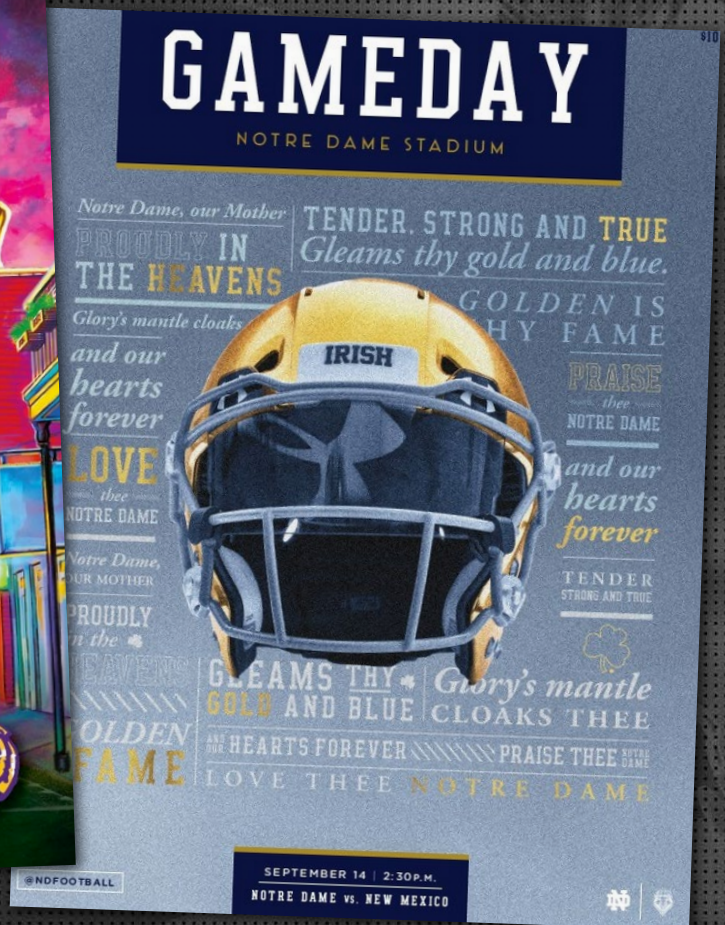
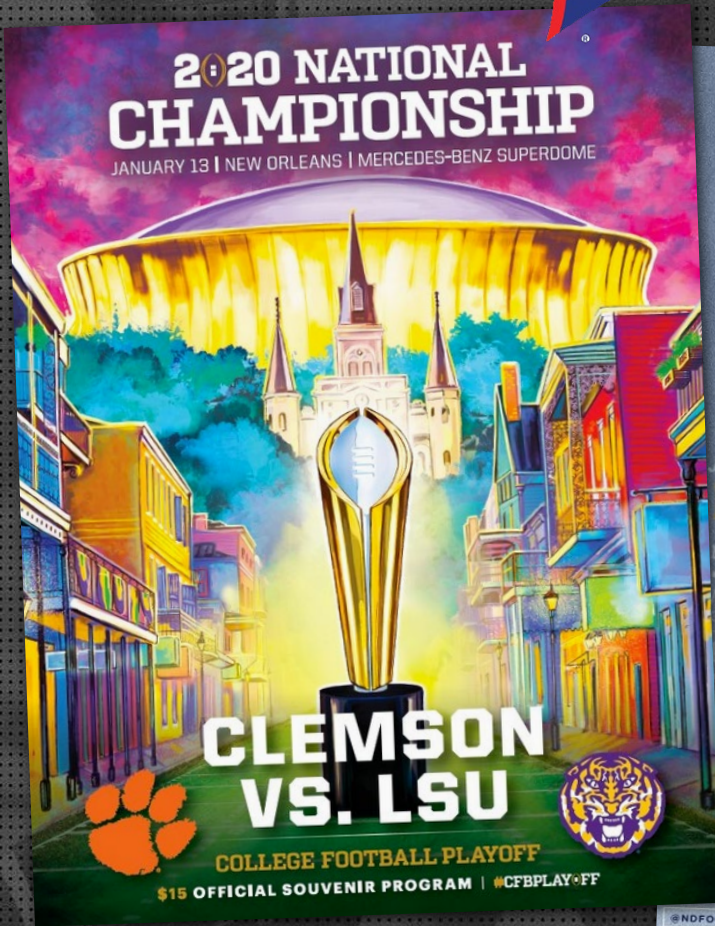


TOUCHDOWN

ILLUSTRATED

THE COLLEGE FOOTBALL GAMEDAY MAGAZINE

Media & Merchandising



CLICK ON ANY COVER TO VIEW A DIGITAL COPY OF THAT PUBLICATION!
(not all covers will have a link)

