

HIGH SCHOOL ILLUSTRATED



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CHANDLER HUTCHISON
ALL-STATE BASKETBALL

DIABLO

PLUS: BASKETBALL • EDUCATION • COLLEGE • FOOTBALL • TENNIS

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ALYSSA SMITH
HIGH SCHOOL GOLF

GRIDIRON HEROES
TOP OF NC'S BEST LINEBACKERS

UPRISING: NEXT SUPERSTAR
BEAU HOSSLER
KATELINA MARCHAND (CAMPUS)

12 PLAYERS TO WATCH

PLUS: BASKETBALL • EDUCATION • COLLEGE • FOOTBALL • TENNIS

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CONNER MANNING
PLAYER OF THE YEAR

GIFF
FOOTBALL PLAYOFF PICTORIAL

BRIAN MULLIGAN
ATHLETE OF THE YEAR

BILLY GAUDREAU
PLUS: BASKETBALL • EDUCATION • COLLEGE • FOOTBALL • TENNIS

GIRLS SOCCER PROFILES
PLAYERS TO WATCH IN 2012

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RYAN SCOTT
JESSICA PEREZ

LAQUAN WHEEL
SPEED SKATER

SPECIAL SECTION
FOOTBALL PREVIEW
36 PLAYERS TO WATCH IN 2012

PLUS: BASKETBALL • EDUCATION • COLLEGE • FOOTBALL • TENNIS

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KATIE TA
PLAYER OF THE YEAR

AYSSA PILLARINO
TAYLOR MACGILLIVRAY

PLUS: BASKETBALL • EDUCATION • COLLEGE • FOOTBALL • TENNIS

FREE iPad App

High School Illustrated® is a FREE publication that provides positive and inspiring feature stories about students, coaches, and their schools. While sports content is the primary focus of *High School Illustrated*, we aim to feature the entire range of achievement in all student activities including music, art, literature, performance and clubs. Whatever is positive about the High School experience is a proper subject for *High School Illustrated*. In addition, High School Illustrated provides regular content on Health, Fitness, Nutrition, and overall Wellness. *High School Illustrated* encourages students to reach their fullest potential and personal goals.



FITNESS



NUTRITION



EDUCATION



WELLNESS



COLLEGE/RECRUITING



STUDENT-ATHLETES

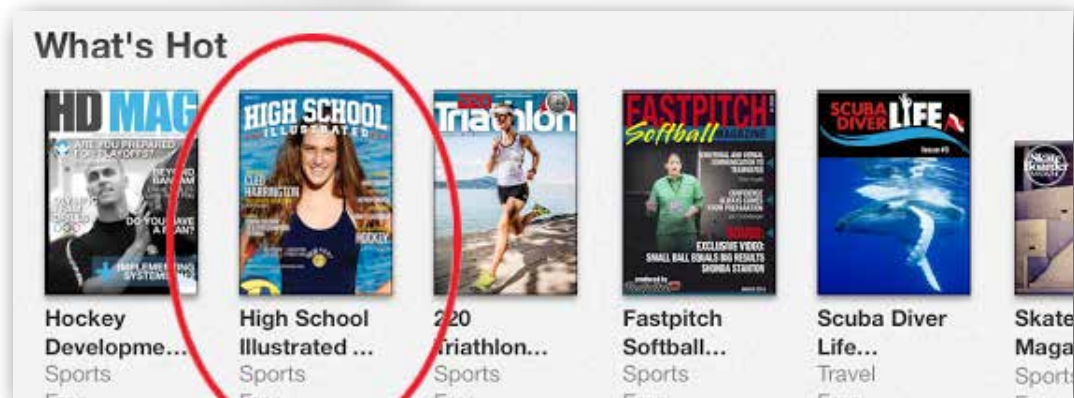


INAUGURAL NATIONAL TABLET EDITION COMING SOON!

Included on the Apple "**What's Hot**" list, our Orange County iPad edition is immediately available on Apple's Newsstand. The **High School Illustrated** tablet edition engages the reader in an immersive experience and takes full advantage of the publishing and marketing capabilities of tablet devices. We plan to launch the national tablet edition in early Summer 2014; a great opportunity for national brand advertisers focusing on this demographic.

