



— SDS —

SATURDAY

· DOWN ·

SOUTH

2015 Digital Media Kit

Founded in 2010 upon a desire to connect the unique fan bases of Southeastern Conference college football, Saturday Down South has become synonymous with southern college football and the life, culture and passion that comes with it.

AUDIENCE

Season Traffic (Aug. 1, 2014 – Jan. 15, 2015)



26 MILLION

Unique Visitors



108.5 MILLION

Visits



151 MILLION

Page Views

SOURCE: GOOGLE ANALYTICS

Social Following



3 MILLION+

Facebook Fans



500,000+

Twitter Followers



300,000+

Google+ Followers

— SDS —
SATURDAY
· DOWN ·
SOUTH

DEMOGRAPHICS



88% MALE



73% MOBILE



70% COLLEGE
And Above



44% AGES 18-44



98.8% US

SOURCE: QUANTCAST

— SDS —
SATURDAY
·DOWN·
SOUTH

AD UNITS

Unit	Dimension	Max File Size	Format
Pushdown	Starts as [970 x 90] or [970 x 66] and pushes content down to [970 x 415]. Needs to include a close button, auto expansion can occur 1x24hrs.	N/A	3 rd Party tags only
Leaderboard/ Billboard	[728 x 90], [970 x 250], [728 x 90] can expand down to [728 x 400], expansion must be user initiated.	100k	.jpg, .gif, Flash, Rich Media, 3 rd Party/HTML
Rectangle	[300 x 250] can expand to the left to [600 x 250], expansion must be user initiated.	50k	.jpg, .gif, Flash, Rich Media, 3 rd Party/HTML
Filmstrip	[300 x 600] can expand to the left to [600 x 600], expansion must be user initiated.	100k	.jpg, .gif, Flash, Rich Media, 3 rd Party/HTML
Mobile	[300 x 250], [320 x 50], [300 x 100]	50k	.jpg, .gif, Flash, Rich Media, 3 rd Party/HTML

— SDS —
SATURDAY
· DOWN ·
SOUTH


[illegible]

AD UNITS


SDS

SEC


[728 x 90]




Projecting the East's starting OTs



Vols open spring practice



SEC West offensive line coaches




Awesome gameday traditions

SEC's all-time stars down to Final Four

CHRISTOPHER SMITH

March 25, 2015 @ 8:30am




SHARE ARTICLE387


TWEET ARTICLE24

[300 x 250]

SEC



Projecting the East's starting OTs




Vols open spring practice

[300 x 250]

SEC's all-time stars down to Final Four

CHRISTOPHER SMITH

March 25, 2015 @ 8:30am



SHARE ARTICLE648