

# VARSITY BLUE

MEDIA KIT

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## What Is Varsity Blue?

Varsity Blue is a three-plus year-old blog dedicated to covering the athletic teams of the University of Michigan, with a particular focus on football, basketball, and baseball.

Run by University graduates, VB features news coverage, statistical analysis, and original opinion and commentary pieces.

Varsity Blue is one of the most popular stops on the internet for Michigan fans.

## Who Reads Varsity Blue?

The audience of Varsity Blue is predominantly male, and most readers are between the ages of 19 and 45. As a site focusing on the athletics program of a 4-year university, most readers have some college education, and many have advanced degrees. The largest demographic groups in VB readership are current university students and recent graduates who work in professional fields, between the ages of 22 and 35.

97% percent of our readership comes from the United States, with Canada, Britain, Germany, Japan, and Australia among the greatest contributors of other traffic. Among American readers, 40% come from Michigan, at least 5% each come from Ohio, Illinois, New York, and California.

## Why Varsity Blue?

Varsity Blue is one of the longest-running and most popular blogs dedicated to the coverage of Michigan athletics. During this time, we have developed positive working relationships with other sports bloggers, and have received main body links to specific stories from some of the industry's largest sites, including MGoBlog.com, EveryDayShouldBeSaturday.com, and Yahoo's main college football writer, Doctor Saturday. Our main page link also appears on several of such sites.

Beyond incoming links from the big players, we have become a primary source for many newer blogs covering the University of Michigan, other Big Ten schools, and several other topics. This exposes your ad to a variety of different potential customers.

Varsity Blue also is committed to providing reasonable prices for our several advertising options, and we are willing to work with advertisers to reach mutually beneficial terms.

## How Many People Read Varsity Blue?

Our traffic analysis is currently incomplete, as we are trialing a number of different stat programs with our move to a self-hosted site. Our current solution is Google Analytics, and we are building up long-term and trend data.

For the month of February, we reached the following benchmarks:

Pageviews:	226, 349
Visits:	28, 439
RSS Subscribers:	344

We are still a growing site, and our traffic is trending upward. We anticipate an increase in the degree of this trend during football season. Access to Google Analytics can be provided upon request.

## Contacting Varsity Blue

E-mail: [sullivti@umich.edu](mailto:sullivti@umich.edu)  
Phone: 616/540-7324

Ask for Tim Sullivan

<http://www.umvarsityblue.com>

**Ad Types and Rates on Page 2**

# VARSITY BLUE

## How Can I Advertise on Varsity Blue?

We provide three different ways as of now for you to advertise on our site:

### 125px Square Badge

These appear above the fold in the left sidebar. They get served on every page in the same location (except for our Recruiting Board). Limited animation is accepted.

Your Ad

A great way to get your site noticed! This style of ad can be seen in its actual size at right.

**Rate: \$300/month**  
**(Cost Per Mille is approximately equal to \$1.30)**

### Affiliate Programs

If you have a product you believe our readers would be interested in, Varsity Blue can place an ad or write a fair, honest review with a link to the product. The pricing for such an arrangement can be fixed-cost or commission-based.

**Rate: Please contact us**

### Text Link

If your business is undergoing a Search Engine Optimization campaign, or simply is looking for a more affordable option, we offer text only links that appear below the fold in the right sidebar.

**Rate: \$250/year**

### The Ballad of Shavodrick Beaver

Posted by Paul on March 10, 2009

A series exploring the commitments (and subsequent decommitments) of members of the class of 2009.



#### The Commitment

When searching for dual-threat quarterbacks, Michigan fans stumbled upon a player whose passing is certainly like Michigan with a little Tate Forcier, was in the good position to have a really good chance of appearing to be on between his own destiny, and coming out of the gate.

#### The Decommittment

Despite having committed to Michigan, Rodriguez decommitted in late August. Michigan's QB situation is solid in the class, telling us that Rodriguez is a serious competitor, and seeming to move forward to December, with a focus on Michigan. However, he has been coaching for a couple weeks by the time he withdrew his commitment, switching to Tulsa. Rumors flew about the actual reason for his move, but the most plausible reason straight from Beaver's mouth. In his own words:

#### The Impact

No sugarcoat, this decommitment hurt Michigan's depth chart all the way to Signing Day, Michigan needed two. Landing Denard Robinson softened the blow to Beaver. However, you can't teach Robinson to play multiple positions. This helps Michigan because they have different skillsets, and gives them the ability to make the depth chart more attractive to future recruits.

Posted under Football, Recruiting

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on the internet last week, since it's been known for a while that he does indeed start this weekend, and the spring game, I'm certainly interested in a VB tailgate or something more on that as the date gets closer, I presume. My hope is that the spring practice is underway and there's Actual

with it a host of junior visitors hitting campus, and the first day of the year is scheduled to be this weekend

liminary injury report: Both Michael Shaw and Jonas Mouton with injuries, and Mouton's may be serious enough that those are the only two guys who are reportedly expected to see their number is certain to increase.

irbel suffered one of the career-defining variety. He is now at the Bechler Hall, now serving as a student assistant to

ed first- and second-team all-conference, and the third team by the coaches).

game at Camp Randall Stadium finally came to a close, with the visiting team winning an outdoor contest of their own in December. Michigan State or a rematch with the Badgers.

ssion for a couple more days, but will be back with a focus on baseball updates, especially with a huge series

, but that's life sometimes, I guess.

key, Spring Coverage

Tags: boring offseason, jonas mouton, michael shaw, personnel

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