

# fact sheet



## Advantage

We are raising the stakes in audience delivery, changing the media landscape and offering advertisers a dedicated, targeted audience of 98million adults in an uncluttered, high impact environment.

ONTrack delivers viewers who are fully engaged, focused and welcoming  
... **we are their destination, they have a vested interest in our screens.**

Horse racing has always been North America's favorite spectator sport, with over one hundred thousand races per year delivered in locations throughout the US and Canada. ONTrack has now aggregated the **1,100 locations and 33,000+ screens** to form a new and exciting network with a prime and loyal audience of **83+ million adults** and an additional **15+ million** who view ONTrack through live web streaming.


This exciting network delivers one of the **most cost efficient and dynamic media** solutions. With the appeal of TV and the impact of a targeted audience, ONTrack is designed to deliver the impressions, the audience and a significant ROI; the optimum choice for any advertiser.

## Benefits

**Outstanding ROI**  
**High Reach and Frequency**  
**A focused targeted audience**  
**High Impact environment**

**Measurable audience**  
**Integrated Marketing**  
**Growing Sector (sports entertainment)**  
**Uncluttered with small ad/edit ratio**

## Key Facts

83+ million Focused individuals  
15+ million viewing through streaming  
**Male 54.9%**        Primary age 35 to 54  
**Female 45.1%**  
1,100 locations North American  
364 days a year  
33,000+ screens  
High VISIBILITY  
High REACH & FREQUENCY

***Harness the Power of ONTrack***

1.866.668.6389  
[www.ontnetwork.com](http://www.ontnetwork.com)

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**15+ million viewers via Streaming**

**Male 54.9%**

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Primary age 35 to 54

North American

1,100 locations

364 days a year

33,000+ screens

High REACH & FREQUENCY

10% ad edit ratio

A measurable audience

Content is dynamic and changes every

20 to 30 minutes

15 and 30 second spots

Dwell time per screen is 6 minutes per race

## In comparison to the US population

### Adults 18+

- Higher than average interest in sports
- Higher than average for College and University education **Indexes 115**
- **Income \$70K to \$100K Indexes 136**
- **72% of visitors are betting... vested interest in the screens**
- **Bars or night club VISITORS to watch specialty sporting event Indexes 336**
- ABC **Indexes at 127** Fox and ESPN **at 118**
- American Express credit card **Indexes at 134**
- Restaurant of Choice Jack in the Box **Indexes 205** and Burger King **Indexes 133**
- Coke is the drink of choice with Diet Coke **Indexes at 112**

## In comparison to the US population

### Adults 18+

- Higher than average beer drinkers
- Higher than average cable TV subscribers
- Higher than average internet users
- Higher than average use a PC to access sports information **Indexes 131**
- Higher than average cell phone users

## Our viewers attitudes towards advertisers and sponsors

- 56.7% agree: Is a leader in its industry
- 52.3% agree: Makes them feel good about the company.
- 36.6% agree: Makes them feel they want to buy the company's product.

## About Horse Racing

- The Horseracing **fan base** increased **12.7% 1999 - 2006 and 5%** over the last year
- Ranked #1 for growth in comparison to other major league sports
- The sport is recognized and is in a growth mode
- Should offer a recall rate similar to cinema, **6X greater than TV**, which will be highly favorable to advertisers

## An Integrated Opportunity

Contests, Product sampling, Kiosks, Literature distribution, SMS text messages, Branded events and materials,