

# ROTOWIRE

## Media Kit



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ROTOWIRE

# 25 Years of Premium Fantasy Sports Coverage

Since 1997, RotoWire has delivered award-winning sports content via web sites, mobile apps, e-mails, podcasts and magazines.

Fantasy Sports is growing by leaps and bounds. Ride the wave of popularity and build your brand with RotoWire. Promotions include:

- Homepage Takeovers
- Website Banners
- Email Sponsorships
- Video Sponsorships
- Magazine Print Ads
- Radio Ads
- Podcast Sponsorships

## Ads & Promotions

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The screenshot displays the RotoWire Fantasy Football website. At the top, there's a navigation bar with logos for ESPN, Yahoo!, SiriusXM, and FanDuel. Below this is a menu with various sports categories like DFS, NFL, MLB, NBA, Soccer, NHL, Golf, College FB, College BB, MMA, NASCAR, CFL, WNBA, Tennis, EuroLeague, Cricket, and MyRotoWire. The main header reads 'Fantasy Football' with a search bar for players. A large banner promotes a fantasy golf contest: 'WIN THE NEXT GOLF TOURNAMENT WITHOUT SINKING A SINGLE PUTT. Play our FREE fantasy golf contest this weekend! WIN a FREE Bushnell Golf GPS. ENTER NOW!'. Below the banner is a featured article titled 'Best Ball Journal: Panicking at WR' with a sub-headline 'With concerning injuries following wideouts like Doug Baldwin, Rishard Matthews, and Josh Doctson -- all prior favorites of the author -- it's time to consider some alternatives.' To the left of the article is a 'FOOTBALL NEWS' sidebar listing updates on players like Doug Baldwin, Jordan Matthews, Quincy Enunwa, Terrelle Pryor, Ezekiel Elliott, Sony Michel, Kareem Hunt, and DeAndre Hopkins. To the right of the article are several smaller article teasers: 'NFL Barometer: Cook Is Simmering', 'Job Battles: An Early Leader in Green Bay', 'IDP Analysis: Preseason Watch List - Safeties and Inside LBs', 'SXM Highlights: Is Kerryon Johnson Already Overrated?', and 'Browse All Football Articles'. On the far right, there's a 'FANDUEL' promotion for a 'FREE 6-MONTH ROTOWIRE SUBSCRIPTION' and a 'DRAFT KIT' section. At the bottom, there's a 'FANTASY FOOTBALL TOOLS' section with links to Custom Rankings, Cheat Sheets, Auction Values, Draft Software, Sleepers, and Projections. The user 'Ken C' is logged in at the top right.



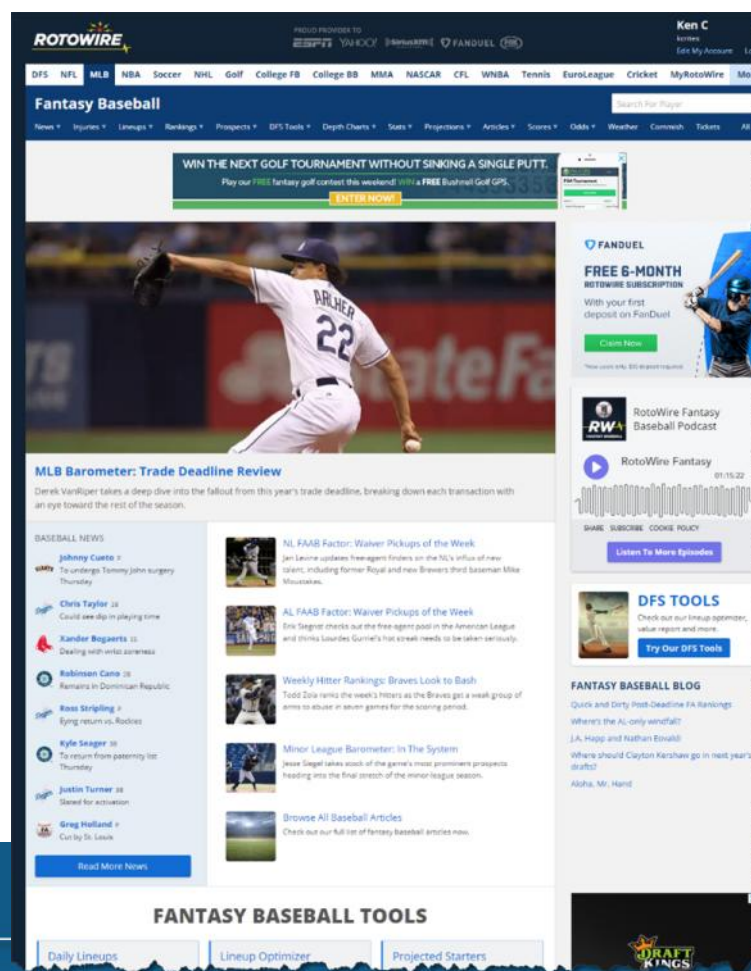
# Align your brand with RotoWire's Award-Winning Content

