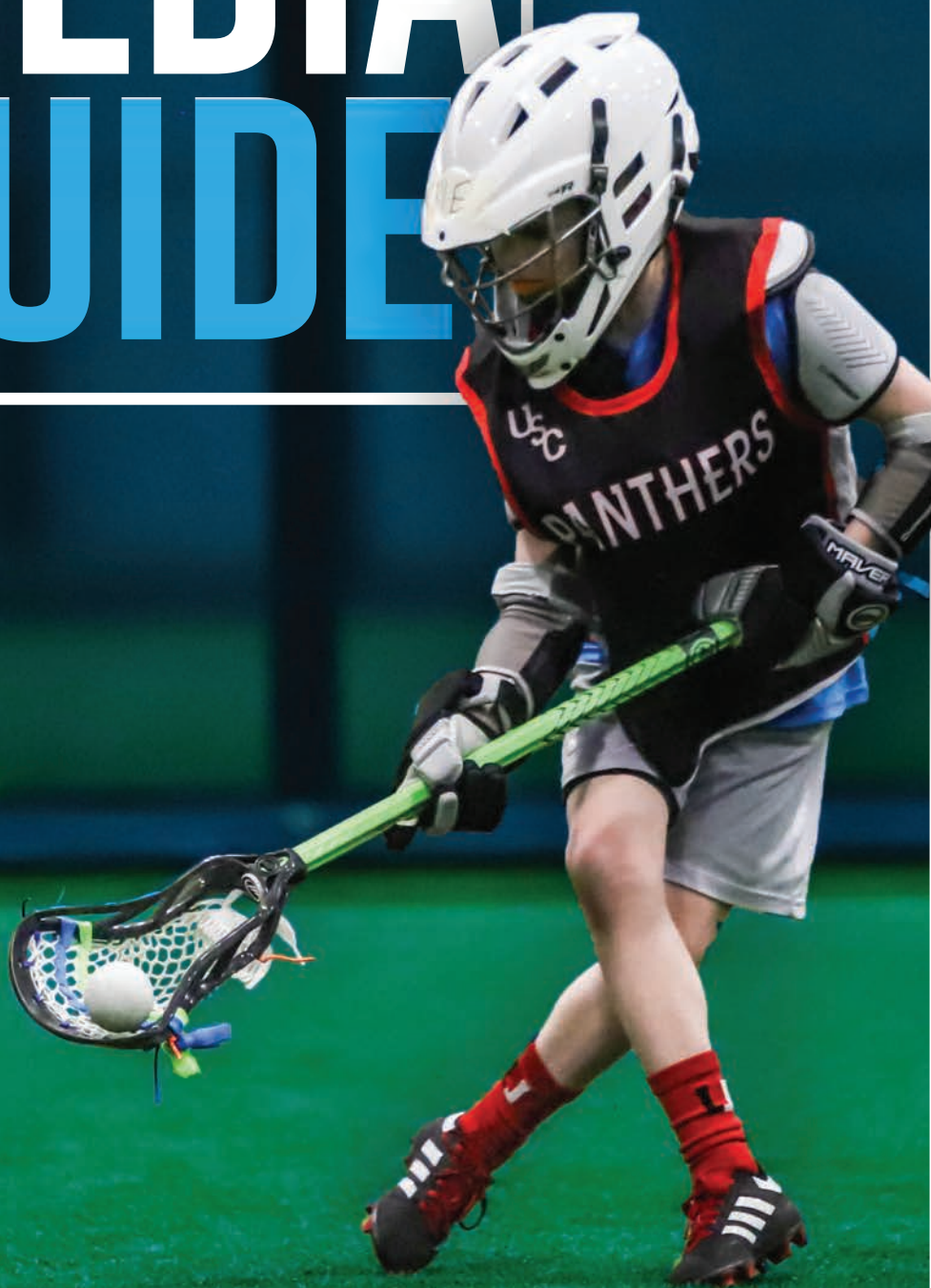


2020 MEDIA GUIDE



COOLSPRINGS
ELEVATE YOUR GAME



CAMPUS HIGHLIGHTS

- State-of-the-art, 169,000 square foot facility
- Regulation, fully-turfed, multipurpose field featuring youth & adult leagues in addition to rentals
- Fitness Center with an array of cardio & strength equipment, group exercise classes and a Kidcare area
- Home to a range of AHN orthopedic practices, sports medicine care, rehabilitation and athletic training
- A haven for intense competitors and families looking for active amusement
- Access to professional, youth and developmental team programs
- High traffic, conveniently located in Bethel Park
- Open year round

