



Site Background

In its 7th year, Discount Cheerleading offers cheerleading and dance apparel, uniforms, and accessories for Cheerleaders, Cheerleading Coaches, Advisors, Directors and parents. Advertise your product or website to a targeted audience. Visitors to our site express a strong interest in: College Cheerleading, All Star Cheerleading, Youth Cheerleading, Dance, and Gymnastics.

Site Activity

Monthly page impressions: 125,000+
Monthly visitor sessions: 50,000+
Average session length: ~5 minutes
(data provided as indicative and not a guarantee)

Header Banner 468 x 60 pixels:

\$300.00 per month.

Our most popular banners, these banners can be seen throughout the site and make great ads showcasing your products and website.

Home Page Banner 150 x 150 pixels:

\$200.00 per month

(limit 5 each position)

This banner can be seen on the home page. You can easily promote new product launches here.

Links and listings:

\$500.00 per year (includes company name or logo, and web address with link) Free for All Star Gyms, Schools, and Youth Leagues & Teams.

Restrictions:

Only advertisements for business compatible with our customers and our site will be allowed. Only banners with a G-Rating can be accepted.

Ad Specifications:

1. Discount Cheerleading reserves the right to limit or refrain from running any advertising that is detrimental to user experience. A banner can be deemed "detrimental" for either technical and/or content reasons.
2. No adult product ads of any kind.
3. No misleading advertisements.
4. Text-link formatted messages will be subject to space limitations determined by Discount Cheerleading
5. Additional charges may be assessed if the files do not meet specs and need to be reformatted by Discount Cheerleading.
6. Discount Cheerleading reserves the right to reject any creative that exceeds reasonable file sizes. File size must be less than 15k.
7. Creative must meet all banner specifications.
8. Banners submitted may be size-adjusted to avoid ad-blocker software impact.

Note: If your company does not have an ad banner, we can create a custom banner for you. (Additional fees apply)

Terms and Conditions:

Full payment is due prior to the start of each ad campaign.

All campaigns have a 3-month minimum term unless otherwise specified.

All ads must be submitted at least one week prior to campaign start date.

All linking URL's must be submitted one week prior to campaign start date.

Discount Cheerleading will provide monthly reporting of click through data monthly, if requested, otherwise it will be provided per renewal period.

Ads that do not allow Discount Cheerleading click tracking may be charged at higher rates.

Please fill out our Contact Us form to begin advertising today or contact Brian Ventura at 1.877.423.2005!