

# tenniswire.org

industry news straight from the sources

Boost your visibility to tennis insiders, press, players, and fans by getting your message on [tenniswire.org](http://tenniswire.org).

## About the service

[tenniswire.org](http://tenniswire.org) is the only website that provides *industry news straight from the sources*™ through a searchable database of press releases and original editorial content. Features include Company Profiles, Events, "Five Questions With..." key figures, and a free email newsletter, [tenniswire.org](http://tenniswire.org) *bulletin*.

The [tenniswire.org](http://tenniswire.org) audience consists of more than 12,000 tennis addicts whose connections to the game vary from people working in the trade to those covering it in the media and others who enjoy playing and watching the pro game.

Visitors come to the site directly or via our RSS headlines, which are carried by websites ranging from leading tennis business sites to small, local club sites.

[tenniswire.org](http://tenniswire.org) is a partner site of the Tennis Industry Association.

## Tools to promote your business

There are four ways to market your message:

- **Become a "Newsmaker"**  
Create a Company Profile so you can upload press releases and post events. Your headlines will appear simultaneously on [tenniswire.org](http://tenniswire.org) and hundreds of tennis websites, and be featured in the [tenniswire.org](http://tenniswire.org) *bulletin* newsletter.
- **Advertise on the home page**  
Land prime real estate on the main page of [tenniswire.org](http://tenniswire.org) with a display ad. Run a win ad for a pro player who just won a tournament, or make a big splash about your news.
- **Sponsor the email newsletter**  
Your special message will appear first and foremost above the "Latest Headlines" and alongside exclusive original content in the [tenniswire.org](http://tenniswire.org) *bulletin*, which is distributed to more than 12,000 industry insiders, media and players.
- **Participate in our "Winners Contest"**  
Donate goods or services to our monthly random drawing and get featured on the site and in the newsletter.

## Services to help you do business

We'll help you build your media and marketing campaign.

- **Press Release Service:** Give us the facts and we'll write it.
- **Story Pitch Generator:** Trying to get a reporter's attention? We'll provide 10 story ideas to cover a variety of angles.
- **Media Training:** Learn how to deal with members of the media, understand what they want, and how to deliver it.

Join these industry leaders by becoming a Newsmaker today!

### Governing Bodies & Associations



### Marketers & Retailers



### Manufacturers



### Media



## Program Details & Rates: Become a "Newsmaker"

Join industry leaders by getting a presence on [tenniswire.org](http://tenniswire.org), the source for tennis trade news. When you become a "Newsmaker" you'll be able to provide your Company Profile, logo, description, contact info and more for business leaders, recreational players and journalists to see. When you have a press release to distribute, just a few clicks will publish it simultaneously on [tenniswire.org](http://tenniswire.org) and hundreds of tennis websites.

This is an annual paid program with two levels.

LEVEL	BENEFITS	RATE
Newsmaker Basic	+ Newsmaker	\$500
Newsmaker Deluxe	+ Newsmaker + TIA Supporting Member	\$1,000

### Description of Benefits:

#### Newsmaker (Basic and Deluxe Levels)

- **Company Profile:** Your page features your logo, contact info, website link, description and links to press releases
- **Press Releases:** You can input unlimited press releases, which appear with your logo and photo, and are published to the home page of [tenniswire.org](http://tenniswire.org), the Category Page, your Company Profile page, the Events page (if appropriate), and the Archive.
- **Events:** Post your happenings on the calendar. The event title links to your press release.

#### TIA Supporting Member (Deluxe level only)

- **Exclusive Research:** Overviews of original research on participation and market trends.
- **Tennis Facilities:** Access to TIA database of 12,000 playing facilities.
- **Racquet Sports Industry:** Free subscription to the TIA's official magazine, providing unmatched coverage of the business, equipment, apparel, and racquet service of tennis, racquetball, squash, and badminton.
- **Preferred Advertising Rates:** 25% off ad rates in *Racquet Sports Industry* magazine.
- **Business Services:** Special rates on shipping, credit card processing and more.
- **Website Promotion:** Your site is linked from the TIA family of websites, including [TennisIndustry.org](http://TennisIndustry.org), [GrowingTennis.com](http://GrowingTennis.com) and [TennisWelcomeCenter.com](http://TennisWelcomeCenter.com) and [CardioTennis.com](http://CardioTennis.com).

### Why become a Newsmaker?

**Extend your reach:** [tenniswire.org](http://tenniswire.org) is an independent, external platform for your press releases, branding and marketing endeavors.

**Get timely distribution:** Your press releases and company information appear simultaneously on hundreds of tennis websites with a few clicks.

**Enjoy top visibility:** Your position as a Newsmaker aligns you with industry leaders from all sectors--pro tours, governing bodies, teaching associations, manufacturers, media and more.

