

Time
FOR a
Little

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NCAA Tournament Preview

Sports Special Section

Monday, March 15

Space Reservations: Wednesday, March 10

There's nothing like the NCAA Men's and Women's Basketball Tournaments for crazy school, homestate and hardwood passion. Be part of it in our annual NCAA Section. The Post's sportswriters are the best in the business for incisive analysis, bold predictions and for the depth of coverage fans expect.

For insight, fun and a huge audience with money to spend on your products and services, The Washington Post's powerful NCAA Tournament Preview is the place to be.

- Complete fillable brackets (men's and women's)
- Profiles of all 65 teams
- Local teams' prognoses
- Tournament-long shelf life, with your ad viewed again and again



2009 section cover

TOURNAMENT STATISTICS

25% of Washington metro adults watch the NCAA Tournament

66% of Tournament viewers are men

61% of Tournament viewers are ages 25-54

58% are in households with income of \$100,000+

20% are in households with income of \$150,000+

44% read an average daily Washington Post

Source: Scarborough 2009, Release 2



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