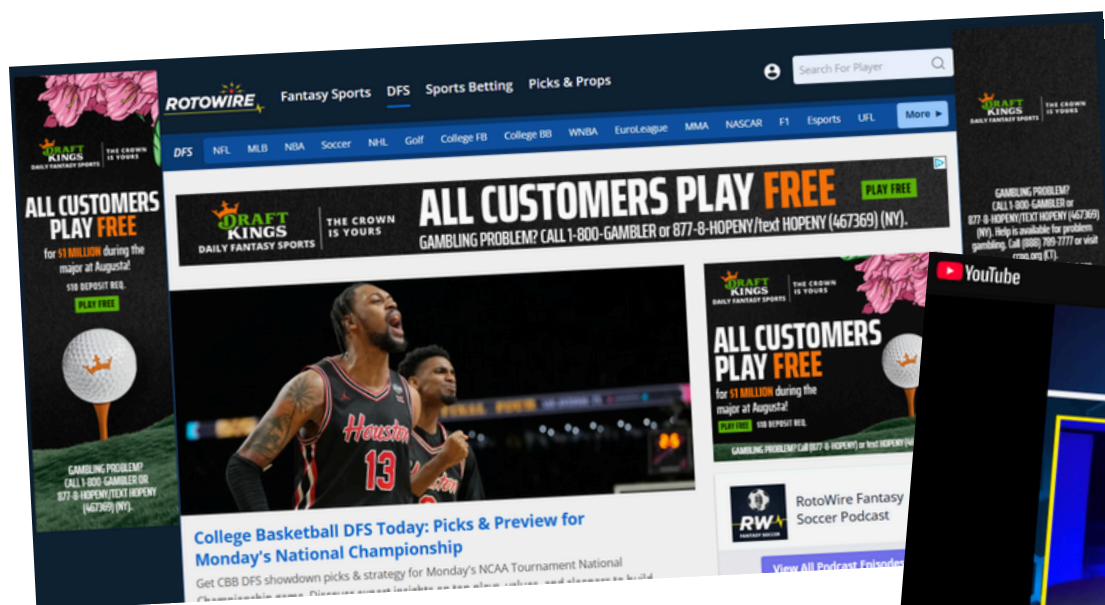


ROTOWIRE

2025 Media Kit



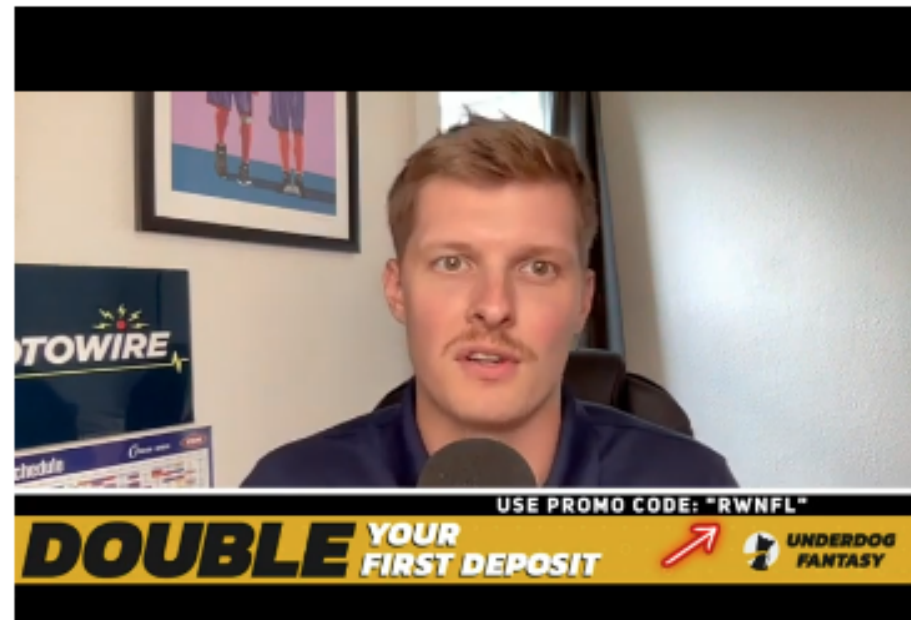
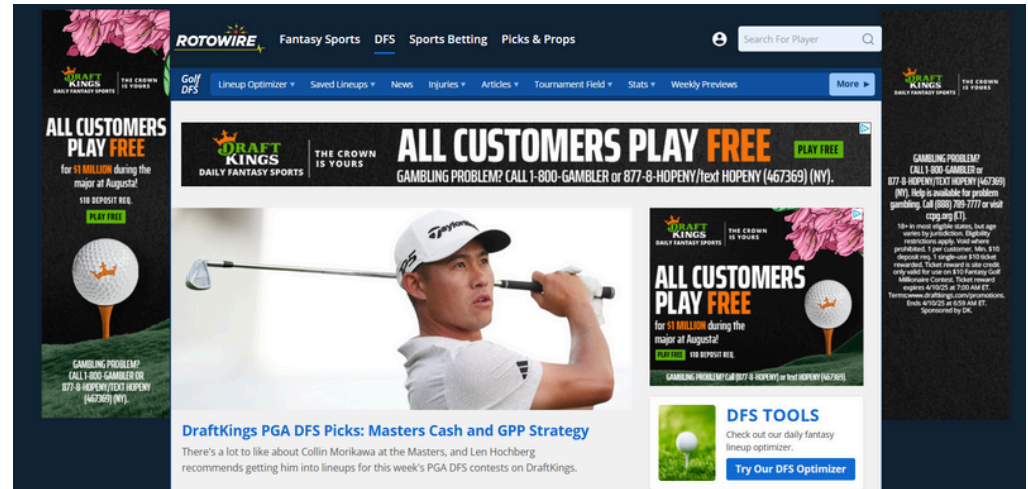
April 2025

