



Sportstrons; large formatted digital video displays in sport venues
The Network covers 15 Leagues • Over 24,000 Games Played • 252+ Million Fans
with an Average of 2,000 Events Per Month • CPM Range CPM \$10-\$60

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|---------------|-----|---------------|-----|----------|-----------|-----|---------------|-----|---------------|-----|-----|
| NASCAR | Season Starts | | | | | | | | | | | |
| 28 NASCAR Tracks • Over 90 Races • 10+ Million Fans • Average of 12 Races Per Month 4 DMA • Average CPM \$20 | | | | | | | | | | | | |
| MLB | Preseason | | Season Starts | | | | | Playoffs | | | | |
| 27 Major League Baseball Teams • Over 2,100 Games Played • 71+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$20 | | | | | | | | | | | | |
| MiLB | Season Starts | | | | | | | | | | | |
| 200 Minor League Baseball Teams • Over 12,000 Games Played • 46+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$10 | | | | | | | | | | | | |
| NHL | Season Ends | | | | Playoffs | | | Preseason | | Season Starts | | |
| 24 National League Hockey Teams • Over 1,000 Games Played • 16+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$24 | | | | | | | | | | | | |
| AHL | Season Ends | | | | | Playoffs | | Preseason | | Season Starts | | |
| 26 American League Hockey Teams • Over 1,000 Games Played • 5+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10 | | | | | | | | | | | | |
| ECHL | Season Starts | | | | | | | | | | | |
| 14 East Coast League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10 | | | | | | | | | | | | |
| CHL | Season Starts | | | | | | | | | | | |
| 14 Central League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10 | | | | | | | | | | | | |
| NBA | Season Ends | | | | Playoffs | | | Preseason | | Season Starts | | |
| 29 National Basketball Association Teams • Over 1,150 Games Played • 20+ Million Fans • Average of 7 Games Per Month Per DMA • Average CPM \$25 | | | | | | | | | | | | |
| NCAA Basketball | Season Starts | | | | | | | | | | | |
| 180 NCAA Basketball Teams • Over 3,000 Games Played • 21+ Million Fans • Average of 4 Games Per Month Per DMA • Average CPM \$35 | | | | | | | | | | | | |
| WNBA | Season Starts | | | | | | | | | | | |
| 13 Women's Nat'l Basketball Association. Teams • Over 900 Games Played • 1.7+ Million Fans • Average of 5 Games Per Month Per DMA • Average CPM \$25 | | | | | | | | | | | | |
| NFL | Playoffs | | Super Bowl | | | Preseason | | Season Starts | | | | |
| 32 National Football League Teams • Over 320 Games Played • 17+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$60 | | | | | | | | | | | | |
| NCAA Football | Season Starts | | | | | | | | | | | |
| 110 NCAA Football Teams • Over 800 Games Played • 33+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$45 | | | | | | | | | | | | |
| AFL | Season Starts | | | | | | | | | | | |
| 19 Arena Football League Teams • Over 170 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$15 | | | | | | | | | | | | |
| MLS | Season Starts | | | | | | | | | | | |
| 20 Major League Soccer Teams • Over 320 Games Played • 3.5+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$35 | | | | | | | | | | | | |
| NLL | Season Starts | | | | | | | | | | | |
| 7 National Lacrosse League Teams • Over 88 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$10 | | | | | | | | | | | | |

SPORTSTRONS™ Inc. • 520 8th Street • Quad Cities, IL. 61282 • (415) 692-1514 • www.Sportstrons.com

Reaching Sport Fans in America



Sporttrons Advertising

With the use of Sporttrons digital video displays, advertisers can interact with fan's using video, mobile marketing, animation and interactive games. This interaction with sport fan's allows the advertiser to gain and keep the fan's attention while converting those fan's to brand loyal customers.

Interacting with sport fan's is the greatest marketing strategy available in America. Become part of the Sporttrons Network as you seek to brand your product or services in sports.

Sporttrons Facts

- Sporttrons are located in nearly every stadium and arena in America
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- Reach C-Level Executives
- Sport Fan's are loyal
- Sport Fan's respond to advertisers
- Sport Fan's have clear demographics
- Sport Fan's want to be entertained
- Sport Fan's interact with advertisers
- Sport Venues provide certified attendance figures

Sporttrons Network Advantage

- Single source to plan and buy digital ads in sport venues
- Single source for sports industry marketing information
- Single billing statement
- Single proof of performance report

Sporttrons Deliverables

- Video
- Mobile marketing
- Animated features
- Interactive games
- Hospitality

Sporttrons Network Coverage

- Professional Sports
- Minor League Sports
- College Sports
- Motor Sports
- Tennis Venues
- Golf Tournaments
- Horse and Dog Race Tracks



Reaching Sport Fans in America

National Football League *Sportrons Network*

NETWORK DETAILS:

- 32 National Football League Teams (See list of teams attached)
- Over 320 total games played
- 17 Teams located in the top 18 DMA's and 27 of the top 34 DMA's represented
- 17+ million in attendance
- Spots run on Sportrons and LED

AD INVENTORY –

- 2-30 second ad spots available to national advertisers per game on Sportrons
- 2-30 second ad spots available to national advertisers per game on LED
- Add Mobile Marketing with unlimited branded text messages and database access 20% up-charge

RATE CARD – (4) Thirty-second Spots per game

- **Full-season:** \$10,000 per game x 10 games x 32 teams = **\$3,200,000 net**
- Total of 1,280 thirty-second spots; Cost of each spot \$2,500.00
- CPM \$47.05 (Viewership 4 times per game)
- **Half-season:** \$12,500 per game x 5 games x 32 teams = **\$2,000,000 net**
- Total of 640 thirty-second spots; Cost of each spot \$3,125.00
- CPM \$58.82 (Viewership 4 times per game)

Sports Feature Sponsor – Logo Exposure Sportrons and LED

- **Full-season:** \$7,500 per game x 10 games x 32 teams = **\$2,400,000 net**



Stadium Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

Sportrons also offers content creation solutions for those advertisers without a design staff on hand. Let Sportrons Studios be your design staff, making The NFL Sportrons Network even easier to use.

Sportrons.com – National Football League Sportrons Network

| Team | Stadium | City | State | DMA Rank |
|----------------------|--------------------------------|-----------------|----------------|----------|
| Arizona Cardinals | University of Phoenix Stadium | Tempe | Arizona | 12 |
| Atlanta Falcons | Georgia Dome | Atlanta | Georgia | 8 |
| Baltimore Ravens | M-T Bank Stadium | Baltimore | Maryland | 24 |
| Buffalo Bills | Ralph Wilson Stadium | Orchard Park | New York | 51 |
| Carolina Panthers | Bank of America Stadium | Charlotte | North Carolina | 24 |
| Chicago Bears | Soldier Field | Chicago | Illinois | 3 |
| Cincinnati Bengals | Paul Brown Stadium | Cincinnati | Ohio | 33 |
| Cleveland Browns | Cleveland Browns Stadium | Cleveland | Ohio | 17 |
| Dallas Cowboys | Cowboy Stadium | Irving | Texas | 5 |
| Denver Broncos | Invesco Field at Mile High | Denver | Colorado | 18 |
| Detroit Lions | Ford Field | Detroit | Michigan | 11 |
| Green Bay Packers | Lambeau Field | Green Bay | Wisconsin | 70 |
| Houston Texans | Reliant Stadium | Houston | Texas | 10 |
| Indianapolis Colts | Lucas Oil Stadium | Indianapolis | Indiana | 25 |
| Jacksonville Jaguars | Jacksonville Municipal Stadium | Jacksonville | Florida | 47 |
| Kansas City Chiefs | Arrowhead Stadium | Kansas City | Missouri | 31 |
| Miami Dolphins | Landshark Stadium | Miami | Florida | 16 |
| Minnesota Vikings | H. H. Humphrey Metrodome | Minneapolis | Minnesota | 15 |
| New England Patriots | Gillette Stadium | Foxboro | Massachusetts | 52 |
| New Orleans Saints | Louisiana Superdome | New Orleans | Louisiana | 53 |
| New York Giants | Giants Stadium | East Rutherford | New Jersey | 1 |
| New York Jets | Giants Stadium | East Rutherford | New Jersey | 1 |
| Oakland Raiders | Oakland-Alameda Coliseum | Oakland | California | 6 |
| Philadelphia Eagles | Lincoln Financial Field | Philadelphia | Pennsylvania | 4 |
| Pittsburgh Steelers | Heinz Field | Pittsburgh | Pennsylvania | 22 |
| San Diego Chargers | Qualcomm Stadium | San Diego | California | 27 |
| San Francisco 49ers | Candlestick Park | San Francisco | California | 6 |
| Seattle Seahawks | Quest Field | Seattle | Washington | 14 |
| St. Louis Rams | Edward Jones Dome | St. Louis | Missouri | 21 |
| Tampa Bay Buccaneers | Raymond James Stadium | Tampa | Florida | 13 |
| Tennessee Titans | LP Field | Nashville | Tennessee | 29 |
| Washington Redskins | FedEx Field | Landover | Maryland | 9 |

NFL FAN DEMOGRAPHICS:

- 63% of fans are male and 37% are female.
- 70% are between the age of 18 and 54 years old.
- 70% of fans are from households with an income above \$75,000.
- 50% are from households headed by college graduates.
- 61% have households with children.
- 79% watch 10 or more games on TV.