**Access decision makers:** Whether you are trying to find retail customers, corporate sponsors or like-minded partners, [tenniswire.org](http://tenniswire.org)'s headlines, content and newsletter deliver your messages to that audience.

**Drive traffic to your website:** Your content pages on [tenniswire.org](http://tenniswire.org) appear in the search results of Google and other search engines, and those pages link back to your site.

**Provide more value to sponsors and partners:** Title sponsors and program partners get more exposure each time you mention them in a press release or event listing.



## Program Details & Rates: Advertise on the home page

Get your message front-and-center on [tenniswire.org](http://tenniswire.org) for maximum exposure. The position is a fixed display ad so you receive consistent coverage. This is a great opportunity to be creative by running a graphic or text-based ad that congratulates a player's tournament win, announces an award you've won or calls attention to your latest news.

### About [tenniswire.org](http://tenniswire.org)'s growth:

The site has experienced steady growth month over month since its July 2004 launch. Traffic is driven through the email newsletter, which is distributed to more than 12,000 individuals, and through our RSS headlines program carried by hundreds of tennis websites. The [tenniswire.org](http://tenniswire.org) difference is its niche status as a super-targeted site with content for businesses, industry workers, consumers who play, fans of the pro game, and the journalists who cover tennis.



### Get Creative! Introducing "Win Ads"

Send a message loud and clear to colleagues, competitors, consumers and partners alike with a congratulatory ad on the home page. When your player wins on Sunday, your Win Ad can be live on Monday morning. A little prep work makes this campaign easy to launch, and when the pro player who endorses your brand makes the semis, we'll be ready!

Sample of Win Ad in actual size; for explanatory purposes only.



SPECIFICATIONS	
Size	250x250 for graphical ads; 50 words for text ads.
Materials	Due 10 days before launch
Term	Ads sold in multiple week packages, yet may be scheduled on weekly basis (Mon.-Sun.), based on availability.
<b>2006 RATES</b>	Reduced rates with bulk buys.
2 weeks	\$800
4 weeks	\$1,500
8 weeks	\$2,900
12 weeks	\$4,300
<b>TO BOOK AN AD</b>	See form on page 7, or call Liza Horan at 212-682-6829
<b>PAYMENT</b>	Major credit cards, PayPal, check accepted.

## Program Details & Rates: Sponsor the email newsletter

Deliver your message to 12,000+ targeted tennis people by sponsoring the **tenniswire.org bulletin**. Twice a month this newsletter is sent to those who opt-in to receive the email, which is packed with exclusive original content--such as trends in marketing, interviews with key figures and little-known facts in the industry--and the latest headlines from Newsmakers.

SPECIFICATIONS	
Size	250x250 maximum for graphical ads; 50 words for text ads.
Materials	Due 10 days before issue date.
Term	Sold on per issue basis; distributed around the 1st and 15th of each month.
2006 RATE	\$750 per issue
TO PLACE AN AD	See form on page 7, or call Liza Horan at 212-682-6829
PAYMENT	Major credit cards, PayPal, check accepted

The screenshot shows the tenniswire.org website interface. At the top, there's a navigation bar with links like HOME, ABOUT, CONTACT, etc. Below that, there are several news articles with headlines such as "All the world's indeed a stage" and "Superintendent-Tennis Operations Tallahassee, Fla.". There are also several advertisements, including one for "PTR & Special Olympics Release Special Olympics Coaching Guide" and another for "Dunlop Announces 'D-Squad' Program for Nation's Top Juniors". The layout is clean and professional, with a focus on tennis-related news and advertising opportunities.

## Program Details & Rates: Participate in our "Winners Contest"

All subscribers to the **tenniswire.org bulletin** are automatically entered into our monthly contest for tennis goods and services. Your company can be featured on the website and in the newsletter if you contribute a prize for the random drawing. There are only 12 spots available per year, and prizes can range from equipment and accessories to travel and teaching services. Book your spot today to gain extra ad impressions and spread goodwill among consumers tomorrow.

GET FEATURED IN THE "WINNERS CONTEST"	
<b>TIMING</b>	Choose the month(s) during which you'd like to be the featured prize contributor; based on availability.
<b>FULLFILLMENT</b>	If hard goods, contributor will mail prize via trackable method; Tenniswire.org is not responsible for lost items.
<b>TO BOOK YOUR SPOT</b>	Contact Liza Horan at 212-682-6829
<b>PRIZE</b>	Hard goods, or services that can be redeemed online or nationwide are preferred.
<b>ELIGIBLE PRIZES:</b> Gear Accessories Apparel Books & Videos Tickets, Clinics, Trips Gift Certificates	<p><i>Images below serve only as example of potential prizes</i></p>

## Services to help you do business: Boost your visibility



Trying to get noticed? Media exposure is free advertising, but getting it takes savvy. Let [tenniswire.org](http://tenniswire.org) help. There are lots of steps you can take to promote your business in print, online, and through broadcast. Whether you need press releases created, your promotion message fine-tuned, your website improved, your staff trained, or need to build a start-to-finish media strategy, consider the following services.

