

Sports Media, Inc.

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120 Thoroughbred Race Tracks

Thoroughbred Race Tracks attract millions of fans each year. These customers are an upscale, educated and affluent audience. They represent an untapped and desirable advertising target for National advertisers who spend millions upon millions of dollars annually in network television to reach such an audience profile.

Sports Media Thoroughbred Race Track Television Advertising Network offers; on-screen graphic, animation, audio, and video, utilizing over 2500 existing television screens at each venue. Sports Media offers the only advertising vehicle to reach Suites Holders and C-Level executives in sports.



Horse tracks offer over 22 Million Impressions per month on over 252,000 TV's

Advertising And Promotional Benefits

- Sports Media offers advertising and sponsorships on the racetracks live simulcast closed circuit network. The advertisers spots are aired in the adjacencies between each race.
- Captive audience watching TV screens more than 80% of the time
- Sports Loyal Fans
- Advertisers can run :15 to 3:30 minute spots per event day in each market
- All racetracks have closed circuit television.
- Tracks average 2,500 TV Screens including private suites
- All customers watch the races at the tracks on closed circuit TV's.
- Currently there are 120 horse tracks in the SM TV Network.
- Over 13,000 racing days a year.
- Ten (10) races on a card per day.
- Add text messaging to any campaign for an additional fee of 15%
- Custom creative available for an additional fee
- Over 22 million impressions per month (Estimated impression Source: Association of Racing Commissioners International)
- Advertisers receive 6 :30 second spots per event day in each market
- Advertisers may increase spot run to :60 second spots per event day in each market for twice the above rates
- Advertisers may reduce spot run to partial flights for 10% premium
- Advertisers may reduce spot run to 3 :30 second spots per event day in each market for 50% of the above rates
- Estimated impression: 1 times average attendance of 7,500 at Each Horse Track



Demographics

Male	54.9%
Female	45.1%
18 to 24	12.9%
25 to 34	18.7%
35 to 44	18.9%
55 to 64	12.0%
65+	4.9%
Some College	20.1%
College Grad	36.1%
Income	
Under \$50K	38.8%
\$50K to \$70K	24.0%
\$70K to \$100K	14.5%
\$100K+	7.5%
White	73.0%
Black	10.0%
Asian	.4%
Hispanic	16.6%
Married	57.0%

From 1999 to 2006 Horseracing attendance is up 12.7%

SM TV Network vs. Other OOH Digital TV Networks

<i>Certified Attendance</i>	<i>NO</i>
<i>Clear Demographics</i>	<i>NO</i>
<i>Sports Brand Loyalty Index</i>	<i>NO</i>
<i>Captive Audience for 3 hours</i>	<i>NO</i>
<i>Live Sports Broadcast Content</i>	<i>NO</i>

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