Advertising category and Advertiser's creative subject to team approval



NBA

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 29 NBA Pro Teams Digital In-Arena Sportrons Network (See list of teams attached)
- Over 1,189 total games played
- 24 U.S. States represented, 29 Top 50 DMA's
- 20+ million in attendance
- Advertisers commercials run on Sportrons, LED and Public Address System in Arena
- Make life easy with one media buy, one billing invoice and one proof of performance

AD INVENTORY –

- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- 2-30 second ad on the Public Address System
- Add Mobile Marketing with unlimited branded text messages and database access, 20% up-charge

RATE CARD – 4-30 second Ads per game

- **Full-Season NBA:** \$2,250 per game x 41 games x 29 teams = **\$2,675,250 net**
- Total: 30 second ads 4,756 Plus 1,189 PA Announcements
- CPM \$32.47
- **Half-Season NBA :** \$2,500 per game x 20 games x 29 teams = **\$1,450,000 net**
- Total: 30 second ads 2,378 Plus 580 PA Announcements
- CPM \$35.19
- **One Month NBA :** \$2,750 per game x 6 games x 29 teams = **\$478,500 net**
- Total: 30 second ads 696 Plus 348 PA Announcements
- CPM \$39.68

Buy one team or the whole league.

Buy One Month or the whole season

Sports Feature Sponsor – Logo Exposure

- **Full-season:** \$1,500 per game x 41 games x 29 teams = **\$1,783,500 net**
- **Half-season:** \$1,750 per game x 20 games x 29 teams = **\$1,015,000 net**



NBA In-Arena Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making The In Stadium/Arena Sportrons Network even easier to use.

National Basketball Association Sportrons Network

| Team | Arena | City | State | DMA |
|------------------------|----------------------------|-----------------|-------|-----|
| Atlanta Hawks | Philips Arena | Atlanta | GA | 8 |
| Boston Celtics | TD Garden | Boston | MA | 7 |
| Charlotte Bobcats | Time Warner Cable Arena | Charlotte | NC | 24 |
| Chicago Bulls | United Center | Chicago | IL | 3 |
| Cleveland Cavaliers | Quicken Loan Arena | Cleveland | OH | 17 |
| Dallas Mavericks | American Airlines Center | Dallas | TX | 5 |
| Denver Nuggets | Pepsi Center | Denver | CO | 18 |
| Detroit Pistons | The Palace of Auburn Hills | Auburn Hills | MI | 11 |
| Golden State Warriors | Oracle Arena | Oakland | CA | 6 |
| Houston Rockets | Toyota Center | Houston | TX | 10 |
| Indiana Pacers | Conseco Field house | Indianapolis | IN | 25 |
| Los Angeles Clippers | STAPLES Center | Los Angeles | CA | 2 |
| Los Angeles Lakers | STAPLES Center | Los Angeles | CA | 2 |
| Memphis Grizzlies | FedEx Forum | Memphis | TN | 48 |
| Miami Heat | American Airlines Arena | Miami | FL | 16 |
| Milwaukee Bucks | Bradley Center | Milwaukee | WI | 35 |
| Minnesota Timberwolves | Target Center | Minneapolis | MN | 15 |
| New Jersey Nets | Prudential Center | East Rutherford | NJ | 1 |
| New Orleans Hornets | New Orleans Arena | New Orleans | LA | 51 |
| New York Knicks | Madison Square Garden | NYC-Manhattan | NY | 1 |
| Oklahoma City Thunder | Ford Center | Oklahoma City | OK | 45 |
| Orlando Magic | Amway Center | Orlando | FL | 19 |
| Philadelphia 76ers | Wells Fargo Center | Philadelphia | PA | 4 |
| Phoenix Suns | US Airways Center | Phoenix | AZ | 12 |
| Portland Trail Blazers | Rose Garden Arena | Portland | OR | 22 |
| Sacramento Kings | ARCO Arena | Sacramento | CA | 20 |
| San Antonio Spurs | AT&T Center | San Antonio | TX | 37 |
| Utah Jazz | Energy Solution Arena | Salt Lake City | UT | 33 |
| Washington Wizards | Verizon Center | Washington | DC | 9 |

Advertising category and Advertiser's creative subject to team approval

NBA FAN DEMOGRAPHICS:

- 59% of our fans are male and 41% are female.
- 37% are between the age of 18 and 34 years old.
- 48% of our fans are from households with an income above \$50,000.
- 62% are from households headed by college graduates.
- 61% have households with children.
- 66% Access the Internet Regularly

OTHER OPPORTUNITIES AVAILABLE

- Sampling
- Print advertising
- Arena Signage

Sportrons Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- Largest Digital Screens in arenas (Sportrons)
- Reach C-Level Executive and Suite Holders

- Mobile Marketing
- Interactive Kiosk
- Hospitality



NHL

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 24 US NHL Pro Teams Digital In-Arena Sportrons Network (See list of teams attached)
- Over 1000 total games played
- 16 U.S. States represented, 24 Top 50 DMA's
- 16 million plus in attendance
- Advertisers commercials run on Sportrons, LED and public address systems in Arena
- Make life easy with one media buy, one billing invoice and one proof of performance

AD INVENTORY –

- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- 2- PA Announcements read prior to spots running
- Add Mobile Marketing with unlimited branded text messages and database access, 20% up-charge

RATE CARD – 4-30 second Ads per game

- **Full-Season NHL:** \$2,250 per game x 40 games x 24 teams = **\$2,160,000 net**
- Total: ad runs 5,760, impressions 97,462,008
- CPM \$22.16 reach 6.0 time per game
- **Half-Season NHL :** \$2,500 per game x 20 games x 24 teams = **\$1,200,000 net**
- Total: ad runs 2,880, impressions 48,731,004
- CPM \$24.62 reach 6.0 time per game
- **One Month NHL :** \$2,750 per game x 5 games x 24 teams = **\$330,000 net**
- Total: ad runs 720, impressions 12,182,751
- CPM \$27.08 Viewership 6.0 time per game

Buy one team or the whole league.

Buy One month or the whole season

Call for custom pricing

Sports Feature Sponsor – Logo Exposure

- **Full-season:** \$1,500 per game x 40 games x 24 teams = **\$1,440,000 net**
- **Half-season:** \$1,750 per game x 20 games x 24 teams = **\$840,000 net**



NHL In-Arena Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making The SPORTSTRONS Stadium/Arena Sportrons Network even easier to use.

National Hockey League Sportrons Network

| | Team | Arena | City | State | DMA |
|----|-----------------------|------------------------------|-----------------|-------|-----|
| 1 | Anaheim Mighty Ducks | Honda Center | Anaheim | CA | 2 |
| 2 | Atlanta Thrashers | Philips Arena | Atlanta | GA | 8 |
| 3 | Boston Bruins | TD Banknorth Garden | Boston | MA | 7 |
| 4 | Buffalo Sabers | HSBC Arena | Buffalo | NY | 50 |
| 5 | Carolina Hurricanes | RBC Center | Raleigh | NC | 27 |
| 6 | Chicago Blackhawks | United Center | Chicago | IL | 3 |
| 7 | Colorado Avalanche | Pepsi Center | Denver | CO | 18 |
| 8 | Columbus Blue Jackets | Nationwide Arena | Columbus | OH | 32 |
| 9 | Dallas Stars | American Airlines Center | Dallas | TX | 5 |
| 10 | Detroit Red Wings | Joe Louis Arena | Detroit | MI | 11 |
| 11 | Florida Panthers | Office Depot Center | Miami | FL | 16 |
| 12 | Los Angeles Kings | STAPLES Center | Los Angeles | CA | 2 |
| 13 | Minnesota Wild | Xcel Energy Center | Saint Paul | MN | 15 |
| 14 | Nashville Predators | Gaylord Entertainment Center | Nashville | TN | 29 |
| 15 | New Jersey Devils | Continental Airlines Arena | East Rutherford | NJ | 1 |
| 16 | NY Islanders | Nassau Coliseum | New York | NY | 1 |
| 17 | NY Rangers | Madison Square Garden | New York | NY | 1 |
| 18 | Philadelphia Flyers | Wachovia Center | Philadelphia | PA | 4 |
| 19 | Phoenix Coyotes | Jobing.com Arena | Glendale | AZ | 12 |
| 20 | Pittsburgh Penguins | Mellon Arena | Pittsburgh | PA | 23 |
| 21 | San Jose Sharks | HP Pavilion | San Jose | CA | 6 |
| 22 | St Louis Blues | Savvis Center | St. Louis | MO | 21 |
| 23 | Tampa Bay lightning | St. Pete Times Forum | Tampa | FL | 13 |
| 24 | Washington Capitals | Verizon Center | Washington | DC | 9 |

Advertising category and Advertiser's creative subject to team approval

NHL FAN DEMOGRAPHICS:

- 59% of our fans are male and 41% are female.
- 79% are between the age of 18 and 44 years old.
- 60% of our fans are from households with an income above \$50,000.
- 81% are from households headed by college graduates.
- 63% have households with children.
- 91% Access the Internet Regularly

Sportrons Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3+ hours
- Live Sports Broadcast Content
- Largest Digital Screens in arenas
- Reach C-Level Executive and Suite Holders

OTHER OPPORTUNITIES AVAILABLE

- | | |
|---|---|
| <ul style="list-style-type: none"> • Animation Creation • Feature Creation • Arena Signage | <ul style="list-style-type: none"> • Mobile Marketing • Sampling • Hospitality |
|---|---|

Sportrons, Inc. • www.Sportrons.com
 (877) 266-0042 • Fax (847) 574-0458 • E-mail: Info@Sportrons.com

Major League Baseball
Sportrons Network

NETWORK DETAILS:

- 27 Major League Teams (See list of teams attached)
- Over 2,100 total games played
- 20 Teams located in the top 18 DMA's and 25 of the top 34 DMA's represented
- 71+ million in attendance
- Spots run on Sportrons and LED

AD INVENTORY –

- 2-30 second ad spots available to national advertisers per game on Sportrons
- 2-30 second ad spots available to national advertisers per game on LED
- Add Mobile Marketing with unlimited branded text messages and database access 20% up-charge

RATE CARD – (4) Thirty-second Spots per game

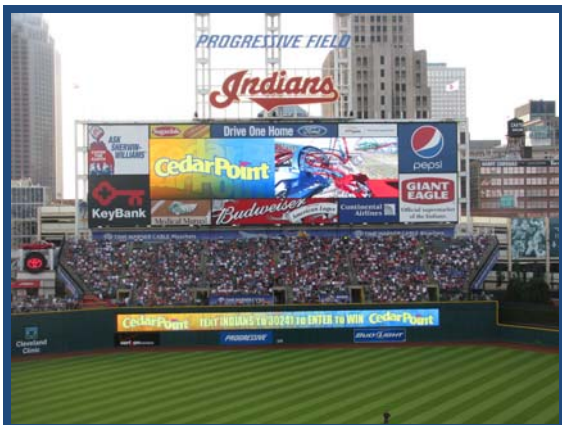
- **Full-season:** \$2,500 per game x 80 games x 27 teams = **\$5,400,000 net**
- Total of 8,640 thirty-second spots
- CPM \$19.01
- **Half-season:** \$2,750 per game x 40 games x 27 teams = **\$2,970,000 net**
- Total of 4,320 thirty-second
- CPM \$20.92
- **Monthly:** \$3,000 per game x 12 games x 27 teams = **\$972,000 net**
- Total of 13,920 thirty-second spots;
- CPM \$22.81

Buy one team or the whole league.