CONTACT: Shannon McKeown, shannon@rotowire.com, (608) 310-4278 x121

28 Years of Premium Fantasy Sports Tools and Advice

Since 1997, RotoWire has delivered award-winning sports content via our websites, mobile apps, emails, magazines, podcasts and more. RotoWire can provide promotional exposure to millions of fantasy players across the following channels:

- High-Impact Page Takeovers
- Display Banners
- Emails
- Podcasts (Simulcast)
- VSiN Simulcast show
- Sirius XM Radio Ads
- Native Integrations and Other Sponsorship Opportunities



Ads & Promotions

CONTACT: Shannon McKeown, shannon@rotowire.com, (608) 310-4278 x121



Align your brand with RotoWire's Award-Winning Content

RotoWire dominates the industry in awards for quality content, with more awards than ESPN, Sports Illustrated and Yahoo! Sports combined*:



FSWA
FANTASY SPORTS
WRITERS ASSOCIATION

- 75+ awards from Fantasy Sports Writers

Association (FSWA) since 2004.

- 20+ awards from Fantasy Sports & Gaming Association (FSGA) since 1999.



*Sources: FSWA and FSGA

Ads & Promotions

CONTACT: Shannon McKeown, shannon@rotowire.com, (608) 310-4278 x121

ROTOWIRE


Why Fantasy Sports?

- 62+ million people playing fantasy sports in North America*
- The average fantasy sports player has the following demographics*
 - 64% male
 - 48% are between the ages of 18-34
 - 65% make more than \$50K
 - 84% have a college degree or higher
- Buying Habits**
 - 79% buy beer, versus 49% for average sports fan
 - 93% buy fast food, versus 86% for average fan 90%
 - own athletic shoes, versus 81% for average fan 58%
 - own game console, versus 42% for average fan

Sources: * FSGA, 2023

** Fantasy Sports Trade Association

Reach high-intent fantasy players through our visible page takeovers



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DAILY FANTASY SPORTS

ROTOWIRE

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NBA Offseason: Depth Chart Question Marks
After a busy offseason, the Suns may have too many mouths to feed on the wing.

