

Charter Digital Media

ONTrack Network

Media:

33,000 50" & 42" Plasma Screens at 1100 Racetrack/SportsBook Locations in North America

Description:

Average 30 Screens per Racetrack/Sportsbook Facility that are watched carefully by attendees for current odds, track conditions and races. Screens are placed near gaming windows, lounge areas and dining areas to engage attendees.

Content:

Spots are integrated onto screens that are displaying latest race participants, betting odds, race simulcasting

Rate Card Planning Costs:

1440 30" second spots/month (4X/hour,12 hours/day) - \$20,000/month
 1440 15" Second spots/month (4X/hour,12 hours/day) - \$10,000/month

CPM:

\$4.00

SCOPE:

83 Million Total Audience per year at 24 of the Top 25 DMAs –1100 locations

Demo:

Male 55%/Female 45% 25-54 Demo
 College Grad Index 115 \$70K-100K HHI Index 136

Impressions:

7 Million/ Month
 Attendance Totals per TNS Sports Report 2006



Comments:

- Horse racing experienced a 12.7% increase in fan base from 1999 to 2007, larger than golf and just behind NASCAR
- The network's recall rate is similar to that of cinema advertising
- 72% of racetrack attendees are bettors and watch the screens continuously
- Sponsorships and on-site promotions available

Network Website:

<http://www.ontnetwork.com>

CONTACT: Mark Miller 561-641-3501

mark@oohmediausa.com