THE AD COURT

MEDIA KIT · FOUNDING SPONSORS · 2026

REACH ATLANTA'S LEAGUE PLAYERS.

The Ad Court is a free weekly email and courts directory for people who play league tennis around Atlanta. It lands Thursday at 6 AM, right before match weekend: league dates and deadlines, one tactic, captain tips and team shoutouts. **The Kitchen**, our pickleball section, covers where to play and how to rate in the same issue. First issue coming soon.

THE AUDIENCE

100K+
active ALTA and USTA league players in metro Atlanta (combined, with overlap)

80K+
commonly cited membership of ALTA, the Atlanta Lawn Tennis Association

157
tennis facilities, public courts and private clubs, in The Ad Court's courts directory, each with its own page

120
public places to play pickleball in The Kitchen directory, each with its own page

Sources: Atlanta Magazine (April 2025), "more than 100,000 players throughout the metro area"; Atlanta Cup press release (Sept 2025), "well over 100,000 active league players in ALTA and USTA"; Atlanta Magazine ALTA guide ("more than 80,000"). Third-party market figures, not The Ad Court subscriber counts. Subscriber and click numbers are shared with sponsors as soon as we have them, and reported after every send.

PLACEMENTS

Primary sponsor	One per issue. Logo, 40–60 words and a link mid-issue, plus a reader-only offer if you have one.
Presented-by feature	Your name on Team of the Week, You Make the Call or One Thing, matched to your business. PRICING ON REQUEST
Courts Directory partner	"Presented by" on all 157 tennis facility pages and the court map. PRICING ON REQUEST
Classified line	One line and a link in Quick Hits: stringing, rentals, events, hiring. PRICING ON REQUEST

WHY IT WORKS

- **Weekly, at the right moment.** Thursday morning, when players plan their weekend.
- **One primary sponsor per issue.** No clutter; your message gets the spotlight.
- **Measured.** Click report after every send.
- **Built for replies.** Weekly polls, rules calls and Team of the Week voting.
- **Trusted.** Sponsored spots are always labeled. Sponsors never receive subscriber lists.

GREAT FITS

- Racquet and stringing shops · physical therapy and sports medicine · clubs and facilities · tennis travel and camps · pickleball paddles, gear and leagues · local food and drink near the courts

FOUNDING SPONSOR PACKAGE

$1,500 for 12 weekly issues ($125 per issue)

- 12 primary placements
- Renew within 12 months at the founding rate
- Permanent "Founding Sponsor" credit
- Click report after every send