# SDS-CAURILAY 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

## **DEMOGRAPHICS**



**1** 88% MALE



73% MOBILE



70% COLLEGE
And Above



**44% AGES 18-44** 



98.8% US

SOURCE: QUANTCAST

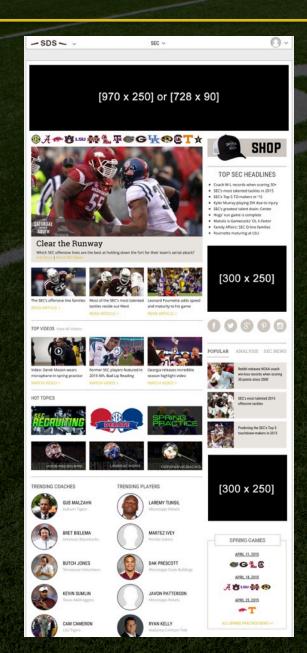
-SDS-

# AD UNITS

Unit	Dimension	Max File Size	Format
Pushdown	Starts as $[970 \times 90]$ or $[970 \times 66]$ and pushes content down to $[970 \times 415]$ . Needs to include a close button, auto expansion can occur $1x24$ hrs.	N/A	3 <sup>rd</sup> 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 <sup>rd</sup> 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 <sup>rd</sup> 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 <sup>rd</sup> Party/HTML
Mobile	[300 x 250], [320 x 50], [300 x 100]	50k	.jpg, .gif, Flash, Rich Media, 3 <sup>rd</sup> Party/HTML



## AD UNITS



SATURDAY

DOWN

SOUTH

# AD UNITS



SEC ~



### [728 x 90]







Vols open spring practice



SEC West offensive line coaches



Awesome gameday traditions

SHOP

# SEC's all-time stars down to Final Four



CHRISTOPHER SMITH Y

March 25, 2015 @ 8:30am



f	SHARE ARTICLE	387
<b>y</b>	TWEET ARTICLE	24

### TOP SEC HEADLINES

- · Hogs' run game is complete
- · SEC East's 5 best absent from spring
- · OM returns starting OL, hope for more
- · SEC stars bracket: Final Four
- · Projecting the East's starting OTs
- · Sumlin on Garrett, Iheanacho, defense
- · Coach Mac on practice
- · Vols open spring practice
- · Florida's new OL ready to perform
- Spurrier to call plays

[300 x 250]



Projecting the East's starting OTs



[300 x 250]

### SEC's all-time stars down to Final Four



CHRISTOPHER SMITH Y

March 25, 2015 @ 8:30am



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