



## Advertising and Media Kit 2017

### Our Story

The Key Play is an independent and credentialed website which covers Virginia Tech athletics. It's also the internet community where Hokies hang out outside of Lane Stadium. Thekeyplay.com was launched in March of 2010, and is a property of Orange and Maroon Media, LLC. Orange and Maroon Media, LLC began conducting business in March 2013. The Key Play was issued press credentials by both Virginia Tech and the Atlantic Coast Conference in 2014. Thekeyplay.com features insightful coverage from unique voices, film analysis, advanced statistical analysis, up-to-date news, humor, and interviews with high school recruits and coaches. Its articles, sophisticated software platform, and an intelligent community of members and commenters sets Thekeyplay.com apart from the competition.

The Key Play publishes news and analysis regularly. It also hosts a forum and community of thousands of Hokies who post, comment, and vote on the day's Virginia Tech news and sports topics.

Articles published by The Key Play have have been recognized and referenced by The Roanoke Times / Virginian-Pilot ([1](#), [2](#), [3](#), [4](#), [5](#), [6](#)), Dailypress.com ([1](#)), The Washington Post ([1](#)), Yahoo! ([1](#)), SI ([1](#)), ESPN ([1](#), [2](#), [3](#)), SB Nation ([1](#), [2](#), [3](#), [4](#), [5](#)) Deadspin ([1](#)), and other media outlets.

## The Key Players Club

The virtual doors to the [The Key Players Club](#) opened in February 2016. The Key Players Club is a benefactors group which financially supports TKP. As of May, the club boasts 476 members who each contribute \$84 annually to TKP. These Hokies are passionate about Virginia Tech athletics and TKP's coverage. Perks include exclusive content and a one-of-a-kind [keychain bottle opener](#).

## Sponsorship and Advertising

A paid sponsorship includes an advertisement on thekeyplay.com, a sponsorship page ([example](#)), market exclusivity, social media marketing, and a genuine commitment to promote a sponsor's product / service. In a 2017 reader survey, **78.1% of responders answered Yes when asked, "Would you be more likely to support a TKP sponsor over a competing business?"**

The cost for a one-year ***premier sponsorship*** is \$5,000 paid in 12 equal payments over 12 months. The cost for a ***2017 football season sponsorship*** is \$2,750 paid in 5 equal payments from August through December.

The cost for a one-year ***diamond title sponsorship*** is \$15,000 paid in 12 equal payments over 12 months. A ***diamond title sponsor's*** logo is added to a billboard ad at the top of the website with "brought to you buy" text.

The Key Play is open to custom sponsorship and advertising proposals and terms (including sponsored posts/content). Please contact [joe@thekeyplay.com](mailto:joe@thekeyplay.com) to learn how The Key Play can promote your brand, business, or product via its website, social media channels, or 4,500+ subscriber email list.

***All sponsored content to be approved by Orange and Maroon Media, LLC at the time of purchase.***

## 2016 Sponsorship Opportunity Features and Pricing

	Football Season	Premier	Diamond Title
Term:	August - December	12 Months	12 Months
Per Month:	\$550	\$416.67	\$1,250
Advertisement:	Bottom Right Sidebar	Top Right Sidebar	Top Billboard
Sponsorship Page:	✓	✓	✓
Sponsorship Index:	✓	✓	✓
Market Exclusivity:	✓	✓	✓
Social Media Marketing:	✓	✓	✓
Email Marketing	×	×	✓

## The Key Play's Online Community

As of April, more than 4,600 users have registered an account with an email at Thekeyplay.com. Those users posted over 547,000 comments and started more than 10,200 forum topics. In 2016, visitors spent an average of 4:56 per session on the site, and browsed 3.12 pages per visit. 81% of visits were from returning users. 54.6% of members prefer pie to cake. Points being, The Key Play's users are loyal and engaged. Moreover, the management serves and understands its readership.

In May 2013 Orange and Maroon Media, LLC began selling tee shirts and merchandise through its online store. For years readers requested a way to support The Key Play. As of April, [The Key Play's Online Store](#) has fulfilled over 1,500 merchandise orders.

In August 2013, [Wilson Tavern](#), a bar and restaurant in Arlington, VA, became Thekeyplay.com's first paid sponsor. Wilson Tavern was routinely filled to the brim with Thekeyplay.com members and readers on game days.

Before the Maryland game on November 16, 2013, The Key Play hosted a tailgate to benefit [The Women's Resource Center of The New River Valley](#). As a group, Thekeyplay.com readers were able to raise \$613 in monetary donations and canned goods. The Key Play tailgaters raised \$1,190 in cash and supplies in 2014, and \$1,024.03 cash in 2015.