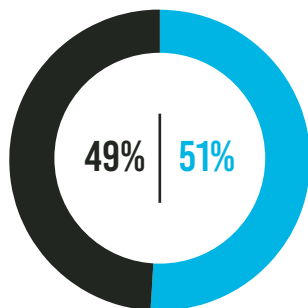




  = 20,000 PEOPLE

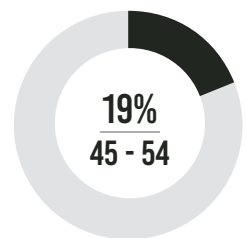
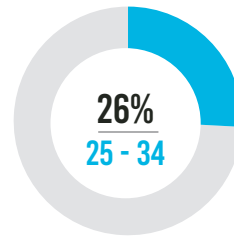
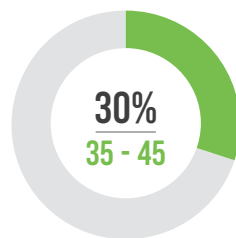
NEARLY
1 MILLION
VISITORS ANNUALLY

CUSTOMER PROFILE



● FEMALE
● MALE

AGE RANGE



TOP INTERESTS



SPORTS & FITNESS



HOME & GARDEN



FOOD & DINING



NEWS & POLITICS



TRAVEL

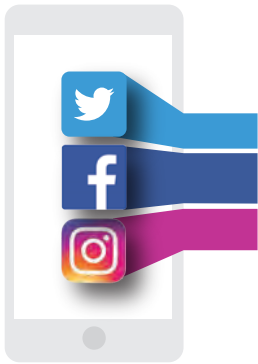


MEDIAN HOUSEHOLD INCOME OF \$70,000
DESIRABLE SPORTING FAMILIES WITH
DISPOSABLE INCOMES

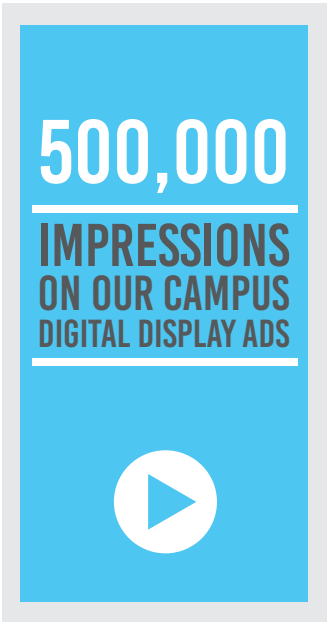




DIGITAL BRAND REACH



10,000
SOCIAL MEDIA
FOLLOWERS



30,000 +
VISITORS EVERY MONTH



NEWSLETTER READERSHIP

NEARLY

20,000

32% OPEN RATE
8% CLICK RATE

INDUSTRY AVERAGE 20%

INDUSTRY AVERAGE 3%



Pittsburgh	40%
Bethel Park	22%
Mt. Lebanon	18%
Baldwin	5%
South Park Township	5%
Canonsburg	2.5%
Brentwood	2.5%





COMMUNITY CONNECTION



For over 40 years Cool Springs has proudly served families in the Pittsburgh area through sports and recreation. We have provided a place for memories over birthday cakes and championship games, over drinks with pals and first dates and anniversaries. That's why Cool Springs is proud to open its doors and share those moments with non-profits who are working hard to create great memories for others. Cool Springs brings thousands of people together every year to celebrate our differences and contribute to the greater good.

Our fans share our passion and dedication to serving others, which is why they choose Cool Springs as their preferred venue. If you or someone you know is looking for the right place to host your next event, please contact us today!



