



Sportrons; Any Sports, Any Venue, Any Time™

Coverage; Pro, Semi -Pro, Motorsports, Golf, College Sports • Over 25,000 Events • 260+ Million Fans • 2,000+ Events Per Month • CPM Range \$3-\$60

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Indy Car</b>			Season Starts										
15 Indy Tracks • 16 Races • 1+ Million Fans • Average of 14 Races Event Days Per Month • Average CPM \$30													
<b>NASCAR</b>			Season Starts										
28 NASCAR Tracks • Over 90 Races • 10+ Million Fans • Average of 12 Races Per Month 4 DMA • Average CPM \$20													
<b>MLB</b>			Preseason	Season Starts						Playoffs			
32 Major League Baseball Teams • Over 2,500 Games Played • 91+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$20													
<b>MiLB</b>			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													
<b>NHL</b>			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													
<b>AHL</b>			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													
<b>ECHL</b>									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													
<b>CHL</b>									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													
<b>NBA</b>			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													
<b>NCAA Basketball</b>											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													
<b>WNBA</b>									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													
<b>NFL</b>	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													
<b>NCAA Football</b>									Season Starts				
110 NCAA Football Teams • Over 800 Games Played • 33+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$45													
<b>AFL</b>			Season Starts										
12 Arena Football League Teams • Over 120 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$15													
<b>MLS</b>			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													
<b>NLL</b>			Season Starts										
9 National Lacrosse League Teams • Over 88 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$10													
<b>Professional Golf</b>			Season Starts										
52 Events • 260 Event Days • 4 + Million Fans • Average of 5 Day Per Event • CPM \$42													

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Reaching Sport Fans in America™