**2015 The Key Play Tailgate**

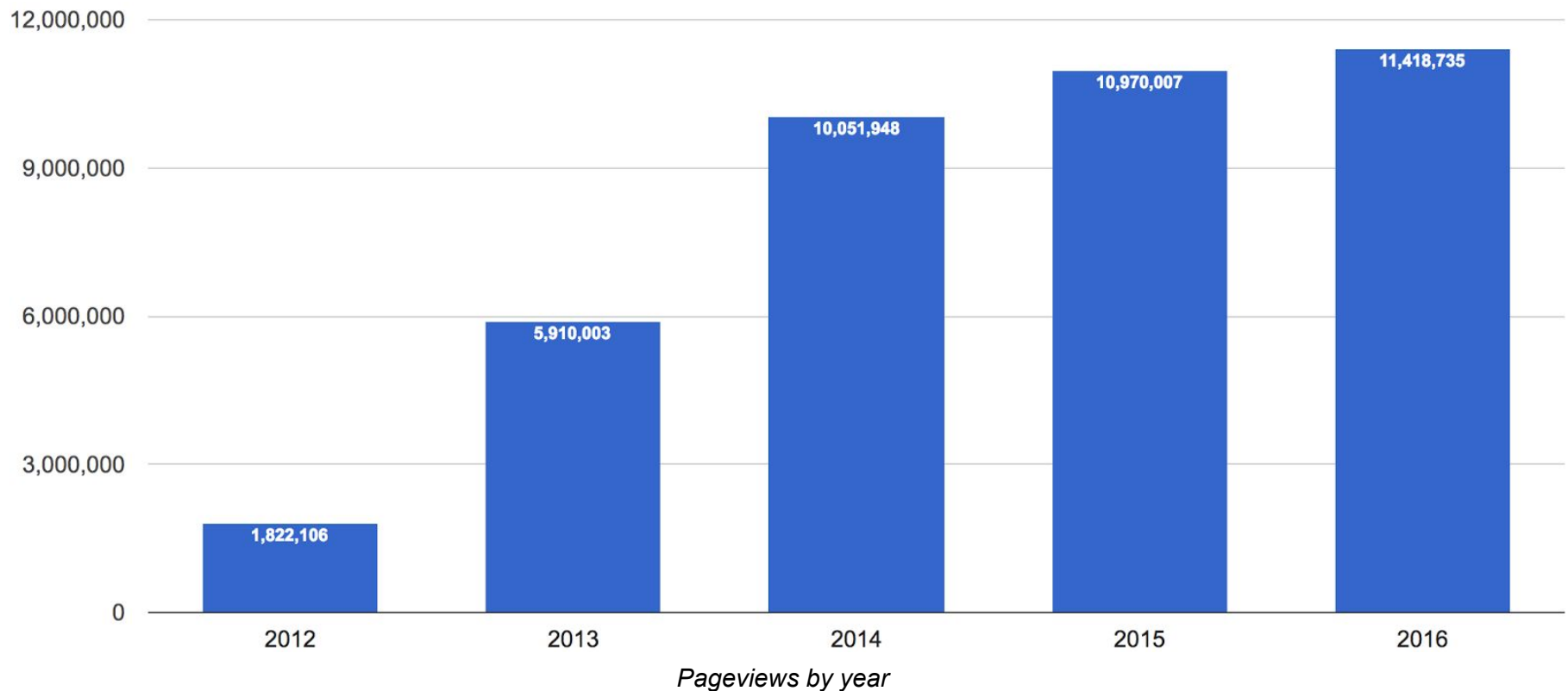
In August 2014 [First Down Sports Bar & Grill](#) in Arlington, VA became a paid sponsor of Thekeyplay.com for 2014 football season. First Down sponsored The Key Play again for the 2015 and 2016 football seasons.



***The Key Play Readers enjoy a VT game at First Down. First Down was flooded with Hokies throughout the 2015 football season.***