Buy One month or the whole season

Sports Feature Sponsor – Logo Exposure Sportrons and LED

- **Full-season:** \$2000 per game x 80 games x 27 teams = **\$4,320,000 net**
- **Half-season:** \$2250 per game x 40 games x 27 teams = **\$2,430,000 net**



Ballpark Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

Sportrons also offers content creation solutions for those advertisers without a design staff on hand. Let Sportrons Studios be your design staff, making The MLB Sportrons Network even easier to use.

Sportrons.com – Major League Baseball Sportrons Network

| Team | Stadium | City | State | DMA Rank |
|-----------------------|-------------------------------|---------------|-------|----------|
| NY Mets | Citi Field | New York | NY | 1 |
| NY Yankees | Yankee Stadium | New York | NY | 1 |
| LA Dodgers | Dodger Stadium | Los Angeles | CA | 2 |
| Los Angeles Angels | Angel Stadium | Los Angeles | CA | 2 |
| Chicago White Sox | US Cellular Field | Chicago | IL | 3 |
| Philadelphia Phillies | Citizens Bank Park | Philadelphia | PA | 4 |
| Texas Rangers | Rangers Ballpark in Arlington | Arlington | TX | 5 |
| Oakland A's | Alameda County Coliseum | Oakland | CA | 6 |
| San Francisco Giants | AT&T Park | San Francisco | CA | 6 |
| Atlanta Braves | Turner Field | Atlanta | GA | 8 |
| Washington Nationals | Nationals Park | Washington | DC | 9 |
| Houston Astros | Minute Maid Park | Houston | TX | 10 |
| Detroit Tigers | Comerica Park | Detroit | MI | 11 |
| Arizona Diamondbacks | Chase Field | Phoenix | AZ | 12 |
| Tampa Bay Rays | Tropicana Field | Tampa | FL | 13 |
| Seattle Mariners | Safeco Field | Seattle | WA | 14 |
| Minnesota Twins | Target Field | Minneapolis | MN | 15 |
| Florida Marlins | Sun Life Stadium | Miami | FL | 16 |
| Cleveland Indians | Progressive Field | Cleveland | OH | 17 |
| Colorado Rockies | Coors Field | Denver | CO | 18 |
| St. Louis Cardinals | Busch Stadium | St. Louis | MO | 21 |
| Pittsburgh Pirates | PNC Park | Pittsburgh | PA | 22 |
| Baltimore Orioles | Camden Yards | Baltimore | MD | 24 |
| San Diego Padres | PETCO Park | San Diego | CA | 27 |
| Kansas City Royals | Kauffman Stadium | Kansas City | MO | 31 |
| Cincinnati Reds | Great American Ballpark | Cincinnati | OH | 33 |
| Milwaukee Brewers | Miller Park | Milwaukee | WI | 34 |

MLB FAN DEMOGRAPHICS:

- 57% of fans are male and 43% are female.
- 61.6% are between the age of 18 and 49 years old.
- 59% of fans are from households with an income above \$75,000.
- 81% are from households headed by college graduates.
- 61% have households with children.
- 58.8% watch 40 or more games on TV.

Advertising category and Advertiser's creative subject to team approval



NASCAR

Digital Video Sportrons Network

NETWORK DETAILS:

- 28 Venues (See list of Venues attached)
- Over 90 total races over ten (10) months
- 21 U.S. States represented
- 17 of the top 50 DMA's and 12 of the top 150 DMA's and represented
- Campaign Dates; February through November
- 2010 Attendance over 10 million

AD INVENTORY:

COST PER RACE

- **SPRINT Cup Series**
 - 30: second spot \$2,500
 - 5:00 minute logo bug \$10,000
 - In-race feature \$5,000
- **NATIONWIDE Series**
 - 30: second spot \$1,500
 - 5:00 minute logo bug \$6,000
 - In-race feature \$3,000
- **CAMPING WORLD Truck Series**
 - 30: second spot \$750
 - 5:00 minute logo bug \$3,000
 - In-race feature \$1,500



NASCAR Track Sportrons Network

| City | Race Track | State | Seating | Market Rank |
|-------------------|------------------------------|-------|---------|-------------|
| Atlanta | Atlanta Motor Speedway | GA | 124,000 | 8 |
| Bristol | Bristol Motor Speedway | TN | 160,000 | 92 |
| Charlotte | Lowe's Motor Speedway | NC | 165,000 | 24 |
| Chicago | Chicagoland Speedway | IL | 75,000 | 3 |
| Darlington | Darlington Raceway | SC | 63,000 | 79 |
| Daytona Beach | Daytona Int'l Speedway | FL | 168,000 | 19 |
| Dover | Dover Int'l Speedway | DE | 140,000 | 4 |
| Fontana | Auto Club Speedway | CA | 92,000 | 2 |
| Homestead | Homestead-Miami Speedway | FL | 65,000 | 16 |
| Indianapolis | Indianapolis Motor Speedway | IN | 250,000 | 25 |
| Indianapolis | O'Reilly Raceway Park | IN | 30,000 | 25 |
| Newton | Iowa Speedway | IA | 25,000 | 71 |
| Kansas City | Kansas Speedway | KS | 81,687 | 31 |
| Ft. Mitchell | Kentucky Speedway | KY | 66,089 | 34 |
| Las Vegas | Las Vegas Motor Speedway | NV | 137,000 | 42 |
| Madison | Gateway Int'l Raceway | IL | 60,000 | 85 |
| Martinsville | Martinsville Speedway | VA | 65,000 | 67 |
| Memphis | Memphis Motorsports Park | TN | 35,000 | 48 |
| Brooklyn | Michigan Int'l Speedway | MI | 137,243 | 11 |
| Milwaukee | The Milwaukee Mile | WI | 45,000 | 35 |
| Nashville | Nashville Superspeedway | TN | 50,000 | 29 |
| Loudon | New Hampshire Motor Speedway | NH | 91,000 | 77 |
| Phoenix | Phoenix Int'l Raceway | AZ | 76,800 | 12 |
| Pocono | Pocono Raceway | PA | 76,812 | 54 |
| Richmond | Richmond Int'l Raceway | VA | 112,029 | 58 |
| Sonoma | Infineon Raceway | CA | 153,000 | 1 |
| Talladega | Talladega Superspeedway | AL | 143,231 | 40 |
| Dallas/Fort Worth | Texas Motor Speedway | TX | 159,585 | 5 |

NASCAR FAN BASE DEMOGRAPHICS

Age of NASCAR Fans

18-24 11%
 25-34 21%
 35-44 25%
 45-54 19%
 55-64 15%
 65+ 9%

Highest Level of Education:

High School Graduate 36.9%
 Some College 29.0%
 College Graduate 20.3%
 Some Post Graduate Education 3.8%
 Post Graduate Degree 10.0%

Gender:

Male 60%
 Female 40%

Household Income of NASCAR Fans:

Under \$20,000 13%
 \$30,000-\$50,000 29%
 \$50,000-\$75,000 22%
 \$75,000-\$100,000 12%
 \$100,000+ 8%

OTHER OPPORTUNITIES AVAILABLE

- Fan Access
- Track Displays
- Mobile Marketing
- Interactive Mascot Kiosk
- Suite TV
- Websites
- Print
- Hospitality



NLL

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 7 NLL Pro Teams in Digital In-Arena Sportrons Network (See list of teams attached)
- Over 58 total games played
- 7 U.S. States represented, 6 Top 50 DMA's
- 550,000 plus in attendance
- Season runs from January through April
- Make life easy with one media buy, one billing invoice and one proof of performance

AD INVENTORY –

- Advertisers commercials run on Sportrons and LED when available in Arena
- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- Add Mobile Marketing with unlimited branded text messages, 20% up-charge

RATE CARD – 4-30 second Ads per game

- **Full-Season NLL:** \$375 per game x 8 games x 7 teams = **\$21,000 net**
- Total: 30 second ads 336
- CPM \$9.55
- **Half-Season NLL :** \$500 per game x 4 games x 7 teams = **\$14,000 net**
- Total: 30 second ads 168
- CPM \$12.72

Sports Feature Sponsor – LED Logo Exposure

- **Full-season:** \$300 per game x 8 games x 7 teams = **\$16,800 net**
- **Half-season:** \$500 per game x 4 games x 7 teams = **\$14,000 net**

Buy one team or the whole league.

Buy One Month or the whole season



NLL In-Arena Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive multiple impressions per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making the Sportrons Network even easier to use.