The national tablet launch will be kicked off with an extensive marketing campaign, including:

- ★ Press releases
- ★ Email campaign to Athletic Directors and Coaches
- ★ Advertising at sporting events
- ★ School announcements
- ★ Booster clubs
- ★ Organizations supporting High School athletics and activities
- ★ Social media promotion
- ★ School partnership marketing



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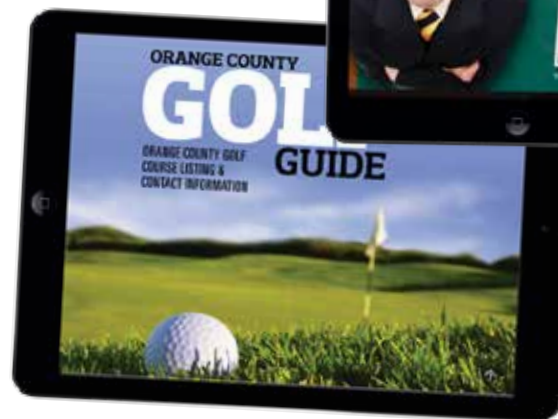
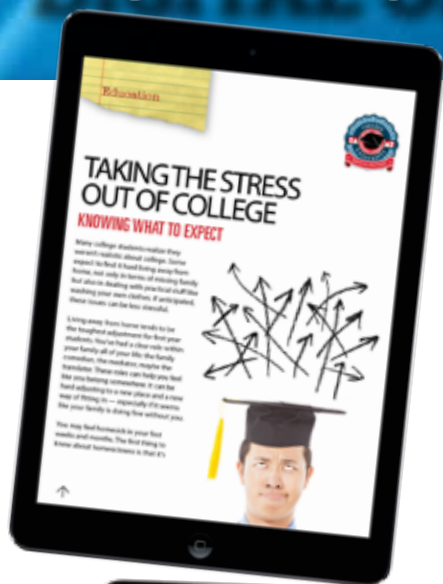
TABLET DEMOGRAPHICS



- ★ Massive and accelerating rollout of iPads in high schools. Over **600,000 in Los Angeles alone**.
(Source: Apple Insider)
- ★ **Over 195 million tablets** sold in 2013 which was a 68% increase from 2012 and is accelerating into 2014.
(source: :Gartner Research).
- ★ Tablet ownership now **over 40%** of U.S. consumers with substantial increase predicted in 2014.
(Source: Consumer Electronics Association)
- ★ Tablets offer marketers a powerful creative platform. (Source: Interactive Advertising Bureau)

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DIGITAL ONLY DESIGN FOR NATIONAL EDITION



HIGH SCHOOL[®] ILLUSTRATED

HIGH SCHOOL ILLUSTRATED READERSHIP



Families, Coaches, Trainers, Teachers, Administrators, Students & Communities

- ★ **High School Illustrated** primarily reaches students (13-18 years old) and their families, coaches, business leaders, and school faculty (35-60 years old)
- ★ **High School Illustrated** reaches these readers with a growing national digital distribution
- ★ **High School Illustrated** is **FREE** to everyone, important for teens who avoid media paywalls
- ★ **High School Illustrated** is published at least twelve times per year
- ★ **High School Illustrated** readers enjoy positive, uplifting, and inspiring stories

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NATIVE ADVERTISING OPPORTUNITIES

High School Illustrated provides the opportunity for custom and creative native advertising on its digital platform. Our team will work with you to develop impressive native advertising, including ideas such as:

- ★ Narratives with product or service use
 - ★ Product buying guides featuring your products
 - ★ Sponsored content
 - ★ Photo and and video essays with product or service usefulness highlighted
- ... and more



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ADVERTISING CREATIVE OPPORTUNITIES

Embedded Creative Opportunities

Creative execution is embedded directly into High School Illustrated with no ad server necessary.

(1) Static Ad – Tablet creative with vertical and horizontal view

- Specs: Provide one png-24 file 2048 pixels x 2048 pixels square, with all critical elements falling within the 1536 pixel square safety area. Pinning function can be used if layout is provided as layers (Use Mag+ InDesign template or Photoshop).

(2) Static+ Ad – Includes any of the below enhancements:

