

# TIGERLAND.COM 2006 MEDIA KIT

Tigerland is the web's hottest free sports site for Auburn University sports. Since going online in 1998, traffic has increased every year. In 2005 web traffic was up again, with Tigerland delivering more than 5 million page views for the year.

Reach your target market more economically with a Tigerland web campaign. Tigerland offers advertisers numerous opportunities to reach your customer base regardless of your marketing budget.

The screenshot displays the Tigerland.com website layout. At the top, the Auburn University logo and the Tigerland.com banner are visible. Below the banner is a navigation bar with four links: "Tiger Football Fan?", "Auburn Football Tickets", "Tigerland", and "Get Tiger Gear Here". The main content area features a large advertisement for "INSIDE THE AUBURN TIGERS" magazine, a "Make Tigerland Part of Your Daily Routine!" section with a date of January 2, 2004, and a "Visit our Tigerland Store" link. There are also smaller ads for "half.com" and "FREE AUBURN" merchandise. The bottom of the page includes a "Tiger Links" section.

- The top-of-the-page oversized banner space offers “above the fold,” high visibility exposure for banners ads up to 728x90.
- The 120x90 top-right tile gives “above the fold” coverage at a fraction of the cost of banner exposure.
- Select the 120x600 tower space for full-page coverage that is visible even as readers scroll down the page.
- Self-service text links, after the last story when readers are more receptive, offer advertising opportunities that deliver millions impressions for less than the price of a classified newspaper ad.
- Sponsorships are available for the popular Football page as well as the always in-season Recruiting page.
- During 2006 Tigerland will entertain offers for the rights to become the exclusive vendor of officially licensed Auburn merchandise on the web site. Contact Tigerland for more information.

Don't waste time. Advertising opportunities on Tigerland are limited. Place your order today.

See [Pricing](#).