Sportrons.com (415) 692-1514

Sportrons.com – National Lacrosse League Sportrons Network

| Team | Arena | City | State | DMA |
|--|--------------------------|--------------|-------|-----|
| Boston Blazers | TD Garden | Boston | MA | 7 |
| Buffalo Bandits | HSBC Arena | Buffalo | NY | 50 |
| Philadelphia Wings | Wachovia Center | Philadelphia | PA | 4 |
| Rochester Knighthawks | Blue Cross Arena | Rochester | NY | 81 |
| Colorado Mammoth | Pepsi Center | Denver | CO | 18 |
| Minnesota Swarm | Xcel Energy Center | St. Paul | MN | 15 |
| Washington Stealth | Comcast Arena at Everett | Everett | WA | 14 |
| Advertising category and Advertiser's creative subject to team approval | | | | |

NLL FAN DEMOGRAPHICS:

- 28% of our fans are female and 72% are male.
- 42% are between the age of 18 and 34 years old.
- 58% of fans have household income above \$75,000.
- 64% are college graduates.
- 44% have households with children.
- 72% Access the Internet Regularly

Sportrons Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- Largest Digital Screens in Arenas (Sportrons)
- Reach C-Level Executive and Suite Holders

Sportrons Network Coverage

- Professional Sports
- Minor League Sports
- College Sports
- Motor Sports
- Horse and Dog Race Tracks

Other Opportunities Available

- Use of Marks
- Player Appearances
- E-mail & Newsletter Marketing
- Arena Signage
- Mobile Marketing
- Internet campaigns
- Print Advertising
- Hospitality

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MLS In-Stadium Sportrons Advertising Network

NETWORK DETAILS:

- 16 MLS Pro Teams in Digital In-Stadium Sportrons Network (See list of teams attached)
- Over 320 total games played
- 12 U.S. States represented, 13 Top 40 DMA's
- Over 3.5 million in attendance
- Season runs from March through November
- Make life easy with one media buy, one billing invoice and one proof of performance

AD INVENTORY -

- Advertisers commercials run on Sportrons and LED when available in Stadium
- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- Add Mobile Marketing with unlimited branded text messages, 20% up-charge

RATE CARD - 4-30 second Ads per game

- **Full-Season MLS:** \$1,500 per game x 20 games x 16 teams = **\$480,000 net**
- Total: 30 second ads 1280, cost of each ad \$375
- CPM \$34.29 Viewership 4.0 time per game
- **Half-Season MLS :** \$1,750 per game x 10 games x 16 teams = **\$280,000 net**
- Total: 30 second ads 640, cost of each ad \$437.50
- CPM \$40.00 Viewership 4.0 time per game
- **One Month MLS :** \$2,000 per game x 3 games x 16 teams = **\$96,000 net**
- Total: 30 second ads 48, cost of each ad \$500
- CPM \$42.85 Viewership 4.0 time per game

Buy one team or the whole league.

Buy One Month or the whole season

Sports Feature Sponsor - LED Logo Exposure

- **Full-season:** \$1,000 per game x 20 games x 16 teams = **\$320,000 net**
- **Half-season:** \$1,250 per game x 10 games x 16 teams = **\$200,000 net**



MLS In-Stadium Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive multiple impressions per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making the Sportrons Network even easier to use.

Sportrons.com – Major League Soccer Sportrons Network

| Team | Stadium | City | State | DMA |
|--|----------------------------|-----------------|-------|--------|
| Chicago Fire | Toyota Park | Bridgeview | IL | 3 |
| Columbus Crew | Columbus Crew Stadium | Columbus | OH | 32 |
| D.C. United | RFK Stadium | Washington | D.C. | 9 |
| Kansas City Wizards | Wizard Stadium Complex | Kansas City | KS | 31 |
| New England Revolution | Gillette Stadium | Foxboro | MA | 52 |
| New York Red Bulls | Red Bull Arena | East Rutherford | NJ | 1 |
| Toronto FC | BMO Field | Toronto | ON | Canada |
| C.D. Chivas USA | The Home Depot Center | Carson | CA | 2 |
| Colorado Rapids | Dick's Sporting Goods Park | Commerce City | CO | 18 |
| FC Dallas | Pizza Hut Park | Frisco | TX | 5 |
| Houston Dynamo | Robertson Stadium | Houston | TX | 10 |
| Los Angeles Galaxy | The Home Depot Center | Carson | CA | 2 |
| Real Salt Lake | Rio Tinto Stadium | Sandy | UT | 33 |
| San Jose Earthquakes | Buck Shaw Stadium | Santa Clara | CA | 6 |
| Seattle Sounders FC | Qwest Field | Seattle | WA | 14 |
| Philadelphia Union | PPL Park | Chester | PA | 4 |
| Advertising category and Advertiser's creative subject to team approval | | | | |

MLS FAN DEMOGRAPHICS:

- 42% of our fans are female and 58% are male.
- 67% are between the age of 18 and 49 years old.
- 54% of fans have households income above \$60,000.
- 50% are college graduates.
- 44% have households with children.
- 65% Access the Internet Regularly

Sportrons Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- Largest Digital Screens in Stadiums (Sportrons)
- Reach C-Level Executive and Suite Holders

Sportrons Network Coverage

- Professional Sports
- Minor League Sports
- NCAA Football
- NCAA Basketball
- Motor Sports
- Horse and Dog Race Tracks

Other Opportunities Available

- Mobile Marketing
- Internet Advertising
- Radio
- Stadium Signage
- Print Advertising
- Use of Marks
- Email marketing
- Business Relationship
- Hispanic Marketing Programs
- Hospitality

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WNBA

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 12 WNBA Pro Teams Digital In-Arena Sportrons Network (See list of teams attached)
- Over 200 total games played
- 11 U.S. States represented, 11 Top 40 DMA's
- 1.6 plus million in attendance
- Season runs from May through September
- Make life easy with one media buy, one billing invoice and one proof of performance

AD INVENTORY -

- Advertisers commercials run on Sportrons and LED in Arena
- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- Add Mobile Marketing with unlimited branded text messages and database access, 20% up-charge

RATE CARD - 4-30 second Ads per game

- **Full-Season WNBA:** \$1,000 per game x 17 games x 12 teams = **\$204,000 net**
- Total: 30 second ads 1,224
- CPM \$21.25 Viewership 6.0 time per game
- **Half-Season WNBA :** \$1,100 per game x 9 games x 12 teams = **\$118,800 net**
- Total: 30 second ads 648
- CPM \$23.38 Viewership 6.0 time per game
- **One Month WNBA :** \$1,200 per game x 4 games x 12 teams = **\$57,600 net**
- Total: 30 second ads 288
- CPM \$25.50 Viewership 6.0 time per game

Buy one team or the whole league.

Buy One Month or the whole season

Sports Feature Sponsor - Logo Exposure

- **Full-season:** \$500 per game x 17 games x 12 teams = **\$102,000 net**
- **Half-season:** \$650 per game x 9 games x 12 teams = **\$70,200 net**



WNBA In-Arena Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making The In Stadium/Arena Sportrons Network even easier to use.

Sportrons.com – Women’s National Basketball Association Sportrons Network

| Team | Arena | City | State | DMA |
|--|-----------------------|---------------|-------|-----|
| Atlanta Dream | Philips Arena | Atlanta | GA | 8 |
| Chicago Sky | Allstate Arena | Rosemont | IL | 3 |
| Connecticut Sun | Mohegan Sun Arena | Uncasville | CT | 30 |
| Indiana Fever | Conseco Fieldhouse | Indianapolis | IN | 25 |
| New York Liberty | Madison Square Garden | New York City | NY | 1 |
| Washington Mystics | Verizon Center | Washington | D.C. | 9 |
| Los Angeles Sparks | Staples Center | Los Angeles | CA | 2 |
| Minnesota Lynx | Target Center | Minneapolis | MN | 15 |
| Phoenix Mercury | US Airways Center | Phoenix | AZ | 12 |
| San Antonio Silver Stars | AT&T Center | San Antonio | TX | 37 |
| Seattle Storm | Key Arena | Seattle | WA | 13 |
| Tulsa Shock | BOK Center | Tulsa | OK | 61 |
| Advertising category and Advertiser’s creative subject to team approval | | | | |

WNBA FAN DEMOGRAPHICS:

- 80% of our fans are female and 20% are male.
- 57% are between the age of 25 and 54 years old.
- 43% of our fans are from households with an income above \$75,000.
- 56% are college graduates.
- 43% have households with children.
- 74% Access the Internet Regularly

Sportrons Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- Largest Digital Screens in arenas (Sportrons)
- Reach C-Level Executive and Suite Holders

64% of game attendees polled feel more favorable about companies that sponsor a WNBA team; 83% said they are likely to purchase a company’s product or services

OTHER OPPORTUNITIES AVAILABLE

- Use of Marks
- Player Appearances
- Arena Signage
- Mobile Marketing
- Internet campaigns
- Print Advertising
- Hospitality

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AHL

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 26 Teams (See list of teams attached)
- Over 1040 total games played
- 14 U.S. States represented
- 22 of the top 100 DMA's and 3 of the top 150 DMA's
- Campaign Dates; October through April
- 2009-2010 Attendance over 5.2 million

AD INVENTORY:

- **VIDEOS** – Thirty-second commercial spots/trailers during pre-game and/or during game breaks.
- **LED Video Board when available**
- PA Announcements
- **BRANDED INTERACTIVE FEATURES** - Features or vignettes on the digital scoreboard (video, LED, or matrix) during a game break that ties into the team or sport of Hockey. Some possible features available for branding include: greatest plays, Hockey trivia, attendance quiz, bloopers, and league highlights. The special feature would be introduced by a live public address announcement along with sponsor's logo and customized message displayed on the video/LED scoreboard.

RATE CARD:

- **Full-season:** \$175 per game x 40 games x 26 teams = **\$182,000 net**
- Total of 2,080+ thirty-second spots or features Plus 2,080 PA Announcements
- 20+ million total impressions
- CPM \$8.75
- **Half-season:** \$225 per game x 20 games x 26 teams = **\$117,000 net**
- Total of 1,040+ thirty-second spots Plus 1,040 PA Announcements
- 10+ million impressions
- CPM \$11.25

Buy one team or the whole league.