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

- **62** awards from *Fantasy Sports Writers Association* (FSWA) since 2004, 24% of all awards since 2004
- **16** awards from *Fantasy Sports Trade Association* (FSTA) since 1999, more than any other organization

RotoWire's news team features 20+ full-time editors and a network of 200+ experienced writers covering each pro team and college conference.

\* Sources: FSWA and FSTA



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# Why Fantasy Sports?

- 59.3 million people playing fantasy sports in North America\*
- The average fantasy sports player has these demographics\*
  - 71% male
  - Average Age: 32
  - 53% have a Household Income of \$75K or higher
  - 50% College Degree or More
  - The typical Fantasy Sports fan spends \$653/year on fantasy sports
  - 67% have full-time employment
- 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: \* FSTA(<http://fsta.org/research/industry-demographics/>), 2017

\*\* Fantasy Sports Trade Association



# Home Page & Sport Page Takeovers

This screenshot shows a Rotowire website takeover. The layout includes a top navigation bar with links to 'RECENTLY, TATTOO', 'HARD WALK-OFF WINS!', and 'WALK-OFFS 239'. Below this is a 'MyRotoWire' section with links to various sports: NFL, MLB, NBA, NHL, GOLF, NASCAR, NCAA, and more. The main content area features a large article titled 'Depth Chart Watch: Welcome Back, Le'Veon Bell' with a sub-headline 'Le'Veon Bell returned from injury Sunday to make his season debut with the Steelers and finally gave his owners something to cheer about.' To the right, there's a 'Top Player News' section with links to NFL, MLB, NBA, and NHL. The bottom of the takeover includes a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'.

This screenshot shows a Yahoo! Sports Fantasy Football takeover. The layout features a top navigation bar with links to 'Sign up now for free', 'ROTOWIRE', and 'MyRotoWire'. Below this is a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'. The main content area includes a 'Diamond Cuts: Busy NL Contenders' article with a sub-headline 'Jeff Smits has a lot of bats making waves with the Dodgers and Cardinals, including the latest on Matt Kemp's return.' To the right, there's a 'Top Player News' section with links to NFL, MLB, NBA, and NHL. The bottom of the takeover includes a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'.

This screenshot shows a Rotowire website takeover. The layout includes a top navigation bar with links to 'BUILT FORD TOUGH', 'SALES EVENT', and 'BUILT FORD TOUGH'. Below this is a 'MyRotoWire' section with links to various sports: NFL, MLB, NBA, NHL, GOLF, NASCAR, NCAA, and more. The main content area features a large article titled 'Offensive Line Grid: Sean Raposa Ranks the League's 32 Units' with a sub-headline 'Many units are better than the league's 32 units.' To the right, there's a 'Top Player News' section with links to NFL, MLB, NBA, and NHL. The bottom of the takeover includes a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'.

This screenshot shows a DraftKings website takeover. The layout features a top navigation bar with links to 'WIN \$1 MILLION', 'PLAYING FANTASY FOOTBALL', and 'PLAY NOW'. Below this is a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'. The main content area includes a 'Beating the Book: Chris Liss Handicaps Week 5' article with a sub-headline 'Ranking the Best of the Best.' To the right, there's a 'Top Player News' section with links to NFL, MLB, NBA, and NHL. The bottom of the takeover includes a 'Fantasy Football' section with a '2013 Fantasy Draft Kit' and a '2013 Hockey Draft Kit'.