EDITORIAL CALENDAR

2020

JANUARY

Montly Newsletter: Winter II Sports League Season Announements

Close: 12/15 Copy/Art: 12/21 In-Hand: 1/9

FEBRUARY

Montly Newsletter: Winter II Tournaments & Spring Leagues

Close: 1/26 Copy/Art: 1/31 In-Hand: 2/13

MARCH

Montly Newsletter: Birthday Parties & Special Events

Close: 12/15 Copy/Art: 2/21 In-Hand: 3/13

APRIL

Montly Newsletter: Summer Announcements (Summer Camp & Events)

Close: 3/22 Copy/Art: 3/28 In-Hand: 4/10

MAY

Montly Newsletter: Summer Leagues & Special Events

Close: 4/26 Copy/Art: 5/1 In-Hand: 5/8

JUNE

Montly Newsletter: Summer Events & Fall Leagues

Close: 5/31 Copy/Art: 6/5 In-Hand: 6/12

JULY

Montly Newsletter: Community Day Announcement & Fall Leagues

Close: 6/28 Copy/Art: 7/3 In-Hand: 7/10

AUGUST

Montly Newsletter: Tournaments & Special Events

Close: 7/26 Copy/Art: 8/7 In-Hand: 8/14

SEPTEMBER

Montly Newsletter: Summer Events & Fall Leagues

Close: 8/30 Copy/Art: 9/4 In-Hand: 9/11

OCTOBER

Montly Newsletter: Spooky Springs

Close: 9/28 Copy/Art: 10/3 In-Hand: 10/9

NOVEMBER

Montly Newsletter: Winter Camps & Clinics

Close: 10/26 Copy/Art: 11/6 In-Hand: 11/13

DECEMBER

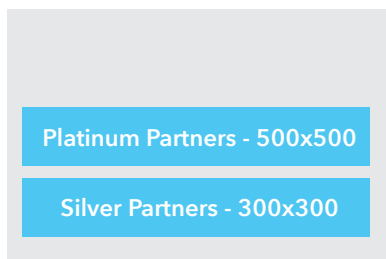
Montly Newsletter: Winter II Leagues Announcements

Close: 11/31 Copy/Art: 12/4 In-Hand: 12/11



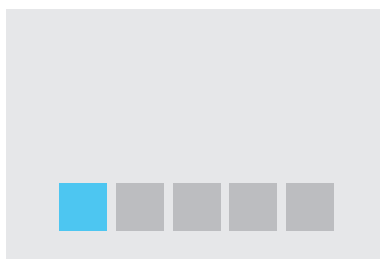
DIGITAL ADVERTISING SPEC & RATES

LOGO FEATURE ON PARTNERS PAGE



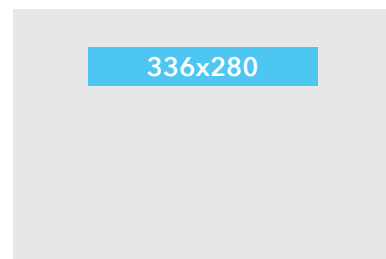
Graphic Size (Min.): 500x500

LOGO FEATURE ON HOME PAGE



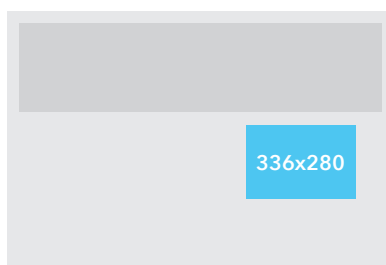
Graphic Size (Min.): 500x500

HOME PAGE BANNER AD



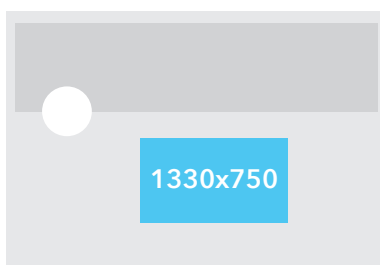
Graphic Size: 728x90

SPECIFIC PAGE SIDERAIL AD



Graphic Size (Min.): 336x280

SOCIAL MEDIA POST



Twitter Size: 1330x750
Facebook Size: 1200x627
Facebook Square: 1200x1200
Instagram Size: 1224x1224

KEY INFO:

Dimensions listed are width x height.

All Images must be jpg or png formats.

Logos should be sent in vector formats, preferably eps.

All digital files should be RGB.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

Sizing must meet these restrictions or else they will not be used.

