



Sports Media, Inc
Thoroughbred Racetrack TV Advertising Network

RATE CARD
All Rates are Net

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Sports Media Thoroughbred Racetrack 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.

2008-2009

Month	Racetracks	Screens	Spot	Impressions	CPM	A21-54	Total Net	Production
January	101	252,000	:30	22,725,000	\$ 8.00	15,975,675	\$ 181,800.00	\$ 2,200.00
February	101	252,000	:30	23,750,000	\$ 8.00	16,696,250	\$ 190,000.00	\$ 2,200.00
March	101	252,000	:30	25,250,000	\$ 8.00	16,641,750	\$ 202,000.00	\$ 2,200.00
April	101	252,000	:30	28,525,000	\$ 8.00	20,053,075	\$ 228,000.00	\$ 2,200.00
May	101	252,000	:30	33,750,000	\$ 8.00	23,726,250	\$ 270,000.00	\$ 2,200.00
June	101	252,000	:30	31,250,000	\$ 8.00	21,968,750	\$ 250,000.00	\$ 2,200.00
July	101	252,000	:30	30,650,000	\$ 8.00	21,546,950	\$ 245,200.00	\$ 2,200.00
August	101	252,000	:30	29,780,000	\$ 8.00	20,953,340	\$ 238,240.00	\$ 2,200.00
September	101	252,000	:30	26,500,000	\$ 8.00	18,629,500	\$ 212,000.00	\$ 2,200.00
October	101	252,000	:30	24,750,000	\$ 8.00	17,399,250	\$ 198,000.00	\$ 2,200.00
November	101	252,000	:30	23,675,000	\$ 8.00	16,643,525	\$ 189,400.00	\$ 2,200.00
December	101	252,000	:30	22,450,000	\$ 8.00	15,782,350	\$ 179,600.00	\$ 2,200.00

Add text messaging to any campaign for an additional fee of 15%

Captive audience watching TV screens more than 80% of the time
Sports Loyal Fans
Advertisers provide creative
Custom creative available for an additional fee
Advertisers receive 10 :30 second spots per event day in each market