

INTRODUCING

DUB NETWORK

The most in-depth, all-encompassing independent online hub for
Western Hockey League coverage and analysis!

ABOUT US

DUBNETWORK

- **DUB**Network is headed by Paul Figler. It launched in August 2016 with the goal of providing more coverage for the WHL and help aspiring writers have an outlet.
- It's a website focused on WHL-related news and features, including alumni who have gone on to play in leagues around the world.
- Paul's long term goal is to continue to help promote the league and its players while providing a platform for sports journalists to gain experience.



THE NUMBERS

DUBNETWORK

- More than 1.6 million page views since launch in August 2016
 - 572,000 page views August 2019 – July 2020

Top 10 cities by users:

- | | |
|--------------|-------------|
| 1. Calgary | 6. Winnipeg |
| 2. Regina | 7. Kamloops |
| 3. Saskatoon | 8. Toronto |
| 4. Edmonton | 9. Surrey |
| 5. Vancouver | 10. Chicago |



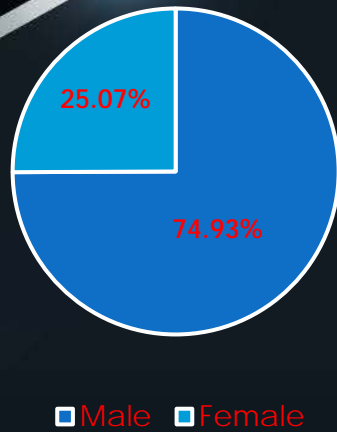
THE NUMBERS

DUBNETWORK

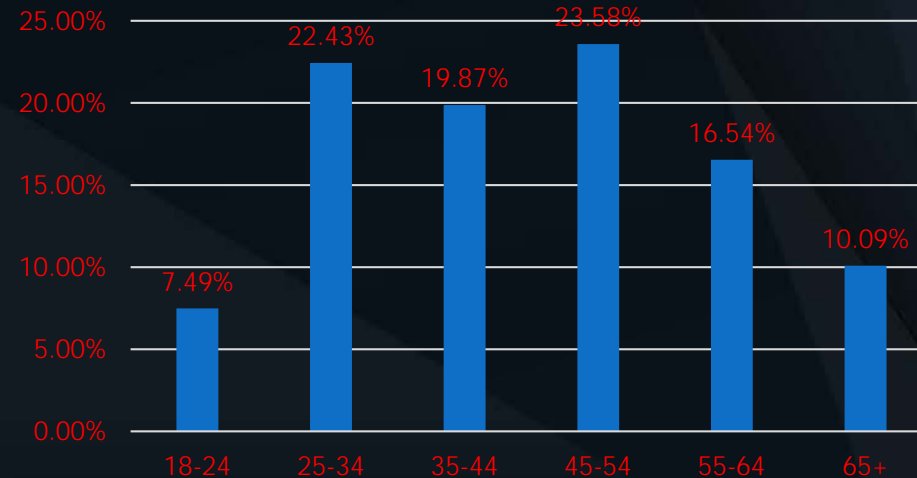
- Twitter is our most popular social media platform
- @DUB_Network has more than 6,500 Twitter followers
- An average of 70 new followers per month
- An average of 4,031 profile views per month
- An average of 517,333 tweet impressions per month
- More than 750 people follow DUBNetwork on Facebook

WEBSITE VISITOR DEMOGRAPHICS

DEMOGRAPHICS



Demo Age



- Our audience is a more qualified lead than the average news site as it's likely they play or are fans of hockey.
- They also consume beer and wine and patronize bars, pubs, sports venues, music events.
- They like purchase items locally and online.
- 66 percent of our readers are in the coveted 25-54 male demographic.

THE PITCH

DUBNETWORK

DUBNetwork Title Sponsorship

Investment: \$200/month (minimum three month commitment)

You receive:

- Social media campaign: Two dedicated sponsorship tweets to promote your business each day. One dedicated sponsorship Facebook post each day.
- We work with you to create a DUB-centric advertising message for our website
- Your logo displayed prominently on DUBNetwork home page

THE PITCH

DUBNETWORK

DUBNetwork Team Page Sponsorship

Investment: \$100/month (minimum three month commitment)

You receive:

- Social media campaign: Two dedicated sponsorship tweets to promote your business each day. One dedicated sponsorship Facebook post each day.
- Your banner ad placed within each article written about a specific team up to a maximum of four articles per month.

THE PITCH

DUBNETWORK

Website Bottom Banner Ad

- Investment: \$125/month (minimum three month commitment)

You receive:

- A banner ad placed at the bottom of all webpages and articles produced
- One dedicated sponsorship tweet per week to promote your business

Website Banner Ad

- Investment: \$40/month (minimum three month commitment)

You receive:

- A rotating side square banner ad on DUBNetwork.ca homepage
- One dedicated sponsorship tweet per week to promote your business

CONTACT US

DUBNETWORK

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