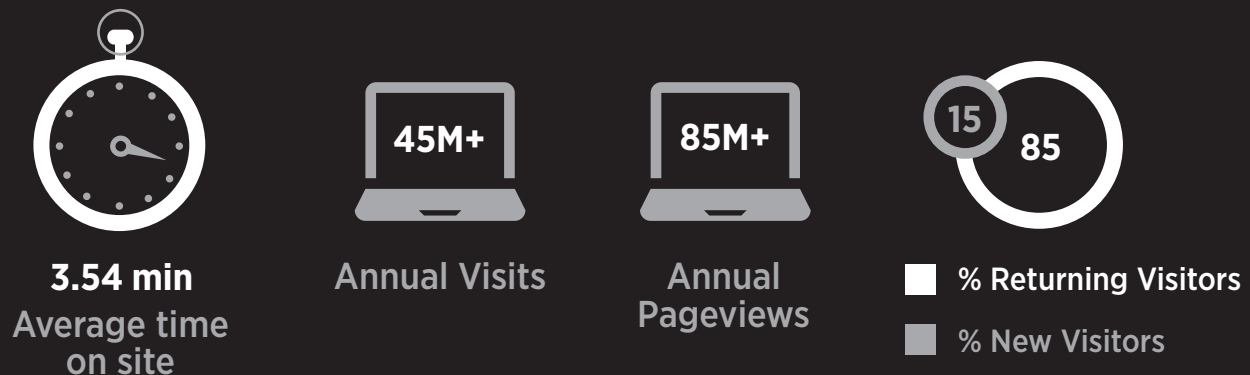
TRAFFIC & DEMOGRAPHICS

The Nation Network's readers are engaged and highly affluent. According to a recent survey:



The Nation Network of sites has a strong, established, and loyal readership:

7,000,000+ average page views per month



TYPES OF ADVERTISEMENTS

LEADERBOARD (728 x 90)
Top of site and above comments, screen shot linked to company website

BIG BOX AD (300 x 250)
Right hand side of the site, linked to the company website.

SCOREBOARD SPONSORSHIP
Static ad, unlimited logo impressions.

BACKSPASH
Appears on both sides of the site, static ad, huge presence on site.

POLL SPONSORSHIP
Static ad, unlimited logo impressions.

WEBSITE CONTENT:

- THE NATION NETWORK** (Top navigation bar)
- BE YOUR OWN ENFORCER & COMMAND RESPECT 2013 TOYOTA TUNDRA** (Banner ad)
- W. GRETZKY, C. CONACHER, L. FOGOLIN, G. FORT, P. CONACHER, C. HUDDY, P. HUGHES, D. HUNTER, K. LINSEY** (Player list)
- WHAT TYPE OF GAME WILL CANADA PLAY?** (Article title)
- Jason Gregor** (Author name)
- July 30 2013 12:18PM** (Date and time)
- GET HOME PHONE SERVICE FOR LESS** (Advertisement)
- ONLY \$9.99/mo** (Price)
- LAST GAME: APR. 27, 2013** (Game result)
- FINAL 7-2** (Score)
- WASTE DISPOSAL. Waste Diversion. Materials Recycling.** (Advertisement)
- CWD CONSTRUCTION WASTE DISPOSAL** (Company name)
- Waste Disposal. Waste Diversion. Materials Recycling.** (Services)
- What's the biggest danger for the Oilers upcoming season?** (Poll question)
- Coach/GM fail to get it done** (10%, 318 votes)
- Lack of toughness/grit** (55%, 1661 votes)

TESTIMONIALS

“Advertising city wide delivery in Edmonton on the Nation Network and NationRadio has delivered tremendous results from day one. We have booked mid six figure revenue in our first 12 months of offering the service and consider the Nation Network to be a cornerstone of our marketing program.”

—Oodle Noodle Franchise Corporation (oodlenoodle.ca)

“Over the past four years that we have worked together, we have been very impressed with the Nation Network for advertising our chain of Pubs. From offering a tremendous reach, to constant social media promotion to hosting sold out parties at our bars the guys at the Nation have been Pint advertising machines!”

—The Pint (thepint.ca)

“The Nation Network offers the opportunity to advertise our National Brand to hundreds of thousands of Canadians every month at a price point makes sense for our company. In an era where main stream media is losing readers, the Nation allows us to connect with potential 18–44 year old customers en masse.”

—Jiffy Lube (jiffylubeservice.ca)

“As Western Canada’s largest label manufacturer it wasn’t immediately apparent how we could connect with Nation Readers. But the The Nation guys came to our offices; understood our goals immediately and developed a custom campaign to build mindshare. I get several emails a week about our ad campaign.”

—JetLabel (jet-label.com)

Thank you again for your interest! Should you have any questions,
please do not hesitate to reach out. We look forward to having the
opportunity in working with you!

EUGENE DER

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