



Jerry Garner
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Media Kit & Rate Sheet Updated December 2011



Who We Are

Scores.fm is an upbeat sports radio network that provides in-depth news and analysis of world-wide sporting events. Scores.fm is also a social community where sports fans participate in the action.

The company delivers sports entertainment to fans and industry insiders in the following media formats:

- 🎱 Scores.fm Web Portal
- 🎱 Scores.fm Radio Network (Beginning Jan 2012)
- 🎱 Scores.fm Mobile App (Beginning Mar 2012)
- 🎱 Scores.fm Magazine (Beginning Aug 2012)

With multiple publishing and broadcasting vehicles to choose from, Scores.fm is able to offer a variety of advertising options. These opportunities can be acquired in an "a la carte" manner or as part of a bundled package sold at a discounted price.



Banner Advertising

Banner ads on Scores.fm are sold on a Cost Per Mil (CPM) basis, which is the price per one thousand ad views. This allows us to guarantee each advertiser a specific amount of exposure.

Front Page, Above Fold:

Views	CPM	Total
10,000	2.00	20.00
25,000	1.75	43.75
50,000	1.50	75.00
75,000	1.25	93.75
100,000	1.05	105.00
150,000	0.95	142.50
250,000	0.75	187.50

Internal, Above the Fold:

Views	CPM	Total
10,000	1.70	17.00
25,000	1.50	37.50
50,000	1.35	67.50
75,000	1.20	90.00
100,000	1.05	105.00
150,000	0.85	127.50
250,000	0.65	162.50

Internal, Below the Fold:

Views	CPM	Total
10,000	1.45	14.50
25,000	1.15	28.75
50,000	0.95	47.50
75,000	0.75	56.25
100,000	0.60	60.00
150,000	0.50	75.00
250,000	0.40	100.00

Our CPM ad rates allow you to know in advance how many times your ad will be seen. You can advertise on Scores.fm for as little as \$0.40 CPM!!

Twitter Ad Packs:

1 Tweet	5.00	(5.00 each)
5 Tweets	22.50	(4.50 each)
10 Tweets	40.00	(4.00 each)
25 Tweets	75.00	(3.00 each)
50 Tweets	100.00	(2.00 each)
100 Tweets	125.00	(1.25 each)

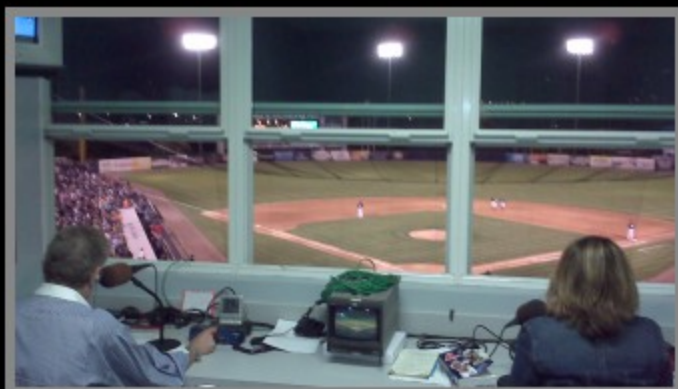
As of December 1, 2011, the Scores.fm Twitter account (@scoresfm) has over 14,000 followers and gains an average of 80-100 new followers each day.



Radio Advertising



Scores.fm is currently pre-selling 30-second commercial insertions for its sports radio network, launching in January 2012. These rates represent special pricing available for a limited time only.



#/Day	Plays	Rate	Total
1	30	0.50	15.00
8	240	0.25	60.00
24	720	0.15	108.00
48	1,440	0.10	144.00
72	2,160	0.08	172.80



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Advertising Packages

Scores.fm offers bundled advertising packages that provide significant savings to advertisers who carry ads across the entire Scores.fm network. We presently have two packages available to choose from: the Silver Package and the Gold Package.

Silver Package:

Front Page, Above Fold -- 50k imps (75.00)
Internal, Above Fold -- 50k imps (67.50)
Internal, Below Fold -- 75k imps (56.25)
Twitter Ads -- 25 Tweets (76.00)
24 Daily Commercials -- 720 Plays (108.00)

\$325 ~~382.75~~

Gold Package:

Front Page, Above Fold -- 150k imps (142.50)
Internal, Above Fold -- 250k imps (162.50)
Internal, Below Fold -- 250k imps (100.00)
Twitter Ads -- 75 Tweets (112.50)
48 Daily Commercials -- 1,440 Plays (144.00)

\$525 ~~664.50~~

To purchase one of these advertising packages, or to secure any "a la carte" ad space, please contact:

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