Buy One Month or the whole season

Call for details



Digital scoreboard advertising in sports facilities has become a mainstream advertising method and is one of the fastest growing sectors in out-of-home advertising. Our knowledge of the current availability of digital media opportunities in all sports is unrivalled because of our very close link with sports venues.

Arena video board (Sportrons) advertising has the power to deliver results quickly to a very loyal fan base. In recent years, sports teams across the country have installed huge, state-of-the-art video scoreboards called "Sportrons" – and sports arena are no exception. Fans continually look to the Sportrons to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions and advertising.

Mobile Marketing, Team Websites and

American Hockey League (AHL) Sportrons Network List of Teams By State

| Team | Arena | City | State | DMA |
|--------------------------------|--------------------------------|-----------------------|-------|-----|
| Adirondack Phantoms | Glens Falls Civic Center | Glens Falls | NY | 57 |
| Albany Devils | Times Union Center | Albany | NY | 57 |
| Binghamton Senators | Veterans Memorial Arena | Binghamton | NY | 157 |
| Bridgeport Sound Tigers | Arena at Harbor Yard | Bridgeport | CT | 28 |
| Charlotte Checkers | Time Warner Cable Arena | Charlotte | NC | 24 |
| Chicago Wolves | Allstate Arena | Chicago | IL | 3 |
| Grand Rapids Griffins | Van Andel Arena | Grand Rapids | MI | 39 |
| Hartford Wolf Pack | XL Center | Hartford | CT | 28 |
| Hershey Bears | GIANT Center | Hershey | PA | 41 |
| Houston Aeros | Toyota Center | Houston | TX | 10 |
| Lake Erie Monsters | Quicken Loans Arena | Cleveland | OH | 17 |
| Manchester Monarchs | Verizon Wireless Arena | Manchester | NH | 7 |
| Milwaukee Admirals | Bradley Center | Milwaukee | WI | 35 |
| Norfolk Admirals | Norfolk Scope | Norfolk | VA | 42 |
| Oklahoma City Barons | Cox Convention Center | Oklahoma City | OK | 45 |
| Peoria Rivermen | Carver Arena | Peoria | IL | 117 |
| Portland Pirates | Cumberland County Civic Center | Portland | ME | 77 |
| Providence Bruins | Dunkin' Donuts Center | Providence | RI | 52 |
| Rochester Americans | Blue Cross Arena | Rochester | NY | 78 |
| Rockford IceHogs | Rockford Metro Centre | Rockford | IL | 132 |
| San Antonio Rampage | AT&T Center | San Antonio | TX | 37 |
| Springfield Falcons | MassMutual Center | Springfield | MA | 111 |
| Syracuse Crunch | War Memorial at Oncenter | Syracuse | NY | 81 |
| Texas Stars | Cedar Park Center | Dallas | TX | 5 |
| Wilkes-Barre Scranton Penguins | Wachovia Arena at Casey Plaza | Wilkes-Barre Scranton | PA | 53 |
| Worcester Sharks | DCU Center | Worcester | MA | 7 |

Advertising category and Advertiser's creative subject to team approval

AHL Demographics

Age of AHL Fans

| | |
|---------|-------|
| 18-24 | 15.4% |
| 25-34 | 19.5% |
| 35-44 | 28.1% |
| 45-54 | 21.1% |
| 55-64 | 10.3% |
| Over 65 | 5.6% |

Highest Level of Education:

| | |
|------------------------------|-------|
| High School Graduate | 36.9% |
| Some College | 29.0% |
| College Graduate | 20.3% |
| Some Post Graduate Education | 3.8% |
| Post Graduate Degree | 10.0% |

Gender:

Female 40.3%
Male 59.7%

Household Income of AHL Fans:

| | |
|---------------------|-------|
| Less than \$25,000 | 4.4% |
| \$25,000 - \$34,999 | 5.8% |
| \$35,000 - \$49,999 | 18.2% |
| \$50,000 - \$74,999 | 21.3% |
| \$75,000 and above | 47.4% |

OTHER OPPORTUNITIES AVAILABLE

- League Sponsorship
- Field Signage
- Mobile Marketing
- Interactive Mascot Kiosk
- Sampling
- Hospitality

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ECHL

In-Arena Sportstrons Advertising Network

NETWORK DETAILS:

- 14 Teams (See list of teams attached)
- Over 490 total games played
- 10 U.S. States represented
- 11 of the top 100 DMA's and 3 of the top 150 DMA's
- Campaign Dates; October through April
- 2009-2010 Attendance over 3 million

AD INVENTORY:

- **VIDEOS** – Thirty-second commercial spots/trailers during pre-game and/or during game breaks.
- **LED Video Board when available**
- PA Announcements
- **BRANDED INTERACTIVE FEATURES** - Features or vignettes on the digital scoreboard (video, LED, or matrix) during a game break that ties into the team or sport of Hockey. Some possible features available for branding include: greatest plays, Hockey trivia, attendance quiz, bloopers, and league highlights. The special feature would be introduced by a live public address announcement along with sponsor's logo and customized message displayed on the video/LED scoreboard.

RATE CARD:

- **Full-season:** \$175 per game x 35 games x 14 teams = **\$85,750 net**
- Total of 1,960+ thirty-second spots or features Plus 980 PA Announcements
- 13.9+ million total impressions
- CPM \$6.14
- **Half-season:** \$200 per game x 17 games x 14 teams = **\$47,600 net**
- Total of 980+ thirty-second spots Plus 490 PA Announcements
- 7+ million impressions
- CPM \$6.81

Buy one team or the whole league.

Buy One Month or the whole season

Call for details



Digital scoreboard advertising in sports facilities has become a mainstream advertising method and is one of the fastest growing sectors in out-of-home advertising. Our knowledge of the current availability of digital media opportunities in all sports is unrivalled because of our very close link with sports venues.

Arena video board (Sportstrons) advertising has the power to deliver results quickly to a very loyal fan base. In recent years, sports teams across the country have installed huge, state-of-the-art video scoreboards called "Sportstrons" – and sports arena are no exception. Fans continually look to the Sportstrons to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions and advertising.

Mobile Marketing, Team Websites and

ECHL Sportrons Network List of Teams By State

| Team | Arena | City | State | DMA |
|---|------------------------------|------------------|-------|-----|
| Alaska Aces | Sullivan Arena | Anchorage | AK | 150 |
| Bakersfield Condors | Rabobank Arena | Bakersfield | CA | 125 |
| Cincinnati Cyclones | US Bank Arena | Cincinnati | OH | 33 |
| Greenville Road Warriors | BI-LO Center | Greenville | SC | 36 |
| Gwinnett Gladiators | Arena at Gwinnett Center | Duluth | GA | 8 |
| Idaho Steelheads | Qwest Arena | Boise | ID | 112 |
| Las Vegas Wranglers | Orleans Arena | Las Vegas | NV | 42 |
| Ontario Reign | Citizens Business Bank Arena | Ontario | CA | 2 |
| Reading Royals | Sovereign Center | Reading | PA | 4 |
| South Carolina Stingrays | North Charleston Coliseum | North Charleston | SC | 97 |
| Stockton Thunder | Stockton Arena | Stockton | CA | 20 |
| Toledo Walleye | Huntington Center | Toledo | OH | 73 |
| Trenton Devils | Sun National Bank Center | Trenton | NJ | 4 |
| Utah Grizzlies | Maverik Center | West Valley City | UT | 31 |
| Advertising category and Advertiser's creative subject to team approval | | | | |

AHL Demographics

Age of AHL Fans

| | |
|---------|-------|
| 18-24 | 15.4% |
| 25-34 | 19.5% |
| 35-44 | 28.1% |
| 45-54 | 21.1% |
| 55-64 | 10.3% |
| Over 65 | 5.6% |

Highest Level of Education:

| | |
|------------------------------|-------|
| High School Graduate | 36.9% |
| Some College | 29.0% |
| College Graduate | 20.3% |
| Some Post Graduate Education | 3.8% |
| Post Graduate Degree | 10.0% |

Gender:

| | |
|--------|-------|
| Female | 40.3% |
| Male | 59.7% |

Household Income of AHL Fans:

| | |
|---------------------|-------|
| Less than \$25,000 | 4.4% |
| \$25,000 - \$34,999 | 5.8% |
| \$35,000 - \$49,999 | 18.2% |
| \$50,000 - \$74,999 | 21.3% |
| \$75,000 and above | 47.4% |

OTHER OPPORTUNITIES AVAILABLE

- League Sponsorship
- Internet ads
- Program ads
- Field Signage
- Mobile Marketing
- Interactive Mascot Kiosk
- Sampling
- Hospitality

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CHL

In-Arena Sportrons Advertising Network

NETWORK DETAILS:

- 16 Teams (See list of teams attached)
- Over 500 total games played
- 12 U.S. States represented
- 12 of the top 100 DMA's and 4 of the top 150 DMA's
- Campaign Dates; October through April
- 2009-2010 Attendance over 2 million

AD INVENTORY:

- **VIDEOS** – Thirty-second commercial spots/trailers during pre-game and/or during game breaks.
- **LED Video Board when available**
- PA Announcements
- **BRANDED INTERACTIVE FEATURES** - Features or vignettes on the digital scoreboard (video, LED, or matrix) during a game break that ties into the team or sport of Hockey. Some possible features available for branding include: greatest plays, Hockey trivia, attendance quiz, bloopers, and league highlights. The special feature would be introduced by a live public address announcement along with sponsor's logo and customized message displayed on the video/LED scoreboard.

RATE CARD:

- **Full-season:** \$175 per game x 32 games x 16 teams = **\$89,600 net**
- Total of 2,048+ thirty-second spots or features Plus 1024 PA Announcements
- 13.2+ million total impressions
- CPM \$6.78
- **Half-season:** \$200 per game x 16 games x 16 teams = **\$51,200 net**
- Total of 1024+ thirty-second spots Plus 512 PA Announcements
- 6.6+ million impressions
- CPM \$7.75

Buy one team or the whole league.