BASKETBALL NEWS

- Tyler Cavanaugh** r
Info: two-way deal with Utah
- Brandon Jennings** g
Waived by Bucks
- Carmelo Anthony** r
Clears waivers
- Chinanu Omuaka** c
Deal to Dallas
- Joe Young** g
Taking talents to China
- Malcolm Delaney** g
Continuing career in China
- Malcolm Miller** r
Undergoes shoulder surgery
- David Nwaba** g
To join Cavs

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Player Rankings: Updated Early Top-125
With the NBA Draft and free agency (mostly) in the rear-view, it's time for an update to Alex Barot's top-125.

NBA Roundtable: Reviewing the 10-round Vegas NBA League Draft
With the NBA offseason finally beginning to slow down, a group of Rotowire's fantasy basketball staffers surveyed the landscape, took part in a 10-team, 10-round draft, and discussed the results.

Centers of Attention: Free Agency Recap
Mike Bernier takes a look at four key big men who found new homes this summer.

NBA Offseason: Brook Lopez, Tyreke Evans bring help to Eastern Conference
As the NBA enters its slowest period, Adam King looks back on some of the more interesting developments in the last few weeks.

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Check out our full list of fantasy basketball articles now.

FANTASY BASKETBALL TOOLS

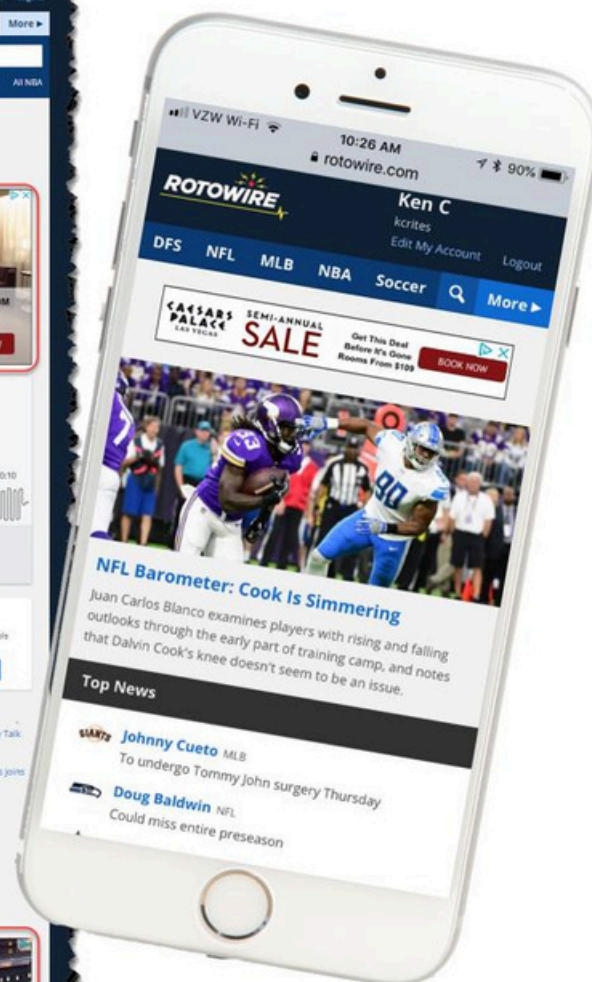
Daily Lineups Check the lineups for every game as soon as they become available.	Lineup Optimizer Generate the optimal lineup on sites like DraftKings and FanDuel.	Injury Updates Keep tabs on injured players so you know who to stash or drop.
Rankings Our always-fresh rankings can be customized to fit your league.	Cheat Sheets An easy-to-scan overview of our fantasy basketball rankings.	Auction Values See how we value each player in your league this season.
Projections Check out our projected stats for hundreds of NBA players.	Draft Software Use our software to manage, track, and dominate your draft.	Top Rookies The top rookies to target this fantasy basketball season.
News You can rely on our fast, high-quality fantasy basketball news updates.	Stats Dive deep into our sortable NBA stats for this season.	Depth Charts See who's in line for playing time for every team at every position.