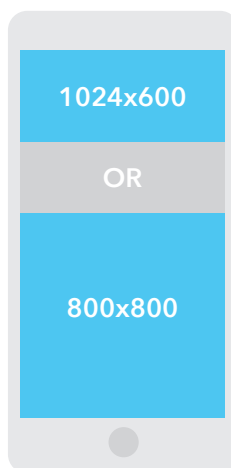
For exceptions please contact the marketing team directly.

DIGITAL DISPLAY BOARD AD



Graphic Size: 1080x1920

MONTHLY NEWSLETTER



Graphic Size:
1024x600 or 800x800



PRINT ADVERTISING SPEC & RATES

PRIMARY FIELD BANNER



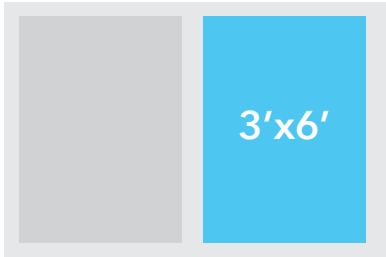
Graphic Size (Min.): 500x500

SECONDARY FIELD BANNER



Graphic Size (Min.): 500x500

FIELD-FACING DIVIDER LOGO



Graphic Size: 728x90

COURT BANNER



Graphic Size (Min.): 336x280

LIGHT POST BANNER



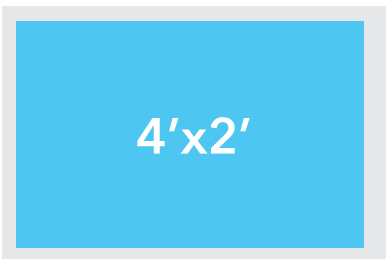
Twitter Size: 1330x750

MONUMENT RETAIL CAMPUS SIGN



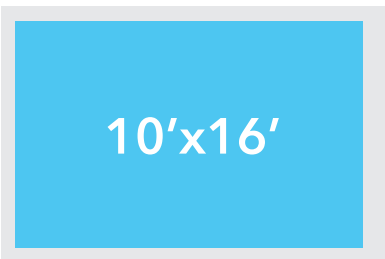
Twitter Size: 1330x750

BRANDED GOLF RANGE DIVIDERS



Graphic Size: 1080x1920

BRANDED MINI GOLF HOLE PACKAGE



Graphic Size: 1024x800
Can be shorter*

KEY INFO:

Dimensions listed are width x height.

Please submit artwork in pdf format with embedded fonts.

Logos should be sent in vector formats, preferably eps.

All files should be CMYK.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

For exceptions please contact the marketing team directly.



RENTAL SPACES SPEC & RATES

RENTAL RATES

PEAK SEASON

NON-PEAK SEASON

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

SEASON

Peak
(Nov-Mar)

Peak
(Nov-Mar)

OFF
(Apr-Oct)

OFF
(Apr-Oct)

HOURS

PRIME | Mon - Fri
3pm - Close & Weekends

OFF | Mon - Fri
7am - 3pm

PRIME | Mon - Fri
3pm - Close & Weekends

OFF | Mon - Fri
7am - 3pm

FIELD

Full Field - \$700/hr
1/3 Field - \$250/hr

Full Field - \$375/hr
1/3 Field - \$125/hr

Full Field - \$375/hr
1/3 Field - \$125/hr

Full Field - \$250/hr
1/3 Field - \$95/hr

COURT

\$150/hr per court

\$75/hr per court

\$75/hr per court

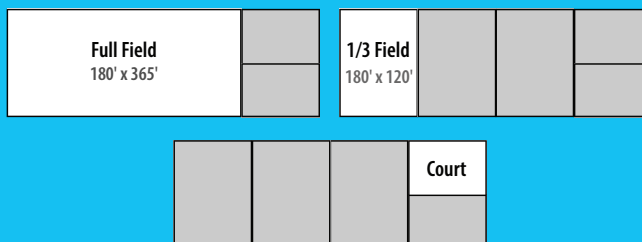
\$75/hr per court

FIELD & COURT LAYOUTS

Volume Discounting Available

10% off with contract for 25-49 hours

15% off with contract for 50+ hours





COOLSPRINGS
ELEVATE YOUR GAME

412-881-8500

INFO@PLAYCOOLSPRINGS.COM

3001 COOL SPRINGS DRIVE, PITTSBURGH, PA 15234

