

Sports Media, Inc

National Hockey League Jumbotron Network

The Jumbotron entertainment package at Arenas that provides a creative, high powered, entertainment concept. Thirty second commercials dedicated to offering audiences the best entertainment experience in sports.

Sports Media regards sports advertising as an important and growing media sector. Our knowledge of the current availability of Stadium and Arena media opportunities in sports, and the 'cause-related' sector is unrivaled because of our very close link with sporting venues.

Arena Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Arena Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots at NHL Arenas through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in arenas. Placed strategically on the largest scoreboards in Hockey, advertisers receive thirty second trailers approximately ten minutes prior to the start of the game.

In-Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at NHL Arenas. Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty second trailers with audio during timeouts and intermissions.

In-Game Feature*

Advertisers receive an interactive video board feature that will take place during a timeout or intermissions. Some possible features include: greatest plays, attendance quiz, bloopers, or league highlights. Run time is generally thirty to ninety seconds with the advertisers logo proudly displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the Jumbotron video board. A customized message promoting the advertiser would be displayed via LED/Matrix board during the feature accompanied by the advertisers logo on the LED boards.

NHL FAN DEMOGRAPHICS:

- 78% of our fans are male and 22% 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

Sources: Plan Spring

National Hockey League DMA's

Anaheim	Denver	Philadelphia
Atlanta	Detroit	Phoenix
Boston	East Rutherford N.J.	Pittsburgh
Buffalo	Los Angeles	San Jose
Charlotte	Miami	St. Louis
Chicago	Minneapolis	Tampa
Columbus	Nashville	Toronto
Dallas	New York	Washington, D.C

*Notes: In-games thirty second trailer and Features cannot run without a pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on a Beta SP-1 and VHS tape. All Creative subject to team approval.

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