RotoWire Fantasy Basketball Podcast
RotoWire Fantasy
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Trending Team of the Week
Congrats to The Professor! Andre Snellings joins ESPN
The Weekly Stream
The Weekly Stream

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Ads & Promotion

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Display CPM Rates

Banner Size	CPM
970x90 Large Leaderboard	\$3.75
728x90 Leaderboard	\$3.50
300x250 Medium Rectangle	\$3.00
300x600 Filmstrip	\$3.00
320x50 MobileLeaderboard	\$2.50

Email Sponsorships

Reach 300K+ opted-in
RotoWire users as a
standalone sponsor in our
newsletters/emails.



[365 Days of Fun in the Sun](#)

America's favorite place to watch football is Stadium Swim at Circa Resort & Casino in Downtown Las Vegas!

Stadium Swim has three levels, six pools and a 143-foot diagonal screen!

Whether it's Thursdays, Sundays or Mondays, catch all the action poolside from a variety of seating options. This includes everything from day beds to private temperature-controlled cabanas.

Plus, Stadium Swim is open 365 days a year, so you can watch the games all season long!

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CPM

300K+ opted-in users

\$8.00

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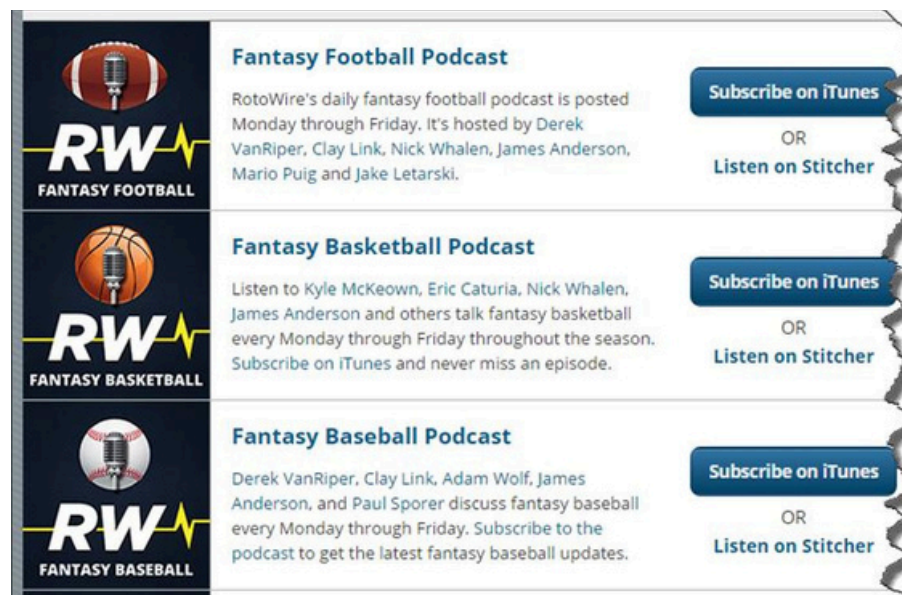
ROTOWIRE

Podcasts Advertising Options

RotoWire offers simulcast (audio and video) podcast exposure to thousands diehard fantasy players across our three flagship podcasts:

- [RotoWire Fantasy Football Podcast](#)
- [RotoWire Fantasy Baseball Podcast](#)
- [RotoWire Fantasy Basketball Podcast](#)

RotoWire's podcasts have reached 3+ millions downloads and 1M+ video livestreams



Fantasy Football Podcast
RotoWire's daily fantasy football podcast is posted Monday through Friday. It's hosted by Derek VanRiper, Clay Link, Nick Whalen, James Anderson, Mario Puig and Jake Letarski.
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OR
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Fantasy Basketball Podcast
Listen to Kyle McKeown, Eric Caturia, Nick Whalen, James Anderson and others talk fantasy basketball every Monday through Friday throughout the season. Subscribe on iTunes and never miss an episode.
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Fantasy Baseball Podcast
Derek VanRiper, Clay Link, Adam Wolf, James Anderson, and Paul Sporer discuss fantasy baseball every Monday through Friday. Subscribe to the podcast to get the latest fantasy baseball updates.
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Podcast Placements	Rates
60-second live read	\$200/episode
Primary Sponsor	\$250/episode
Segment Sponsorship	TBD