Prices heavily depend on seasonality and availability

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# Banners (web site & mobile)

**Rotowire** PROUD PROVIDER TO ESPN, Yahoo!, FOX Sports, and FanDuel.

Ken C krites Edit My Account Logout

DFS NFL MLB NBA Soccer NHL Golf College FB College BB MMA NASCAR CFL WNBA Tennis EuroLeague Cricket MyRotoWire More

**Fantasy Basketball** Search For Player

News Injuries Draft Kit Rankings Auction Values Projections Depth Charts Articles Advice Stats Lineups Podcast Ask An Expert Tickets All NBA

**EXPERIENCE THE BEST OF NEW YORK. RECEIVE UP TO \$200 HOTEL CREDIT. LEARN MORE**

**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 Omuaku** 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

**Read More News**

**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 Barucha'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 Banner 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.

**Browse All Basketball Articles**  
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**  
01:00:10  
Listen To More Episodes

**DFS TOOLS**  
Check out daily fantasy tools like our lineup optimizer.  
Try Our DFS Tools

**FANTASY BASKETBALL BLOG**  
Join Our Slack Room for NBA Daily Fantasy Talk  
Trending Team of the Week  
Congrats to The Professor! Andre Snellings joins ESPN  
The Weekly Stream  
The Weekly Stream

**SEMI-ANNUAL SALE**  
ROOMS FROM \$145  
BOOK NOW

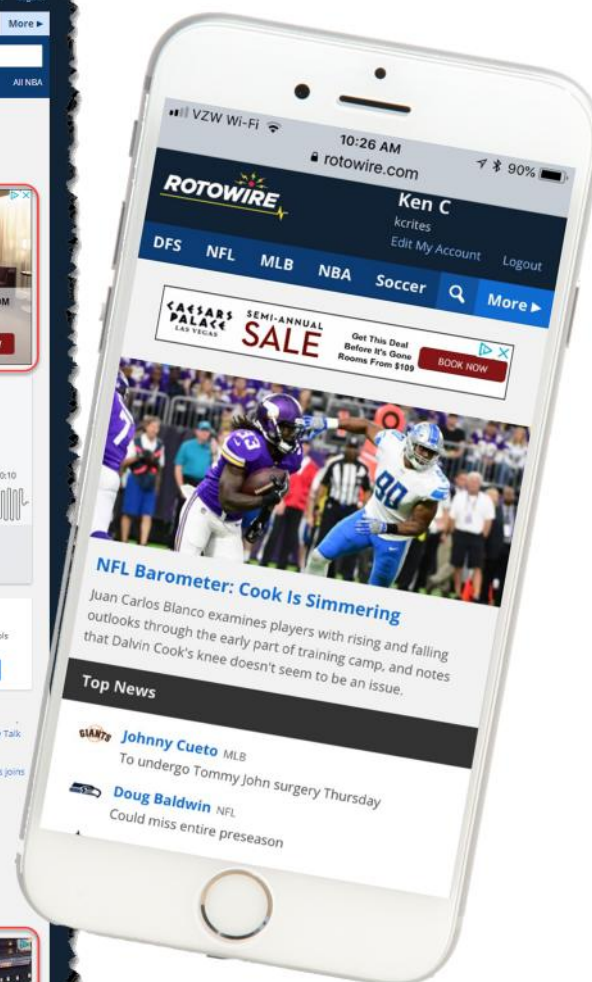
**CAESARS PALACE LAS VEGAS**  
**SEMI-ANNUAL SALE**  
Get This Deal Before It's Gone  
Rooms From \$199  
BOOK NOW

**NFL Barometer: Cook Is Simmering**  
Juan Carlos Blanco examines players with rising and falling outlooks through the early part of training camp, and notes that Dalvin Cook's knee doesn't seem to be an issue.

**Top News**

- Johnny Cueto** MLB  
To undergo Tommy John surgery Thursday
- Doug Baldwin** NFL  
Could miss entire preseason

**EXPERIENCE THE BEST OF NEW YORK. RECEIVE UP TO \$200 HOTEL CREDIT. LEARN MORE**



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# Banner Rates

Banner Size	CPM
970x90 Large Leaderboard	\$4.25
728x90 Leaderboard	\$4.00
300x250 Medium Rectangle	\$3.75
300x600 Filmstrip	\$4.00
320x50 Mobile Leaderboard	\$3.00


# E-mail Sponsorship Rates

Sponsored E-mail Blasts	CPM
150K Opted-In Fans	\$9.00





### Dynasty Football Trade Chart

Alan Seslowsky believes Dalvin Cook is undervalued in dynasty leagues. Plus, Alan provides a handy chart for assessing player value in dynasty trades.



