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High School Sports Site Hits Milestone

AKRON, Ohio (March 3, 2010) – Six months after its launch, the fledgling high school sports site SportsInk.com has passed the 70,000 mark for pages viewed during a single month and the 1,000 mark for stories posted on the site.

Based in Akron, the web site covers 15 varsity-level high school sports at 35 high schools in Summit and Medina counties. In addition to game schedules and results, the site provides news story coverage of games 7 days a week, audio interviews with coaches and athletes and video highlights of games.

Conference rankings and team and individual statistics were posted recently for boys and girls basketball. Recently, the site added live blogging from wrestling tournaments and plans to cover the Ohio High School Athletic Association state tournament at Ohio State's Value City Arena in Columbus March 4-6. Next on the docket is a section for photos posted by the site's fans.

Reception to the SportsInk.com has exceeded expectations, with traffic growing by double digits month-to-month, according to General Manager Jeff Brewer. "We've gotten extremely positive feedback from coaches, athletic directors, players and parents," he said. "Much of our growth has been through word-of-mouth and it's incredible to see double-digit increases in traffic each month."

The site is a pilot for Sports Reporting Technologies LLC, also based in Akron, which plans to license its SportSiteWare technology and business model nationwide for the launch of similar high school sport sites.

"At a micro level, the high school sports market is underserved," said Sports Reporting Technologies President Angie Charles. "Teams that are nationally or state ranked will always get their coverage, but there are so many good programs that fall by the wayside in traditional media. We're giving someone an opportunity to fill that gap and create a business out of it."

The SportsInk.com site is supported through ad revenue, which Charles said works well with the site's demographics. "The U.S. teen market represents more than \$190 billion in annual spending power. Our site is reaching an audience (teens and their families) that increasingly gets its news and entertainment online, and our advertisers understand that."