FANTASY FOOTBALL LIVE

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Ads & Promotions

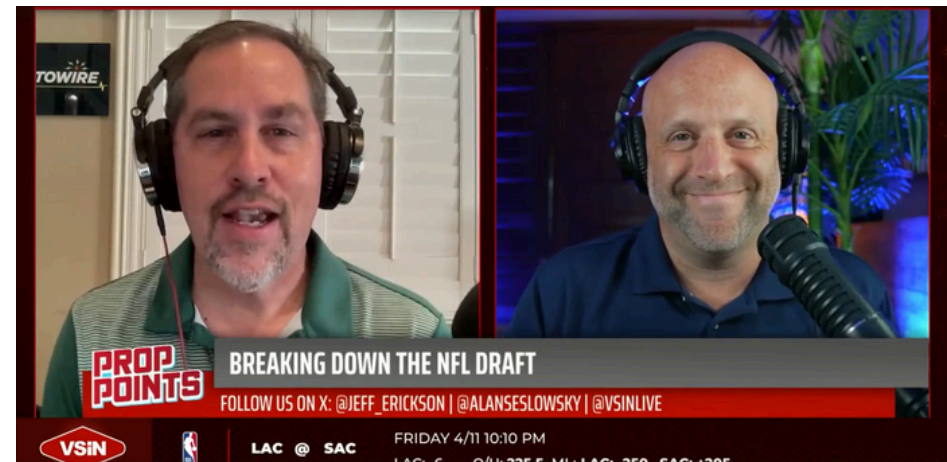
CONTACT: Shannon McKeown, shannon@rotowire.com, (608) 310-4278 x121

VSiN Simulcast Network

RotoWire hosts VSiN's Prop Points show every Monday-Friday from 2-3pm ET. VSiN's simulcast network reaches 8M monthly unique listeners/viewers across the following channels: YouTubeTV, Sirius XM and the Sirius XM app, Rogers' Sportsnet, NESN, Marquee Sports Network, AT&T Pittsburgh, MASN, iHeartRadio, TuneIn, terrestrial radio stations throughout the U.S., VSiN.com, VSiN Watch App and VSiN.com/Podcasts.



VSIN Opportunities	Cost
60-second live read	\$350/episode



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Sponsored Videos

RotoWire publishes video content on a daily basis across our three YouTube channels: [RotoWire](#), [RotoWire Fantasy Football](#) and [RotoWire Fantasy Basketball](#). Sponsor a full video or segment to reach your target audience.

Sponsored Videos	Cost
Segment and full video opportunities available	TBD



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RotoWire on Sirius XM



RotoWire's Fantasy Sports Today airs on Sirius XM's Fantasy Sports Channel year-round every Monday-Friday.

Promote your offerings across this exciting audio channel to reach more sports fans.

Available Placements	Cost
30-second pre-produced commercial	\$200/each
60-second pre-produced commercial	\$275/each
60-second live read	\$500/each



Ads & Promotions



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Native Placements and Integrations


In addition to the above traditional marketing channels, RotoWire also offers native placements and integrations across our platforms.


1:00 PM ET

 Tickets  Alerts

 ORL	 ATL
Magic (41-40)	Hawks (39-42)
 Confirmed Lineup	 Confirmed Lineup
PG Anthony Black	PG K. Wallace
SG K. Caldwell-Pope	SG Terance Mann
SF J. Isaac	SF Z. Risacher
PF T. da Silva	PF M. Gueye
C W. Carter	C D. Barlow
 Projected Minutes	 Projected Minutes
 On/Off Court Stats	 On/Off Court Stats


Like a lineup?  Try it on DraftKings!



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 **Corbin Carroll**  **ARI vs MIL** Today 3:10 pm

6.5
Fantasy Score
MLB

DPS Pick'em Sites
Sportsbooks
RotoWire Projection
Hit Rate

← Leans Less | Leans More →


 Add To My Picks


 **Frederik Andersen**  **CAR vs TOR** Today 4:00 pm

20.5
Goalie Saves
Hockey

DPS Pick'em Sites
Sportsbooks
RotoWire Projection
Hit Rate

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CONTACT: Shannon McKeown, shannon@rotowire.com, (608) 310-4278 x121



Shannon McKeown

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