

### *Reach A Broad Audience!*

**TriStateFootball.com** is a website dedicated to year-round coverage of high school sports. Through our website, on-site promotions, and on-air programming our content is delivered to a wide array of consumers.

#### **STUDENTS (13-20)**

- Athletes
- Peers
- Majority age group visiting site
- Majority are probably involved in at least one sport

#### **TEACHERS/COACHES (20-50)**

- Probably involved with games in one way or another

#### **PARENTS (25-49)**

- Of student athletes
- Of former student athletes
- Of upcoming student athletes
- Friends of family
- Majority of adults who visit the site

#### **GRANDPARENTS (50+)**

- Smallest audience
- Older generation who knows how to work a computer

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