

## **SIDEARM SPORTS AND COLLEGIATE SPORTS MANAGEMENT GROUP SIGN DIGITAL ADVERTISING NETWORK AGREEMENT**

John Skolaski, Executive Vice President of Sidearm Sports, is pleased to announce that Sidearm, the leading college sports website company, has entered into a strategic partnership with New York-based Collegiate Sports Management Group (CSMG) for monetization of college websites for schools which do not have third party rights holders. The partnership creates a digital advertising network focusing on a broad range of digital media assets including pre-roll and mid-roll video, display advertising and other emerging digital advertising units.

“The combined industry leadership of Sidearm operating college websites and serving digital advertising along with the aggregation model created by CSMG in connecting brands with assets will create a compelling high impact/low-clutter offering for brand advertisers. This collaboration will ensure that the inventory is intuitive and effective for advertisers who want to reach the college sports fan/alumni and take advantage of compelling high engagement and affinity content” said CSMG Co-founder and CEO Michael Schreck.

Truly effective digital advertising is enhanced by targeting, creating content, and providing seamless metrics. This digital advertising network makes it possible for advertisers to buy millions of digital ad impressions, across a large network of publisher sites and streams, reaching hundreds of thousands of visitors per month across these previously underserved assets in a low clutter environment.

Skolaski stated, “We are excited to partner with CSMG as our company continues to incorporate best practices across multiple disciplines including operating websites, seamlessly distributing content, and being responsive to the needs of college athletics schools and conferences for revenue with a positive user experience. This collaboration will offer advertisers a powerful aggregated platform and our association with CSMG will be a tremendous benefit for our conferences and schools as well as their student-athletes, alumni and fans.”

### **About Sidearm Sports**

SIDEARM Sports, acquired by Learfield in 2014, is the nation’s leading digital provider serving more than 1000 partners. Based in Syracuse, N.Y., SIDEARM Sports was founded in 2000 by Jeff Rubin, who continues to lead the business. Clients applaud SIDEARM for its service, reliability and customization, and its easy-to-use interface allows schools to customize their content streams and digital presence. As a leader in collegiate athletic web solutions, SIDEARM provides the software and technology that powers websites, mobile applications, live stats, social presence and video streaming for its school and conference partners. To learn more about SIDEARM, visit [www.sidearmsports.com](http://www.sidearmsports.com).

### **About Collegiate Sports Management Group**

CSMG is a “College Properties Group” that drives the business performance of collegiate athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, and Licensing. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).