



Covering PA High School Football Since 1997

The **Pennsylvania Football News** (PFN) is the premier brand when it comes to covering high school and college football in the Commonwealth of Pennsylvania. Founded in 1997 by Rich Vetock and Tom Elling, PFN has been the main source for coverage of what most people describe as an institution. Reputation is important and PFN has credibility with coaches, athletic directors, media and football fans from around the state. This comes from years of being the source for state-wide football coverage. PFN is also endorsed by the Pennsylvania Scholastic Football Coaches Association (PSFCA).

TRADITION – LOYALTY – PRIDE – DEDICATION – SPORTSMANSHIP - TEAMWORK



**GET YOUR BRAND ASSOCIATED WITH
THESE ALREADY POWERFUL STAPLES IN
PA HIGH SCHOOL FOOTBALL**

PFN has several opportunities to align sponsors with state-recognized entities such as the **All-State Teams, Keystone Club, State Football Rankings, Academic All-Stars, State Scoreboard** and **Resource Guide**.

Target audience includes **players, parents, grandparents, coaches, college recruiters, fans, school administrators, students, alumni** and everyone else who **LOVES** football.



Front Page Advertising (Above Fold)

Front Page
Wallpaper ad

The screenshot shows the front page of the Pennsylvania Football News website. At the top, there is a navigation menu with links for SCHOOLS, RANKINGS, ALL-STARS, WEEKLY, RECRUITING, LINKS, and ABOUT. Below the navigation, there is a section for PIAA Finals with a table of results:

Class	Team	Score	Team	Score
A	1. GUILFYL 19		1. SFAYTTE 28	
	1. CLARTON 18		2. DURMOR 18	
AAA	1. WOOD 33		2. PINE 41	
AA	2. CTRLVAL 14		1. STJOES 49	

Below the table, there is a large advertisement for Eastbay Nike SB P. Rod Sale, featuring images of sneakers and the text "HUGE SELECTION! SHOP". To the right of the main content area, there is a vertical advertisement with the text "YOUR AD HERE". At the bottom of the page, there is a section for "DON'T MISS" with a list of articles, including "2014 #TeamPA - Defense" and "2014 #TeamPA - Offense".

728 x 90 Web Banner



Front Page Advertising (Below Fold)

300 x 250
Rotating
Web Banner

125 x 125
Permanent Ads

The screenshot shows the website's front page with a navigation bar at the top containing links for SCHOOLS, RANKINGS, ALL-STARs, WEEKLY, RECRUITING, LINKS, and ABOUT. Below the navigation bar, there are several content blocks:

- SPONSOR:** A large advertisement for PAHELMETPROJECT.COM featuring a football helmet and the TIMBK Sports logo.
- KEYSTONE CLUB FOOTBALL NEWS:** A rotating web banner for the Keystone Club, with a sub-headline "2014 Keystone Club - Tackles" and a brief description of the program.
- ACADEMICS:** An advertisement for PIAA All-Academic GOLD, featuring a gold medal icon and a call to action for an "Academic All-Stars Application".
- RECRUITING:** A section titled "RECRUITING PENNSYLVANIA FOOTBALL NEWS" with a sub-headline "Class of 2015 Commitments" and a list of players.
- Permanent Ads:** Smaller 125 x 125 pixel advertisements for Eastern PA Football, Western PA Football, and NPF Network.
- Tweets:** A Twitter feed for @PAFOOTBALLNEWS showing tweets from PIAA Football and Pa Football News.

Arrows from the text boxes above point to the 300 x 250 rotating banner and the 125 x 125 permanent ads on the website.



Articles

300 x 250
Web Banner
in Article

SCHOOLS RANKINGS ALL-STARS WEEKLY RECRUITING LINKS ABOUT

Here are the 2014 Keystone Club members for tackles. (Minimum of 100 tackles)

If someone is missing or a number is incorrect, please contact us here.

PAHELMETPROJECT.COM

Show 10 entries Search:

Player	Team	Tackles
Tim Garlitz	Meyersdale	179
James Lingenfelter	Kane	177
Tyler Wisner	Union (9)	163
Rocco Martini	Central Valley	163
D.J. Bookwalter	Mount Union	162
Nick Sully	Marian Catholic	157
Anthony Snyder	Tri-Valley	152

PENNSYLVANIA FOOTBALL NEWS The Pennsylvania Football News has been covering high school football since 1997 and was founded by Rich Vetock and Tom Elling.

Ads

- [Looking for 2014 Keystone Club?](#)
Find 2014 Keystone Club at Amazon
- [Looking for 2014 Keystone Club?](#)
Find 2014 Keystone Club at Amazon
- [Looking for 2014 Keystone Club?](#)
Find 2014 Keystone Club at Amazon
- [Looking for 2014 Keystone Club?](#)
Find 2014 Keystone Club at Amazon

Chitika | Opt out?

WISH YOU WERE HERE.

ADVERTISE HERE.

300 x 250
Rotating Web
Banner in Sidebar



PFN Resource Guide

The PFN Resource Guide is the bible of high school football in PA. Printed annually, the book contains over 300 pages of records, all-state teams, current team & coach information and historical data unavailable anywhere else.

In 2015, the book will be sold in print and as a digital document. It will also be entered into a database for PFN users to access.