DEPOSIT \$15+ FOR  
**TWO FREE NBA ENTRIES**



PLAYOFFS  
DEPOSIT NOW


### Special NBA Playoffs Offer!

The NBA Playoffs are here and our partners at FanDuel are giving away a special new

user offer!


Deposit \$15 for two free NBA entries. Compete for real cash prizes with FanDuel!

**Claim Your Free Entries**




### NBA Draft Props

Nick Whalen joins Prime Time Live on VSIN to discuss 2022 NBA Draft props. How do the ping pong balls change Nick's outlook on the #1 pick?




### Fantasy Baseball Waiver Wire Targets

Jeff Erickson and Alan Seslowsky reveal five players to target in your fantasy baseball league, including Michael Harris.



DEPOSIT \$15+ FOR  
**TWO FREE NBA ENTRIES**



PLAYOFFS  
DEPOSIT NOW

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## ***RotoWire's Fantasy Football Guide has been a fan favorite since 1999***

For 23 years, our Fantasy Football Guide has been the “must-have” publication for fantasy football players.



2022 Print Placement	Rate
Back Cover	\$4,080
Inside Front Cover	\$3,550
Inside Back Cover	\$2,700
Page Three	\$2,600
Page Five (Table Of Contents)	\$2,350
Full Page, 4-color	\$1,900
Full Page, black & white	\$1,260
Half Page, 4-color	\$1,180
Half Page, black & white	\$950
Quarter Page, black & white	\$750

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## ***Rotowire's Fantasy Baseball Guide has been a fan favorite since 1999***

For 23 years, our Fantasy Baseball Guide has been the “must-have” publication for rotisserie baseball players.



2023 Print Placement	Rate
Back Cover	\$3,650
Inside Front Cover	\$3,025
Inside Back Cover	\$2,330
Page Three	\$2,250
Page Five (Table Of Contents)	\$1,900
Full Page, 4-color	\$1,600
Full Page, black & white	\$1,050
Half Page, 4-color	\$1,050
Half Page, black & white	\$850
Quarter Page, black & white	\$650

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# Radio ads on Sirius XM



## ROTOWIRE FANTASY SPORTS TODAY

(Monday through Friday, 11am-2pm ET)

Chris Liss and Jeff Erickson cover the world of fantasy sports featuring in-depth analysis from the Rotowire team of experts and scouts. They're also taking your calls, telling you who to pick up, who to play and whether or not you should make that trade.






Radio Ads	Cost
:30 Ad (Pre-produced)	TBD
:60 Ad (Pre-Produced)	TBD
:60 LIVE Read	TBD



# Podcasts Advertising Options

- Sponsorships
- 30-second live reads
- 60-second live reads



 <b>FANTASY FOOTBALL</b>	<b>Fantasy Football Podcast</b> 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.	<a href="#">Subscribe on iTunes</a> OR <a href="#">Listen on Stitcher</a>
 <b>FANTASY BASKETBALL</b>	<b>Fantasy Basketball Podcast</b> 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.	<a href="#">Subscribe on iTunes</a> OR <a href="#">Listen on Stitcher</a>
 <b>FANTASY BASEBALL</b>	<b>Fantasy Baseball Podcast</b> 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.	<a href="#">Subscribe on iTunes</a> OR <a href="#">Listen on Stitcher</a>
 <b>SHORT HOPS</b>	<b>Short Hops - Fantasy Baseball Podcast</b> Derek VanRiper and Bernie Pleskoff discuss all things baseball each week throughout the year. Subscribe to the podcast on iTunes to stay informed on the latest fantasy baseball news.	<a href="#">Subscribe on iTunes</a> OR <a href="#">Listen on Stitcher</a>
 <b>FANTASY SOCCER</b>	<b>Fantasy Soccer Podcast</b> A weekly show hosted by Mike Gottlieb and Andrew Laird that focuses on fantasy Premier League, while also touching on other top European leagues and the Champions League.	<a href="#">Subscribe on iTunes</a> OR <a href="#">Listen on Stitcher</a>

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