REACH AN AUDIENCE AT APPROXIMATELY 200 SCHOOLS WITH OVER 1,000 INSERTIONS.
APPROXIMATE ATTENDANCE
10,000,000

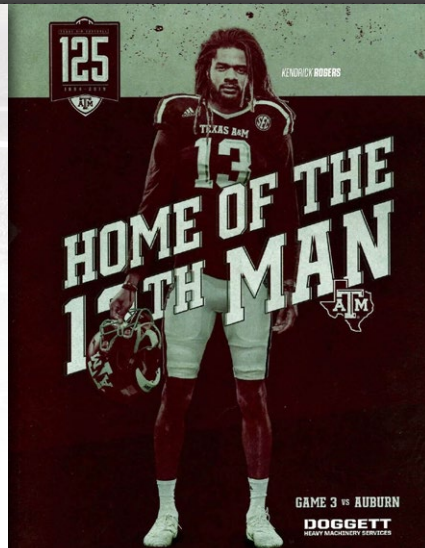
Professional
Sports
Publications



THE OFFICIAL GAMEDAY MAGAZINE IN • APPROXIMATELY 200 • COLLEGE FOOTBALL PROGRAMS GAMEDAY MEDIA... BRINGING YOU THE HOME TEAM... ACROSS AMERICA

TOUCHDOWN ILLUSTRATED is the only national network of gameday magazines serving the college football marketplace. With approximately 200 schools and 17 postseason bowls, **Touchdown Illustrated** delivers extensive coverage from top Division I powerhouses to the unheralded dynasties of Division III and everything in between.

ALIGN YOUR BRAND WITH ONE OF THE MOST POWERFUL
BRANDS IN SPORTS, NCAA® COLLEGE FOOTBALL



TOUCHDOWN ILLUSTRATED

KEY BENEFITS:

Great Editorial - Touchdown Illustrated meets the needs of fans every week with changing national and local feature stories, in-depth player profiles, statistics, game rosters, and most importantly, spine-tingling photography.

Great Coverage - With coverage in over 100 markets, **Touchdown Illustrated's** network provides complete national coverage, reaching over 92 percent of America.

The Only Game In Town - With exclusive distribution rights, **Touchdown Illustrated** is the fans' only official source of insider team information, including rosters and line-ups.

Official Team Association - **Touchdown Illustrated's** network provides advertisers with a low-cost official team association.

Official Event Association - From the tradition-rich Sugar Bowl, to the "Granddaddy of Them All," the Rose Bowl, nothing captures the emotions and interest of fans like the college football bowl games.



READERSHIP FACTS:

Involved and Loyal Audience - The pre-qualified gameday audience provides advertisers with the most involved magazine readership, where their ad will be seen in a positive and receptive environment.

Interested Readers -

- Average reading time per issue = 55 minutes
- 83 percent read more than half the magazine

Repeat Exposure Inside/Outside the Stadium -

- 4.5 readers per copy
- 67% keep the publication for more than one month

Source: MRI Custom Readership Survey



OOH MEDIA USA

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Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807

NATIONAL EXPOSURE:

The **Touchdown Illustrated** network rounds out its national coverage with additional schools, bringing the total to approximately 200! **Touchdown Illustrated's** gameday magazine network provides advertisers with a low-cost official team association.

PREMIUM PACKAGE

FULL-PAGE, NET RATE

\$249,500

INCLUDES A GENEROUS
TICKET/MERCHANDISING ALLOWANCE

- Full-page, four-color advertising in full network
- Full-season coverage: (Aug.-Dec.)
- Approximately 200 schools
- 17 Bowl Programs*
- Over 1,000 games

Customize your package to meet your clients' objectives with:

- Season tickets to the colleges and universities of your choice
- Tickets to the postseason bowl games, including the College Football Playoff Semifinals and National Championship
- And much, much more...

PREMIUM PACKAGE INCLUDES:

Touchdown Illustrated's network of college football programs includes teams such as:

AIR FORCE	MIAMI (FL)	TEXAS TECH
ARIZONA STATE	NOTRE DAME	UCLA
ARMY	PITTSBURGH	USC
CALIFORNIA	SMU	WASHINGTON
COLORADO	STANFORD	WISCONSIN
MARYLAND	TEXAS A&M	

PLUS...

COLLEGE FOOTBALL BOWL GAME NETWORK

* Roster of *Touchdown Illustrated* schools and bowl games is subject to change.