SERVICE	DESCRIPTION	TURNAROUND	2006 RATE
Press Release Creation	We'll write the press release and create a template you can use for future releases.	3 business days	\$200 per release; bulk rates available
Story Pitch Generator	Answer some questions and we'll construct 10 story ideas with various angles you can pitch to reporters.	2 business days	\$250 flat fee
Media Training	This intensive training offers practical knowledge and take-away tips to help you increase your visibility through online and offline media outlets. Choose one or several or all topics below.	Ranges from 1.5 hours to full-day seminars; conducted for individuals and groups, remotely or on site.	<i>please inquire</i>
	Topics: - What makes a great story - Preparing PR materials - Building relationships with the media - How to leverage the Internet - Interactive panel with local media - and many more subjects!		
Website Consulting	Creating engaging content to increase visitor loyalty	Available on hourly or project basis	<i>please inquire</i>
	Comprehensive site check-up with recommendations	7 business days	<i>please inquire</i>
Custom Consulting	Ranges from subjects above to media, marketing, editorial strategy, creative promotions and partnerships, and more.	Available on hourly or project basis	<i>please inquire</i>

### What people are saying about [tenniswire.org](http://tenniswire.org)

"This is a great tool that we will definitely be utilizing for Wilson."

-Julie Meyer for Wilson

"The whole Prince Sports team was thrilled to see our news featured so prominently in your latest newsletter and on Tenniswire.org."

-Kelly Childs for Prince

"This sounds fantastic. We'll set this up ASAP."

-Jeff Cotter, New Balance, upon becoming a Newsmaker

"Tenniswire.org sounds like a great opportunity for us to broadcast the latest and greatest information on both Gamma and Fischer to the tennis industry. Good work on creating a centralized focal point for industry news. We will definitely be taking advantage of it."

-Matt Ferrari, Gamma

"You have a great website, continued success with it."

-Dave Ohlmuller, Viking Athletics

# Get Started!

Please complete this form for the services you'd like to book.  
We're thrilled to help you boost your business.

## TOOLS TO PROMOTE YOUR BUSINESS

<b>Become a Newsmaker</b>	<b>LEVEL</b>	<b>BENEFITS</b>	<b>ANNUAL RATE</b>	<b>SIGN ME UP</b>
	Newsmaker Deluxe	+ Newsmaker + TIA Supporting Member	\$1,000	<input type="checkbox"/> 1 year <input type="checkbox"/> 2 years
	Newsmaker Basic	+ Newsmaker	\$500	<input type="checkbox"/> 1 year

<b>Advertise on the home page</b>	<b>TERM &amp; RATE</b>	<b>WIN AD?</b>	<b>CREATIVE</b>	<b>REQUESTED CAMPAIGN DATES</b>	
	<input type="checkbox"/> 2 weeks @ \$800 <input type="checkbox"/> 4 weeks @ \$1,500 <input type="checkbox"/> 8 weeks @ \$2,900 <input type="checkbox"/> 12 weeks @ \$4,300	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> tbd	<input type="checkbox"/> image <input type="checkbox"/> text	Week 1 Start_____	Week 2 Start_____
				Finish_____	Finish_____
<i>Ads may run one week at a time or consecutively based on availability.</i>					

<b>Sponsor the email newsletter</b>	<b>TERM &amp; RATE</b>	<b>CREATIVE</b>	<b>DISTRIBUTION</b>
	# _____ issues @ \$750/issue	<input type="checkbox"/> image <input type="checkbox"/> text	<i>Newsletter is emailed around the 1st day and the 15th day of each month. Please select which issue you prefer below. Availability based on first come, first served basis.</i>

REQUESTED CAMPAIGN DATES											
Month	Year	Issue	Month	Year	Issue	Month	Year	Issue	Month	Year	Issue
Jan.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	April	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	July	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	Oct.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th
Feb.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	May	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	Aug.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	Nov.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th
March	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	June	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	Sept.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th	Dec.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> 1st <input type="checkbox"/> 15th