Buy One Month or the whole season

Call for details



Digital scoreboard advertising in sports facilities has become a mainstream advertising method and is one of the fastest growing sectors in out-of-home advertising. Our knowledge of the current availability of digital media opportunities in all sports is unrivalled because of our very close link with sports venues.

Arena video board (Sportrons) advertising has the power to deliver results quickly to a very loyal fan base. In recent years, sports teams across the country have installed huge, state-of-the-art video scoreboards called "Sportrons" – and sports arena are no exception. Fans continually look to the Sportrons to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions and advertising.

Mobile Marketing, Team Websites, Print publication and more.

Central Hockey League (CHL) Sportrons Network List of Teams By State

| Team | Arena | City | State | DMA |
|--|-----------------------------|--------------------|-------|-----|
| Allen Americans | Allen Event Center | Allen | TX | 87 |
| Arizona Sundogs | Tim's Toyota Center | Prescott Valley | AZ | 12 |
| Bossier-Shreveport Mudbugs | CenturyTel Center | Bossier-Shreveport | LA | 82 |
| Bloomington PrairieThunder | U.S. Cellular Coliseum | Bloomington | IL | 116 |
| Colorado Eagles | Budweiser Events Center | Loveland | CO | 18 |
| Dayton Gems | Hara Arena | Trotwood | OH | 65 |
| Fort Wayne Komets | Allen County War Memorial | Fort Wayne | IN | 107 |
| Laredo Bucks | Laredo Energy Arena | Laredo | TX | 188 |
| Mississippi River Kings | DeSoto Civic Center | Southaven | MS | 50 |
| Missouri Mavericks | Independence Events Center | Independence | MO | 32 |
| Odessa Jackalopes | Ector County Coliseum | Odessa | TX | 155 |
| Quad City Mallards | i Wireless Center | Moline | IL | 99 |
| Rapid City Rush | Rushmore Plaza Civic Center | Rapid City | SD | 174 |
| Rio Grande Valley Killer Bees | State Farm Arena | Hidalgo | TX | 129 |
| Tulsa Oilers | BOK Center | Tulsa | OK | 61 |
| Wichita Thunder | Intrust Bank Arena | Wichita | KS | 69 |
| Advertising category and Advertiser's creative subject to team approval | | | | |

CHL Demographics

Age of AHL Fans

| | |
|---------|-------|
| 18-24 | 15.4% |
| 25-34 | 19.5% |
| 35-44 | 28.1% |
| 45-54 | 21.1% |
| 55-64 | 10.3% |
| Over 65 | 5.6% |

Highest Level of Education:

| | |
|------------------------------|-------|
| High School Graduate | 36.9% |
| Some College | 29.0% |
| College Graduate | 20.3% |
| Some Post Graduate Education | 3.8% |
| Post Graduate Degree | 10.0% |

Gender:

Female 40.3%
Male 59.7%

Household Income of AHL Fans:

| | |
|---------------------|-------|
| Less than \$25,000 | 4.4% |
| \$25,000 - \$34,999 | 5.8% |
| \$35,000 - \$49,999 | 18.2% |
| \$50,000 - \$74,999 | 21.3% |
| \$75,000 and above | 47.4% |

OTHER OPPORTUNITIES AVAILABLE

- League Sponsorship
- Internet ads
- Program ads
- Field Signage
- Mobile Marketing
- Interactive Mascot Kiosk
- Sampling
- Hospitality

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Arena Football League **Digital Video Sportrons Network**

NETWORK DETAILS:

- 20 Teams (See list of teams attached)
- Over 180 total games played
- 13 U.S. States represented
- 16 in the top 50 DMA's and all 19 teams in the top 100 DMA's represented
- Campaign Dates; March through August
- 1+ Million in attendance

AD INVENTORY:

- **VIDEOS** – Four-Thirty-second commercial spots/trailers during pre-game and/or during game breaks.
- **BRANDED INTERACTIVE FEATURES** - Features or vignettes on the digital scoreboard (video, LED, or matrix) during a game break that ties into the team or sport of football. Some possible features available for branding include: greatest plays, football trivia, attendance quiz, bloopers, and league highlights. The special feature would be introduced by a live public address announcement along with sponsor's logo and customized message displayed on the video/LED scoreboard.

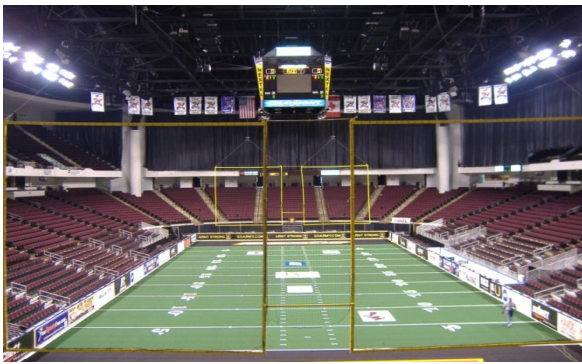
RATE CARD:

- **Full-season:** \$250 per game x 9 games x 20 teams = **\$45,000 net**
- Total of 720+ thirty-second spots or features
- 4,000,000 + million total impressions
- CPM \$11.25

- **Single Game:** \$500 per game x 20 teams = **\$10,000 net**
- Total of 60 thirty-second spots
- 488,500 impressions
- CPM \$20.47

Buy one team or the whole league.

Buy One Month or the whole season



Digital scoreboard advertising in sports facilities has become a mainstream advertising method and is one of the fastest growing sectors in out-of-home advertising. Our knowledge of the current availability of digital media opportunities in arena football and other sports is unrivalled because of our very close link with sports venues.

Arena video board (Sportrons) advertising has the power to deliver results quickly to a very loyal fan base. In recent years, sports teams across the country have installed huge, state-of-the-art video scoreboards called "Sportrons" – and sports arena are no exception. Fans continually look to the Sportrons to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions and advertising.

Arena Football League Sportrons Network

| Team | Arena | City | State | DMA |
|--------------------------|--------------------------|------------------|-------|-----|
| Arizona Rattlers | US Airways Center | Phoenix | AZ | 12 |
| Chicago Rush | Allstate Arena | Rosemont | IL | 3 |
| Cleveland Gladiators | Quicken Loan Arena | Cleveland | OH | 18 |
| Dallas Vigilantes | Dr Pepper Arena | Frisco | TX | 5 |
| Georgia Force | Arena at Gwinnett Center | Duluth | GA | 8 |
| Iowa Barnstormers | Wells Fargo Arena | Des Moines | IA | 71 |
| Jacksonville Sharks | Veterans Memorial Arena | Jacksonville | FL | 47 |
| Kansas City Command | Sprint Center | Kansas City | MO | 31 |
| Milwaukee Iron | Bradley Center | Milwaukee | WI | 35 |
| New Orleans Voodoo | New Orleans Arena | New Orleans | LA | 52 |
| Oklahoma City Yard Dawgz | Ford Center | Oklahoma City | OK | 45 |
| Orlando Predators | Amway Arena | Orlando | FL | 19 |
| Philadelphia Soul | Wells Fargo Center | Philadelphia | PA | 4 |
| Pittsburgh Power | Consol Energy Center | Pittsburgh | PA | 24 |
| San Jose Saber Cats | HP Pavilion at San Jose | San Jose | CA | 6 |
| Spokane Shock | Spokane Arena | Spokane | WA | 75 |
| Tampa Bay Storm | St. Pete Times Forum | Tampa | FL | 14 |
| Tulsa Talons | BOK Center | Tulsa | OK | 61 |
| Utah Thunder | Utah E Center | West Valley City | UT | 31 |

Advertising category and Advertiser's creative subject to team approval

arena football 1 Demographics

Household Income Levels:

Less than \$30,000-15%
 \$30-60,000-44%
 \$60-100,000-29%
 Over \$100,000-11%

Highest Level of Education:

Graduated High School-84%
 Attended College-41%
 Graduate School;-8%

Age:

3-11-3%
 12-17-19%
 18-24-16%
 25-34-31%
 Over 34 -31%

Reason for Attending:

Close to home-12%
 Games are exciting-12%
 Dedicated Fan-26%
 Affordable Entertainment-26%
 Fun for the whole family 24%

OTHER OPPORTUNITIES AVAILABLE

- League Sponsorship
- Field Signage
- Mobile Marketing
- Internet Advertising
- Promotions
- Hospitality
- NFL Network Broadcast
- Live Game Feed on Web TV
- Game Day Print Publications



Minor League Baseball ***Sportstrons Digital Video Scoreboard Network***

NETWORK DETAILS:

- 200 Teams (See list of teams attached)
- Over 12,000 total games played
- 50 U.S. States
- 50 of the top 50 DMA's and 100 of the top 100 DMA's represented
- Campaign Dates; April through September
- 46+ million in attendance

AD INVENTORY:

- **VIDEOS** – Thirty-second commercial spots/trailers during pre-game and/or during inning breaks.
- **BRANDED INTERACTIVE FEATURES** - Features or vignettes on the digital scoreboard (video, LED, or matrix) during an inning break that tie into the team or sport of baseball. Some possible features available for branding include: greatest plays, baseball trivia, attendance quiz, bloopers, and league highlights. The special feature would be introduced by a live public address announcement along with sponsor's logo and customized message displayed on the video/LED scoreboard.

RATE CARD:

- **Full-season:** game rate \$150 per game. Full season is 70 games per team
- CPM \$7.50 average
- **Half-season:** game rate \$175 per game. Half season is 35 games per team
- CPM \$8.00 average
- **Monthly:** game rate \$225 per game. Monthly is 10 games per team
- CPM \$10.00 average



Digital scoreboard (Sportstrons) advertising in sports facilities has become a mainstream advertising method and is one of the fastest growing sectors in out-of-home advertising. Our knowledge of the current availability of digital media opportunities in baseball and other sports is unrivalled because of our very close link with sports venues.