TOUCHDOWN ILLUSTRATED

THE OFFICIAL GAMEDAY MAGAZINES OF THE

COLLEGE FOOTBALL BOWL GAMES

COLLEGE FOOTBALL CHAMPIONSHIP GAME

JANUARY 11, 2021 – MIAMI, FLORIDA

FIESTA BOWL

JANUARY 2, 2021 – GLENDALE, ARIZONA

ORANGE BOWL

JANUARY 2, 2021 – MIAMI, FLORIDA

ROSE BOWL*

JANUARY 1, 2021 – PASADENA, CALIFORNIA

SUGAR BOWL*

JANUARY 1, 2021 – NEW ORLEANS, LOUISIANA

CHICK-FIL-A PEACH BOWL

JANUARY 1, 2021 – ATLANTA, GEORGIA

COTTON BOWL

DECEMBER 30, 2020 – ARLINGTON, TEXAS

CHEEZ-IT BOWL

TBD – PHOENIX, ARIZONA

HOLIDAY BOWL

TBD – SAN DIEGO, CALIFORNIA

CAMPING WORLD BOWL

TBD – ORLANDO, FLORIDA

SUN BOWL

TBD – EL PASO, TEXAS

LIBERTY BOWL

TBD – MEMPHIS, TENNESSEE

ALAMO BOWL

TBD – SAN ANTONIO, TEXAS

CITRUS BOWL

TBD – ORLANDO, FLORIDA

OUTBACK BOWL

TBD – TAMPA, FLORIDA

TAXSLAYER GATOR BOWL

TBD – JACKSONVILLE, FLORIDA

FAMOUS IDAHO POTATO BOWL

TBD – BOISE, IDAHO

* Sites of College Football Playoff National Semifinals



TOUCHDOWN

ILLUSTRATED

College Football Audience Profile

GENERAL DEMOGRAPHICS

	% Comp	Index
Men	59	122
Managers/Professionals	35	141
Attended/Graduated College	76	127
Median HHI	\$108,000	
Median Respondent Age	44	

AUTO/TRAVEL

	% Comp	Index
Intend to Purchase/Lease Automobile	32	106
Own/Lease New Vehicle	51	114
3+ Domestic Trips	31	237
Member of Frequent Flyer Program	33	190
5+ Nights in Hotel/Motel	56	215

SPORTS ACTIVITIES (in the last 12 months)

	% Comp	Index
Baseball	9	230
Basketball	19	248
Football	17	354
Golf	25	332
Jogging/Running	30	234
Swimming	28	183
Tennis	6	198

APPAREL/SPORTING GOODS

	% Comp	Index
Purchased \$1,000+ in Clothing	18	216
Purchased \$100+ in Sports Clothing	44	243

LEISURE ACTIVITIES

	% Comp	Index
Goes to Bars/Nightclubs	24	144
Dines Out	75	147
Entertains Friends or Relatives at Home	47	151
Attend Music Performances	48	210

CONSUMER ELECTRONICS

	% Comp	Index
Has Access to the Internet	97	109
Owns Cellular/Mobile Phone/Smartphone	99	104
Owns a Digital Camera	40	200
HH Owns MP3 Player	26	153
HH Owns LCD/Plasma/LED/DLP/OLED TV	78	119
HH Owns DVD or Blu-ray Player	66	124
HH Owns Video Game System	56	117
HH Owns a Personal Computer	89	117

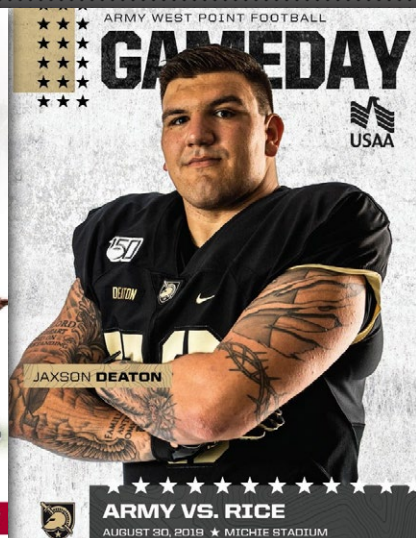
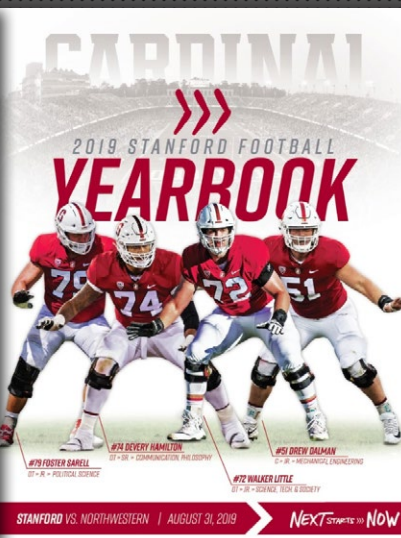
FINANCIAL

	% Comp	Index
Intend to Invest in Stocks, Bonds or Mutual Funds	26	123
Has an IRA and/or 401K	45	174
Owns Stocks	23	214

Source: 2018 Spring GfK MRI

Base: Adults, Attend College Football Games

MERCEDES-BENZ SUPERDOME | NEW ORLEANS, LOUISIANA



All professional/collegiate sports league/event names and logos used herein are the property of and are registered trademarks of the applicable league/event. All individual team names and logos used herein are the property of and are registered trademarks of the applicable team.



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