<b>Participate in our 'Winners Contest'</b>	<b>REQUESTED TIMING</b>								<b>CONTRIBUTED PRIZE</b>	
	<b>Month</b>	<b>Year</b>	<b>Month</b>	<b>Year</b>	<b>Month</b>	<b>Year</b>	<b>Month</b>	<b>Year</b>	<input type="checkbox"/> hard goods	Please describe: _____ _____
	Jan.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	April	<input type="checkbox"/> '06 <input type="checkbox"/> '07	July	<input type="checkbox"/> '06 <input type="checkbox"/> '07	Oct.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<input type="checkbox"/> soft goods	
	Feb.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	May	<input type="checkbox"/> '06 <input type="checkbox"/> '07	Aug.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	Nov.	<input type="checkbox"/> '06 <input type="checkbox"/> '07		
March	<input type="checkbox"/> '06 <input type="checkbox"/> '07	June	<input type="checkbox"/> '06 <input type="checkbox"/> '07	Sept.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	Dec.	<input type="checkbox"/> '06 <input type="checkbox"/> '07	<b>ESTIMATED VALUE</b> \$ _____		

## ACCOUNT INFO

<b>COMPANY</b>		<b>BILLING</b>	
<b>STREET</b>		<input type="checkbox"/> PayPal	
<b>CITY/STATE/ZIP</b>		<input type="checkbox"/> Check payable to 'Media Moxie LLC'	
<b>CONTACT</b>		<input type="checkbox"/> Credit Card:	
<b>PHONE</b>	<b>FAX</b>	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx	
<b>EMAIL</b>	<b>URL</b>	Name on card _____	
<b>AUTHORIZATION: Signer acknowledges that he/she has the power to authorize the billing of service as indicated.</b>		Card# _____	
<b>NAME</b>	<b>SIGNATURE</b>	Exp. Date _____ Sec. Code _____	
<b>DATE</b>			

## Get Started!

Please complete this form for the services you'd like to book.  
We're thrilled to help you boost your business.

SERVICES TO HELP YOU DO BUSINESS				
<b>Press Release Creation</b>	DESCRIPTION	DELIVERABLES	TURNAROUND	RATES
	Do you have news worthy of a press release? If so, great; if not, we'll assess your business to find one. We'll write the release and create a reusable template.	+ press release + template for future use + guidance on pitching it	3 business days	<input type="checkbox"/> 1 @ \$200 <input type="checkbox"/> 3 @ \$500 <input type="checkbox"/> 5 @ \$750 <i>Must be used within 1 year of purchase.</i>
<b>Story Pitch Generator</b>	DESCRIPTION	DELIVERABLES	TURNAROUND	RATES
	We'll determine which aspects of your business are sellable to the media to help you get coverage.	+ 10 story ideas + guidance on where to pitch it	3 business days	<input type="checkbox"/> \$250
<b>Media Training</b>	DESCRIPTION	DELIVERABLES	SESSION TIME	RATES
	Getting coverage starts with knowing what journalist want, when they want it and how they want it. This training arms attendees to campaign to the media immediately.	+ live presentation on topic(s) of your choice + worksheets to manage media efforts + press release template + 10 story ideas	Ranges from 1.5 hours to half- and full-day sessions; for groups or individuals.	<i>please inquire by calling Liza Horan at 212-682-6829</i>
	SAMPLE TOPICS			
	- What makes a great story - Preparing PR materials - Building relationships with the media	- How to generate story ideas - How to leverage the Internet - Interactive panel with local media		
<b>Website Consulting</b>	OVERVIEW	TURNAROUND	RATES	
	Consulting available for sessions below, or topics of your choice.	Available on hourly or project basis	<i>please inquire by calling Liza Horan at 212-682-6829</i>	
	SESSIONS			
	<b>"Boosting Visitor Loyalty through Engaging Content"</b> Winning the trust and confidence of website visitors is the key to success. What are you offering, and is it what they want? We'll examine your online presentation, review your goals, and recommend specific steps to achieve them.			
	<b>"Comprehensive Website Check-up"</b> The Internet is not a flat surface for repurposing brochure content. It's meant to be used, not read, and needs to provide what visitors want. Your site will be reviewed against proven usability factors for successful websites. The goal is making the content valuable and accessible to visitors--and marketers--to achieve your goals.			
	<b>"Connecting Your Offline and Online Brands"</b> A consistent message is absolutely vital to success. Each medium offers different ways to interact with customers and learn what they want. Get detailed advice on how to tie them together for maximum return.			
	<b>"Expert Usability Testing"</b> Are your visitors seeing and doing what you intended? Analysis may include lab exercises. An actionable report provides detailed instructions on making your site effective.			
<b>Custom Consulting</b>	OVERVIEW	TURNAROUND	RATES	
	Ranges from subjects above to editorial strategy, marketing, creative promotions, partnerships, and more.	Available on hourly or project basis	<i>please inquire by calling Liza Horan at 212-682-6829</i>	
TO BOOK A SERVICE				
Contact Liza Horan by calling 212-682-6829 or emailing <a href="mailto:liza@tenniswire.org">liza@tenniswire.org</a>				