

Advertising Rate Card & Packages.

Local, regional and national sponsorship packages on the CourtSpark SmartCourt™ network — court-side screens, replay integration and tournament presence across participating pickleball and padel facilities.

Local Packages

FROM \$150 / MONTH

Court-side screens put your business in front of the players who already live, work and spend within a few miles of the club. Facility-level targeting with 10k–400k monthly impressions.

Local
FACILITY-LEVEL TARGETING

10k–400k
MONTHLY IMPRESSIONS

\$150+
ENTRY MONTHLY INVESTMENT

PACKAGE	INVESTMENT	IMPRESSIONS	INCLUDES
Court Sponsor	\$150–\$400 / mo	10–40k	Static logo loop + 1 spot rotation
Featured Local	\$500–\$1,200 / mo	50–150k	Prime daypart + replay sponsor
Title Local Partner	\$1,500–\$3,500 / mo	150–400k	Court naming + tournament integration

Why it works

- Your message runs where the customer already is — no scroll, no skip, no ad blocker.
- Players see your brand every visit, week after week, building true local familiarity.
- Replay moments and score graphics put your logo next to the highlight everyone is watching.

Regional Packages

\$7-\$9 PLANNING CPM

Buy every CourtSpark screen across a metro or multi-market footprint and reach an affluent, health-focused audience at scale — league play, tournaments, clinics and open play across the entire region.

2M–30M+
IMPRESSIONS PER FLIGHT

3–10
DMAS PER MULTI-MARKET BUY

Category
EXCLUSIVITY AVAILABLE

PACKAGE	INVESTMENT	IMPRESSIONS	INCLUDES
Metro Starter	\$25k–\$60k / qtr	2–6M	Single DMA, 15s spots
Multi-Market	\$75k–\$200k / qtr	8–25M	3–10 DMAs, prime dayparts
Regional Title	\$250k–\$500k+ / yr	30M+	Category exclusivity + replay integration

Why it works

- One buy covers every participating club in the market — no negotiating venue by venue.
- Dayparting lets you weight league nights, weekend open play and tournament weekends.
- Available campaign reporting by club, screen zone and daypart.

National Packages

\$7-\$9 PLANNING CPM

National brands reach pickleball and padel audiences through participating court-side smart screens — a premium place-based DOOH audience with high household income and heavy word-of-mouth behavior.

3 tiers
NATIONAL, REGIONAL, LOCAL

Live
PARTICIPATING SCREENS

\$7-\$9
ILLUSTRATIVE PLANNING CPM

PACKAGE	INVESTMENT	IMPRESSIONS	INCLUDES
Entry / Test	\$100k-\$250k	20-50M+	Rotational, 15s spots
Mid-Tier / Category Exclusive	\$300k-\$600k	60-120M+	Prime dayparts + replays
Premium / Title-Level	\$750k-\$1.5M+	150M+	Full integration + custom content + SmartCourt™ highlights

Creative specs

ZONE	SIZE	USE
Full screen	1600 × 900	Hero spot between points and during replays
Side rail	295 × 900	Persistent vertical brand presence
Bottom banner	1600 × 155	Always-on logo / message bar
Corner tile	295 × 155	Score-adjacent logo lockup

Please note: Rates shown are illustrative planning ranges. Final pricing, impressions, delivery and reporting are confirmed against available inventory in the executed campaign plan. No reach, impression, ROI or financial outcome is guaranteed.