Digital Reach

DIGITAL ASSET	DEMOGRAPHIC	TOTAL RECIPIENTS	FREQUENCY
High School Email & Texts	High School Athletes, fans and Parents	60 Million people	Monthly
Collegiate Email & Texts	Undergraduate Students	15.4 Million	Monthly
Military Email & Texts	Active Military Personnel	1.3 Million	Monthly
Radio Messaging	U.S. based listeners 16-55	276 Million Listeners	Daily
Fan Emails & Texts	Flag Football Fans	5.4 Million Flag Fans	Monthly
Scholastic Emails & Texts	K-12 Institutions	23,900 Public High Schools 5,100 Private High Schools 16,298 Public Middle Schools 88,000 Elementary Schools	Monthly