Stadium video board (Sportstrons) advertising has the power to deliver results quickly to a very loyal fan base. In recent years, sports teams across the country have installed huge, state-of-the-art video scoreboards – and Minor League Baseball is no exception. Fans continually look to the Sportstrons to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions, etc.

Minor League Baseball Sportrons Network List of Teams By State Page 1 of 4

| Team Name | Venue | City | State | DMA |
|-----------------------------|----------------------------------|------------------|-------|-------|
| Mobile Bay Bears | Hank Double-Aron Stadium | Mobile | AL | 36601 |
| Huntsville Stars | Joe W. Davis Stadium | Huntsville | AL | 35802 |
| Montgomery Biscuits | Montgomery Riverwalk Stadium | Montgomery | AL | 36101 |
| Birmingham Barons | Regions Park | Birmingham | AL | 35202 |
| Northwest Arkansas Naturals | Arvest Ballpark | Springdale | AR | 72762 |
| Arkansas Travelers | Dickey-Stephens Park | Little Rock | AR | 72114 |
| Inland Empire 66ers | Arrowhead Credit Union Park | San Bernardino | CA | 92401 |
| Stockton Ports | Banner Island Ballpark | Stockton | CA | 95203 |
| Lancaster JetHawks | Clear Channel Stadium | Lancaster | CA | 93536 |
| Modesto Nuts | John Thurman Field | Modesto | CA | 95351 |
| Lake Elsinore Storm | Lake Elsinore Diamond | Lake Elsinore | CA | 92530 |
| Visalia Rawhide | Recreation Park | Visalia | CA | 93291 |
| Bakersfield Blaze | Sam Lynn Ballpark | Bakersfield | CA | 93301 |
| San Jose Giants | San Jose Municipal Stadium | San Jose | CA | 95112 |
| High Desert Mavericks | Stater Bros. Stadium | Adelanto | CA | 32301 |
| Rancho Cucamonga Quakes | The Epicenter | Rancho Cucamonga | CA | 91730 |
| Fresno Grizzlies | Chukchansi Park | Fresno | CA | 93721 |
| Sacramento Rivercats | Raley Field | Sacramento | CA | 95691 |
| Bridgeport Bluefish | The Ballpark at Harbor Yard | Bridgeport | CT | 06604 |
| New Britain Rock Cats | New Britain Stadium | New Britain | CT | 06051 |
| Connecticut Tigers | Senator Thomas J. Dodd Stadium | Norwich | CT | 06360 |
| Wilmington Blue Rocks | Daniel S. Frawley Stadium | Wilmington | DE | 19801 |
| Clearwater Threshers | Bright House Field | Clearwater | FL | 33765 |
| Charlotte Stone Crabs | Charlotte Sports Park | Port Charlotte | FL | 33948 |
| St. Lucie Mets | Digital Domain Park | Port St. Lucie | FL | 34986 |
| Dunedin Blue Jays | Dunedin Stadium | Dunedin | FL | 34698 |
| Tampa Yankees | George M. Steinbrenner Field | Tampa | FL | 33614 |
| Fort Myers Miracle | Hammond Stadium | Fort Myers | FL | 33912 |
| Daytona Cubs | Jackie Robinson Ballpark | Daytona | FL | 32114 |
| Lakeland Flying Tigers | Joker Marchant Stadium | Lakeland | FL | 33805 |
| Bradenton Marauders | McKechnie Field | Bradenton | FL | 34201 |
| Jupiter Hammerheads | Roger Dean Stadium | Jupiter | FL | 33458 |
| Palm Beach Cardinals | Roger Dean Stadium | Jupiter | FL | 33458 |
| Brevard County Manatees | Space Coast Stadium | Veira | FL | 32940 |
| Jacksonville Suns | Baseball Grounds of Jacksonville | Jacksonville | FL | 32202 |
| Pensacola Pelicans | Pelican Park | Pensacola | FL | 32503 |
| Savannah Sand Gnats | Grayson Stadium | Savannah | GA | 31404 |
| Augusta Green Jackets | Lake Olmstead Stadium | Augusta | GA | 30904 |
| Rome Braves | State Mutual Stadium | Rome | GA | 30161 |
| Gwinnett Braves | Coolray Field | Lawrenceville | GA | 30042 |
| Clinton Lumber Kings | Alliant Energy Field | Clinton | IA | 52732 |
| Burlington Bees | Community Field | Burlington | IA | 52601 |
| Quad Cities River Bandits | Modern Woodmen Park | Davenport | IA | 52802 |
| Cedar Rapids KERNELS | Veterans Memorial Stadium | Cedar Rapids | IA | 52404 |
| Sioux City Explorers | Lewis and Clark Park | Sioux City | IA | 51106 |
| Iowa Cubs | Principal Park | Des Moines | IA | 50309 |
| Boise Hawks | Memorial Stadium | Boise | ID | 83714 |
| Idaho Falls Chukars | Melaleuca Field | Idaho Falls | ID | 83402 |

| | | | | |
|------------------------------|------------------------------------|----------------|----|-------|
| Peoria Chiefs | O'Brien Field | Peoria | IL | 61602 |
| Kane County Cougars | Philip B. Elfstrom Stadium | Geneva | IL | 60134 |
| Normal Corn Belters | The Corn Crib | Normal | IL | 61761 |
| Gateway Grizzlies | GCS Ballpark | Sauget | IL | 62206 |
| Southern Illinois Miners | Rent One Park | Marion | IL | 62959 |
| Windy City Thunderbolts | Standard Bank Stadium | Crestwood | IL | 60445 |
| Schaumburg Flyers | Alexian Field | Schaumburg | IL | 60193 |
| Rockford Riverhawks | Road Ranger Stadium | Rockford | IL | 61101 |
| Joliet Jack Hammers | Silver Cross Field | Joliet | IL | 60432 |
| Lake County Fielders | Zion Ballpark | Zion | IL | 60099 |
| South Bend Silver Hawks | Stanley Coveleski Regional Stadium | South Bend | IN | 46601 |
| Fort Wayne Tin Caps | Parkview Field | Fort Wayne | IN | 46805 |
| Evansville Otters | Bosse Field | Evansville | IN | 47701 |
| Gary South Shore Rail Cats | U.S. Steel Yard | Gary | IN | 46402 |
| Indianapolis Indians | Victory Field | Indianapolis | IN | 46225 |
| Wichita Wingnuts | Lawrence-Dumont Stadium | Wichita | KS | 67213 |
| Kansas City T-Bones | CommunityAmerica Ballpark | Kansas City | KS | 66111 |
| Lexington Legends | Applebee's Park | Lexington | KY | 40505 |
| Bowling Green Hot Rods | Bowling Green Ballpark | Bowling Green | KY | 42101 |
| Florence Freedom | Champion Window Field | Florence | KY | 41042 |
| Louisville Bats | Louisville Slugger Field | Louisville | KY | 40202 |
| Shreveport Sports | Fair Grounds Field | Shreveport | LA | 71109 |
| New Orleans Zephyrs | Zephyr Field | New Orleans | LA | 70003 |
| Worcester Tonradores | Hanover Insurance Park | Worcester | MA | 01613 |
| Brockton Rox | Campanelli Stadium | Brockton | MA | 02301 |
| Lowell Spinners | Edward A. LeLacheur Park | Lowell | MA | 01854 |
| Delmarva Shorebirds | Arthur W. Perdue Stadium | Salisbury | MD | 21804 |
| Frederick Keys | Harry Grove Stadium | Frederick | MD | 21703 |
| Hagerstown Suns | Municipal Stadium | Hagerstown | MD | 21740 |
| Southern Maryland Blue Crabs | Regency Furniture Stadium | Waldorf | MD | 20603 |
| Newark Bears | Bears & Eagles Riverfront Stadium | Newark | MD | 07102 |
| Bowie Baysox | Prince George's Stadium | Bowie | MD | 20716 |
| Aberdeen Ironbirds | Ripken Stadium | Aberdeen | MD | 21001 |
| Portland Sea Dogs | Hadlock Field | Portland | ME | 04102 |
| Lansing Lugnuts | Cooley Law School Stadium | Lansing | MI | 48912 |
| Great Lakes Loons | Dow Diamond | Midland | MI | 48640 |
| West Michigan Whitecaps | Fifth Third Ballpark | Comstock Park | MI | 49321 |
| Kalamazoo Kings | Homer Stryker Field | Kalamazoo | MI | 49048 |
| Traverse City Beach Bums | Wuerfel Park | Blair Township | MI | 49684 |
| St. Paul Saints | Midway Stadium | St. Paul | MN | 55108 |
| Springfield Cardinals | Hammons Field | Springfield | MO | 65802 |
| River City Rascals | T.R. Hughes Ballpark | O'Fallen | MO | 63366 |
| Mississippi Braves | Trustmark Park | Pearl | MS | 39208 |
| Great Falls Voyagers | Centene Stadium | Great Falls | MT | 59401 |
| Billings Mustangs | Dehler Park | Billings | MT | 59101 |
| Helena Brewers | Kindrick Field | Helena | MT | 59604 |
| Missoula Osprey | Ogren Park at Allegiance Field | Missoula | MT | 59802 |
| Hickory Crawdads | L. P. Frans Stadium | Hickory | NC | 28601 |
| Asheville Tourists | McCormick Field | Asheville | NC | 28801 |
| Winston-Salem Warthogs | BB&T Ballpark | Winston-Salem | NC | 27105 |
| Kannapolis Intimidators | Fieldcrest Cannon Stadium | Kannapolis | NC | 28083 |
| Kinston Indians | Grainger Stadium | Kinston | NC | 28501 |
| Greensboro Grasshoppers | NewBridge Bank Park | Greensboro | NC | 27401 |
| Burlington Royals | Burlington Athletic Stadium | Burlington | NC | 27216 |