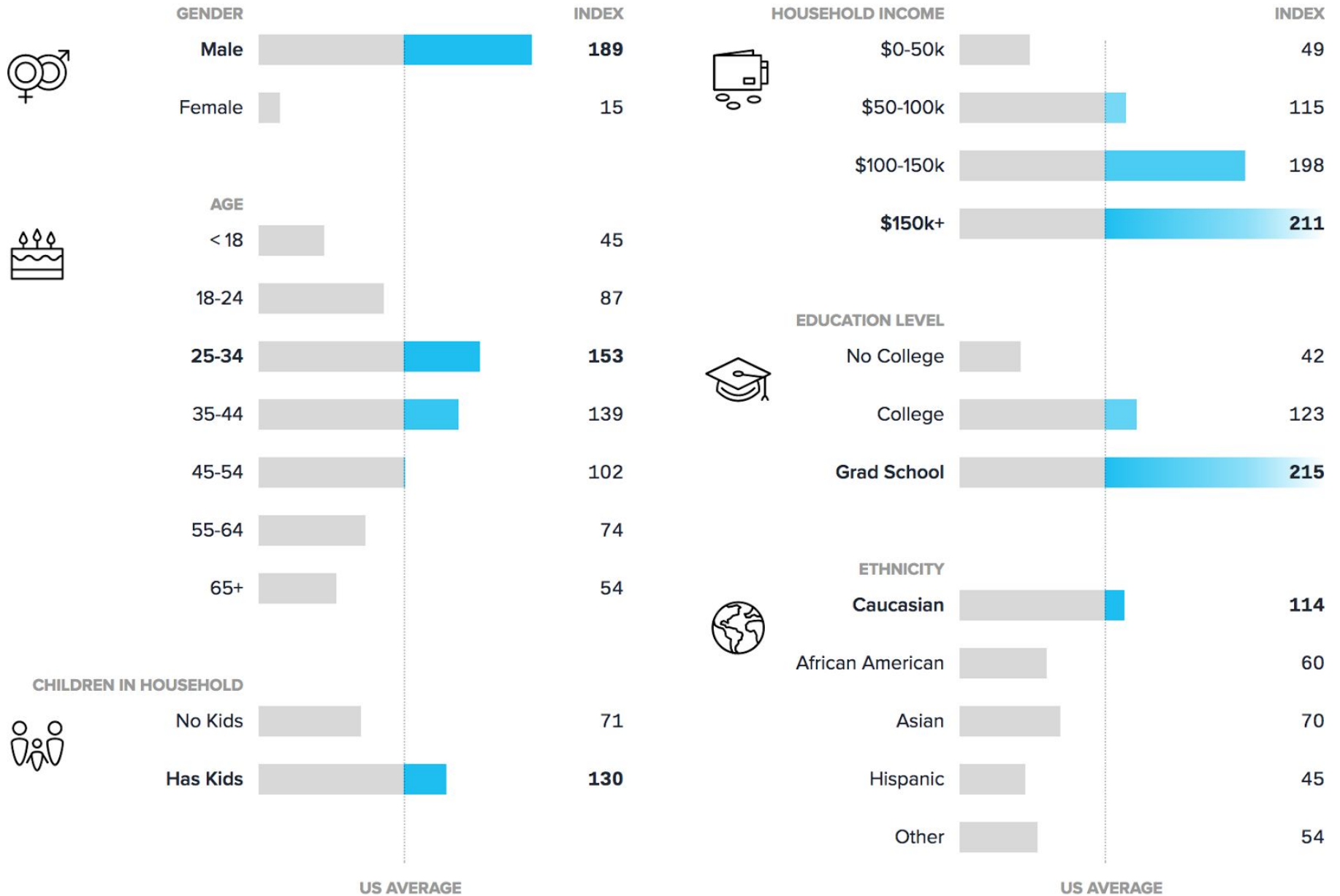
## Web Traffic and Growth

Quantcast classifies 55% of The Key Play's U.S. visitors as "Addicts" or "Regulars". That 55% accounts for 95% of all site traffic. Thekeyplay.com has grown in popularity each year since it launched.



## Demographics

The Key Play's readership is young, educated, affluent, and loves the Hokies. Readers are extremely engaged. It's the perfect audience to reach for local retailers, businesses, and restaurants, both in and around Blacksburg, Northern Virginia, and anywhere else Hokie Nation resides.



**Source: Quantcast. The higher the index number, the more concentrated The Key Play is for a particular demographic.**

## Social Media Reach

Thekeyplay.com editors are active on Twitter (> [16,500 followers](#)), Facebook (> [8,400 likes](#)) and Instagram (> [3,400 followers](#)). Social networking has been instrumental in helping TKP build its audience over the years. TKP can connect businesses and brands to its social media audiences.

On November 4, 2015 [The Key Play launched the #GameDay4Frank](#) campaign to convince ESPN's College GameDay pregame show to travel to Blacksburg on November 21 for head coach Frank Beamer's final home game. Even though GameDay opted to head to Columbus (No. 9 Michigan State at No. 3 Ohio State), the movement [sparked hundreds of thousands of tweets, trended nationally on Facebook](#) and prompted the GameDay crew to release a [thank you video for Beamer](#). The Key Play's social media reach and marketing strategies have the attention of Hokie Nation.

## Virginia Presence and Influence

Thekeyplay.com has a strong, local, online following from readers in the Commonwealth of Virginia. In 2016, 46.4% of all site visits originated from Virginia, 14.1% from the Roanoke-Lynchburg metro, and 5.9% from Blacksburg, VA.