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NEWS BRIEFS

**ESPN's Canadian digi-sales find new home**

by [Katie Bailey](#)

Toronto-based Crucial Interactive has been named Canadian sales representative for ESPN's stable of online properties.

The announcement, made this week, puts Crucial forward as the digital arm of its Canadian sales force. Crucial will handle ad sales and integrations for the Canadian-facing online inventory, which includes [ESPN.com](#), [Scrum.com](#) (rugby), [ESPNF1.com](#), [ESPN Soccernet.com](#), and [ESPN Cricinfo.com](#) (cricket).

Ad opps include traditional display ad units and rich media, and new opportunities for Canadian advertisers include customized sponsorship opportunities and editorial integrations.

The ESPN Digital Sports Network has a Canadian reach of 1.67 unique monthly visitors on average, 96 million page views on average and an average per-visit stickiness of 54 minutes. All figures are based on 2009 averages from ComScore.

Canadian ad sales were previously handled by Toronto-based Boxer B-Scene Media.

[www.espn.com](http://www.espn.com)



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