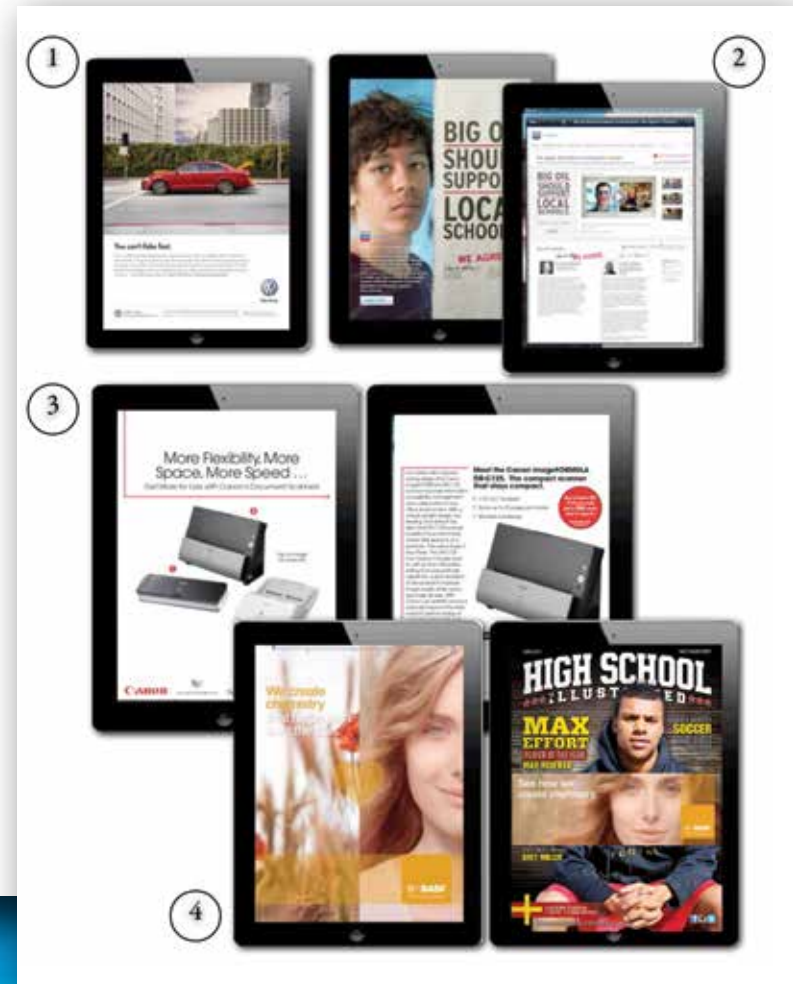
- Clickable web link(s) – provide appropriate URLs for web links with materials.
- Dual layered creative
- One vertical swipe
- Social networking component

(3) Enhanced Ad – Any of the above or below enhancements:

- Two vertical swips
- Up to 30s of video
- Audio files

(4) Enhanced+ Ad – Any of the above or below enhancements:

- 360-degree rotation
- Image gallery (5 max)
- Survey
- Panoramic Viewing
- Hot-jump link technology
- Digital Bellyband
- Video Pre-stitial on issue cover



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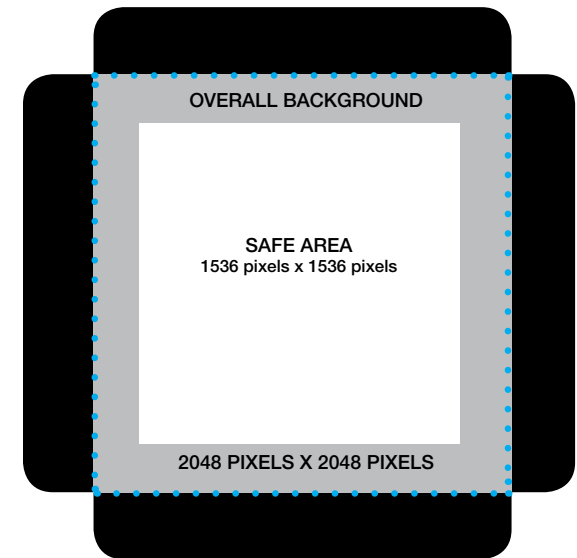
ADVERTISING CREATIVE OPPORTUNITIES

Mag+ Visibility and Orientation

- **Mag+ files are created with one common background for both orientations that is 2048 pixels square. Common central area that shows for both views is 1536 pixels square.**
- **Full background Size:** 2048 pixels by 2048 pixels
- **Portrait View:** 1536 pixels wide x 2048 pixels deep
- **Landscape View:** 2048 pixels by 1536 pixels deep
- **Resolution:** 264 ppi
- **Color:** RGB
- **Image Format:** PNG, either 8 or 24 bit, with transparency if required
- **Minimum Suggested Font Size:** 8pt.

Required File Types

- File formats such as InDesign native files with associated fonts and graphics will be accepted for digital magazine submissions only.
- To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature. These files must be compressed into Zip archives.
- iPad/Digital ad portal will accept zip archives up to 300 MB in size. Material packages larger than 300 MB may be broken into smaller compressed folders.
- Note: It is best to transfer files from your local desktop as transferring files from your network server could cause delays or the upload to time out and fail.



CONTACT INFORMATION



We look forward to working with a select group of national brand advertisers for the launch of High School Illustrated's national tablet edition.

To discuss the possibilities, please contact

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CEO

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