

# Reach a Select Group of Customers



Add your brand to text messages sent to a national pool of qualified opt-in participants.

Our social media network is focused on sports oriented individuals. We have thousands of sports organizations spanning millions of impressions—from soccer to NASCAR. 75% of our network are parents of youth athletes. Our subscribers range from 13-65 years of age. All are consumers of equipment, clothing, food services, etc.

## Why RainedOut Text Based Advertising?

- A qualified and focused subscriber list
- List can be segmented to advertiser needs
- More effective than online SEO\*
- Focused viewer attention
- No competitive ads or content
- Low cost - pennies per contact
- Create ads in minutes
- Tie to promotional web pages - drive traffic to your site!



### Affinity Advertisers

**Target a specific audience based on interest!**

**Example:**

Promote your brand on texts going only to soccer teams nationwide.

### Regional Advertisers

**Target a specific audience based on zip code!**

**Example:**

Promote your brand on texts going to all sports leagues in Washington County.

### National Advertisers

**Reach all subscribers in our network!**

**Example:**

Promote your brand on ALL RainedOut texts.

### Local Advertisers

Target individual leagues.

## A Diverse Sports Reach Uses RainedOut

- Youth, Collegiate, and Adult League Sports throughout the U.S.
- YMCAs, Boy Scouts, and Regional/County/City Parks & Recreation
- Soccer, Football, Baseball, Softball, Lacrosse, Swimming, Hockey, etc.
- Auto Speedways, Dragways, Dirt Tracks, and many more

**Get \$100 of free advertising\*\***

Get started today and see how easy and effective text-based advertising can be.

Learn more at [www.RainedOut.com/advertise](http://www.RainedOut.com/advertise) or [sponsor@RainedOut.com](mailto:sponsor@RainedOut.com)

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\* Source: Reardon Smith Wittaker (RSW), "2009 Agency Outlook Report," January 2009.

\*\* Only valid for new advertising accounts on RainedOut through RainedOut's online advertising system and only for purchase of advertising on text messages. Offer not valid for accounts referred through an Affiliate (e.g. NSCAA, SAY, Blue Sombrero, SportsPilot, etc.). Ads are subject to ad approval, valid registration, and acceptance of RainedOut's advertiser terms. You will see the \$100 credit upon advertising account activation. Offer expires August 31, 2012. Limit one \$100 credit per new advertiser. Offer void where prohibited. Other restrictions may apply.