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|-------------------------------|-------------------------------|------------------|----|-------|
| Carolina Mudcats | Five County Stadium | Zebulon | NC | 27597 |
| Durham Bulls | Durham Bulls Athletic Park | Durham | NC | 27702 |
| Fargo-Moorhead | Newman Outdoor Field | Fargo | ND | 58102 |
| Lincoln Salt Dogs | Haymarket Park | Lincoln | NE | 68508 |
| Omaha Royals | Johnny Rosenblatt Stadium | Omaha | NE | 68107 |
| New Hampshire Fisher Cats | Merchantsauto.com Stadium | Manchester | NH | 03101 |
| Lakewood Blue Claws | FirstEnergy Park | Lakewood | NJ | 08701 |
| Camden Riversharks | Campbell's Field | Camden | NJ | 08102 |
| Somerset Patriots | TD Bank Ballpark | Somerset | NJ | 08873 |
| Sussex Skyhawks | Century Link Field | Augusta | NJ | 07822 |
| New Jersey Jackals | Yogi Berra Stadium | Little Falls | NJ | 07424 |
| Atlantic City Surf | Bernie Robbins Stadium | Atlantic City | NJ | 08401 |
| Trenton Thunder | Mercer County Waterfront Park | Trenton | NJ | 08611 |
| Albuquerque Isotopes | Isotopes Park | Albuquerque | NM | 87106 |
| Reno Aces | Aces Ballpark | Reno | NV | 89501 |
| Las Vegas 51s | Cashman Field | Las Vegas | NV | 89101 |
| Long Island Ducks | Citibank Park | Long Island | NY | 11722 |
| Binghamton Mets | NYSEG Stadium | Binghamton | NY | 13901 |
| Staten Island Yankees | Richmond County Bank Ballpark | Staten Island | NY | 10301 |
| Hudson Valley Renegades | Dutchess Stadium | Wappingers Falls | NY | 12590 |
| Batavia Muckdogs | Dwyer Stadium | Batavia | NY | 14020 |
| Auburn Doubledays | Falcon Park | Auburn | NY | 13021 |
| Tri-City Valley Cats | Joseph L. Bruno Stadium | Troy | NY | 12180 |
| Brooklyn Cyclones | MCU Park | Brooklyn | NY | 11224 |
| Jamestown Jammers | Russell Diethrick Park | Jamestown | NY | 14701 |
| Syracuse Chiefs | Alliance Bank Stadium | Syracuse | NY | 13208 |
| Buffalo Bisons | Coca-Cola Field | Buffalo | NY | 14203 |
| Rochester Red Wings | Frontier Field | Rochester | NY | 14608 |
| Lake County Captains | Classic Park | Eastlake | OH | 44095 |
| Dayton Dragons | Fifth Third Field | Dayton | OH | 45402 |
| Akron Aeros | Canal Park | Akron | OH | 44308 |
| Lake Erie Crushers | All Pro Freight Stadium | Avon | OH | 44011 |
| Chillicothe Paints | V.A. Memorial Stadium | Chillicothe | OH | 45601 |
| Mahoning Valley Scrappers | Eastwood Field | Niles | OH | 44446 |
| Columbus Clippers | Huntington Park | Columbus | OH | 80922 |
| Toledo Mud Hens | Fifth Third Field | Toledo | OH | 43604 |
| Colorado Springs Sky Sox | Security Service Field | Colorado Springs | OH | 80922 |
| Tulsa Drillers | ONEOK Field | Tulsa | OK | 74112 |
| Oklahoma City RedHawks | AT&T Bricktown Ballpark | Oklahoma City | OK | 73104 |
| Eugene Emeralds | PK Park | Eugene | OR | 97405 |
| Salem-Keizer Volcanoes | Volcanoes Stadium | Keizer | OR | 97303 |
| Portland Beavers | PGE Park | Portland | OR | 97205 |
| Lancaster Barnstormers | Clipper Magazine Stadium | Lancaster | PA | 17603 |
| York Revolution | Sovereign Bank Stadium | York | PA | 17401 |
| Altoona Curve | Blair County Ballpark | Altoona | PA | 16602 |
| Reading Phillies | FirstEnergy Stadium | Reading | PA | 19601 |
| Erie SeaWolves | Jerry Uht Park | Erie | PA | 16501 |
| Harrisburg Senators | Metro Bank Park | Harrisburg | PA | 17101 |
| Washington Wild Things | CONSOL Energy Park | Washington | PA | 15301 |
| Williamsport Crosscutters | Bowman Field | Williamsport | PA | 17701 |
| State College Spikes | Medlar Field at Lubrano Park | University Park | PA | 16802 |
| Lehigh Valley Ironpigs | Coca-Cola Park | Allentown | PA | 18109 |
| Scranton/Wilkes-Barre Yankees | PNC Field | Scranton | PA | 18507 |
| Pawtucket Red Sox | McCoy Stadium | Pawtucket | RI | 02860 |

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|---------------------------|-----------------------------|----------------|----|-------|
| Greenville Drive | Fluor Field at the West End | Greenville | SC | 29601 |
| Myrtle Beach Pelicans | BB&T Coastal Field | Myrtle Beach | SC | 29577 |
| Charleston Riverdogs | Joseph P. Riley, Jr. Park | Charleston | SC | 29403 |
| Charlotte Knights | Knights Stadium | Fort Mill | SC | 29715 |
| Sioux Falls Canaries | Sioux Falls Stadium | Sioux Falls | SD | 57104 |
| Johnson City Cardinals | Howard Johnson Field | Johnson City | TN | 37601 |
| Kingsport Mets | Hunter Wright Stadium | Kingsport | TN | 37660 |
| Elizabethton Twins | Joe O'Brien Field | Elizabethton | TN | 37643 |
| Greeneville Astros | Pioneer Park | Greeneville | TN | 37743 |
| Chattanooga Lookouts | AT&T Field | Chattanooga | TN | 37402 |
| West Tenn Diamond Jaxx | Pringles Park | Jackson | TN | 38305 |
| Tennessee Smokies | Smokies Park | Kodak | TN | 37764 |
| Memphis Redbirds | AutoZone Park | Memphis | TN | 38103 |
| Nashville Sounds | Herschel Greer Stadium | Nashville | TN | 37203 |
| Midland RockHounds | Citibank Ballpark | Midland | TX | 79706 |
| Frisco RoughRiders | Dr Pepper Ballpark | Frisco | TX | 75304 |
| San Antonio Missions | Nelson W. Wolff Stadium | San Antonio | TX | 78227 |
| Corpus Christi Hooks | Whataburger Field | Corpus Christi | TX | 78401 |
| El Paso Diablos | Cohen Stadium | El Paso | TX | 79924 |
| Fort Worth Cats | LaGrave Field | Fort Worth | TX | 76164 |
| Grand Prairie Airhogs | QuikTrip Park | Grand Prairie | TX | 75050 |
| Round Rock Express | Dell Diamond | Round Rock | TX | 78664 |
| Orem Owlz | Brent Brown Ballpark | Orem | UT | 84058 |
| Ogden Raptors | Lindquist Field | Ogden | UT | 84401 |
| Salt Lake Bees | Spring Mobile Ballpark | Salt Lake City | UT | 84115 |
| Lynchburg Hillcats | Calvin Falwell Field | Lynchburg | VA | 24501 |
| Potomac Nationals | G. Richard Pfitzner Stadium | Woodbridge | VA | 22192 |
| Salem Red Sox | Lewis-Gale Field | Salem | VA | 24153 |
| Danville Braves | American Legion Field | Danville | VA | 24540 |
| Pulaski Mariners | Calfee Park | Pulaski | VA | 24301 |
| Bristol White Sox | Devault Memorial Stadium | Bristol | VA | 24201 |
| Richmond Flying Squirrels | The Diamond | Richmon | VA | 23234 |
| Norfolk Tides | Harbor Park | Norfolk | VA | 23510 |
| Vermont Lake Monsters | Centennial Field | Burlington | VT | 05401 |
| Spokane Indians | Avista Stadium | Spokane | WA | 99202 |
| Everett Aquasox | Everett Memorial Stadium | Everett | WA | 98201 |
| Tri-City Dust Devils | Gesa Stadium | Pasco | WA | 99301 |
| Yakima Bears | Yakima County Stadium | Yakima | WA | 98901 |
| Tacoma Rainiers | Cheney Stadium | Tacoma | WA | 98466 |
| Beloit Snappers | Harry C. Pohlman Field | Beloit | WI | 53511 |
| Wisconsin Timber Rattlers | Time Warner Cable | Appleton | WI | 54913 |
| West Virginia Power | Appalachian Power Park | Charlestown | WV | 25301 |
| Bluefield Orioles | Bowen Field | Bluefield | WV | 24701 |
| Princeton Rays | H. P. Hunnicutt Field | Princeton | WV | 24740 |
| Casper Ghosts | Mike Lansing Field | Casper | WY | 82601 |

Minor League Baseball Demographics

Household Income Levels:

Less than \$25,000-21%
\$25-39,999-25%
\$40-84,999-42%
Over \$85,000-12%

Highest Level of Education:

Attended High School-9%
Graduated High School-24%
Attended College-19%

How long they stay:

5 Innings or less-3%
6-7 innings-14%
8-9 innings-83%

Reason for Attending:

Close to home-12%
Games are exciting-12%
Dedicated Fan-26%
Affordable Entertainment-26%
Fun for the whole family 24%

College Graduate-48%

Where they live:

Rent-20%

Own-65%

Live with Parents-12%

Retirement Community-1%

Other-2%

OTHER OPPORTUNITIES AVAILABLE

- Internet team site advertising
- In-Stadium / Closed-Circuit TVs
- Field Signage
- Mobile Marketing
- Team print advertising
- Hospitality

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