

Contact: [www.IMLeagues.com](http://www.IMLeagues.com)  
 Greg Myers - (919) 617-1113  
 GregMyers@IMLeagues.com



► **At a Glance**

IMLeagues provides the official intramural sports website for many colleges and universities throughout the US. We provide students with an easier, more efficient method of signing up for and managing their intramural sports teams with a focus on teammate interaction.

► **Target Audience**

- 99% College students (18-24)
- Recreational sports participants— our users all play and/or follow intramural sports
- Physically active students (tend to be more socially active than overall student body)

► **Site Statistics (Expected Fall, 2010)**

- Average Monthly Page Views: 4.5 Million
- Average Monthly Visits: 500,000
- Average Monthly Unique Visitors: 300,000

► **Optional Services:**

- Regional Targeting
- Specific School Targeting
- Gender/Age Targeting

**AVAILABLE AD SPACE**

*Leaderboard (728X90)* - appears on the top of the page, always above the fold

*Rectangle (300X250)* - appears on the side of the page, always above the fold

*Skyscraper (160X600)* - appears on the side of the page, usually above the fold

The screenshot shows the website interface for the University at Buffalo's Recreation & Intramural Services. The page features a navigation menu, a main content area with a 'School Description' and 'Active Sports' section, and a sidebar with 'School Links' and 'Reference Links'. Three ad placements are highlighted with red boxes: a 'Leaderboard (728X90)' at the top, a 'Rectangle (300X250)' on the right side, and a 'Sky-Scraper (160X600)' on the left side. The 'Active Sports' section includes a table for Badminton leagues.

League	Registration Starts	Registration Ends	Last Join Date	Season
Men's Advanced	08/30/10 12:00 AM	09/25/10 12:00 AM	09/25/10	10/03 - 12/10
Men's Carefree	08/30/10 12:00 AM	09/25/10 12:00 AM	09/25/10	10/03 - 12/10
Women's Advance	08/30/10 12:00 AM	09/25/10 12:00 AM	09/25/10	10/04 - 12/10
Women's Carefree	08/30/10 12:00 AM	09/25/10 12:00 AM	09/25/10	10/04 - 12/10