

# Sports Media's Sports Media This Week

Latest news and strategies for connecting with sports fans

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## From the Sideline

by Dan Kosth - CEO Sports Media, Inc.



### The Never-Ending Season!

It seems everything runs in cycles, doesn't it? New television shows in the fall, new car models in the winter, new fashions in spring. Consumers seem to buy for the holidays, or back to school or for any one of a hundred seasonal reasons.

Sports works in much the same way. Major league baseball has just thrown out its first pitches of the 2008 campaign and that won't stop until October. Nascar is starting to heat up as is the PGA, professional tennis and other great spectator sports. The NFL draft is almost here and the basketball (both pro and collegiate) and hockey seasons are reaching their season-ending climaxes.

But sports - and more specifically, sports marketing - has become "non-seasonal." Marketing to fans through their favorite sports teams has turned into a 365-day a year business. And that's where Sports Media, Inc. comes in.

We help put marketers and the brands they care about in venues where they can build equity with sports fans. We do more than just run ads for our clients, though. Sports Media can help clients and their agencies find the most effective ways to present promotional and brand-driven messages to this most affluent of consumer groups.

Sports marketing is an opportunity you don't want to miss. And Sports Media, Inc. is the biggest and best suited counselor when it comes to understanding and leveraging those opportunities.

Call me or [drop me a line](#) sometime. We'd be glad to explore these opportunities together.

Dan Kosth  
CEO, Sports Media, Inc.

## What's Hot in Sports Media Today

Sizzling new products that help you make a direct connection with the sports fan!



[MLB Jumbotron  
Network](#)



[Thoroughbred  
Racing Network](#)



[Stand-In\(TM\)  
Inserts](#)

[Sports Media's MLB Jumbotron Network](#) gives marketers a unique opportunity to tie their advertising messages into [mobile marketing](#) programs. [Animation services](#) offered by SMI help make brands a part of the action on the big screen!

The [Thoroughbred Racing Network](#) puts brands in touch with the exciting sport of kings. Advertisers can run spots on over a quarter of a million screens across the USA and Canada ranging from :30 to 3:30 in length.

Sports Media, Inc. now represents [Stand-In\(TM\)](#) Advertising Inserts to advertisers interested in having their advertising message delivered to within arms' reach of tens of thousands of sports fans.

Visit the [Sports Media web site](#) for more product info.

## Thoroughbred Racing Television Network (TTVN)

TTVN provides advertising messages to racing fans at 120 tracks around the nation.



Dan Kosth, CEO of Silvis-based Sports Media, Inc. (SMI), a full-service, sports marketing agency specializing in live-sports and sports-related medias has announced the launch of the Sports Media Thoroughbred Television Network. The venture will serve advertisements ranging from :15 to 3:30 to approximately 252,000 television monitors located in tracks around the country throughout the 2008 racing season.

“We’re very excited about this opportunity to help our clients make a favorable impression to a very loyal and desirable market – the Thoroughbred Racing fan,” said Kosth. According to the National Thoroughbred Racing Association, there are nearly 30 million racing fans in the United States. Sports Media’s research shows that racing fans at the tracks in the network tend to be male (55%), more educated (36% with college degrees) and more affluent (22% with incomes of \$70k+) than the national average.

Learn more about the [Thoroughbred Racing Television Network](#) | [Rate Info](#)

## Sports Media Stats

Interesting facts and statistics on the sports audience from Sports Media Research.

Thinking about engaging the baseball fan this summer? Here are some interesting facts about the major league (MLB) fan:

- 57% of our fans are male and 43% are female.
- 61.6% are between the age of 18 and 49 years old.
- 59% are from households with \$75,000 and above.
- 81% are from households headed by college graduates.
- 61% have households with children.
- 58.8% watch 40 or more games on TV.

## Sports Media's Player Profile

Get to know the media professionals on our team.



Derek has more than 10 years of experience in the baseball industry, having worked in various licensing and marketing roles for Minor League Baseball's National Office in St. Petersburg, FL. Those roles included the development of new regional and national corporate partnerships on behalf of 160 member teams.

Derek, a native of Detroit Michigan who grew up in South Florida, graduated from Palm Beach Atlantic University with a degree in Business Management and has a Masters Degree in Sports Administration from The University of Florida.

You can reach Derek by [e-mail](#) or by phone: (801) 413-7269

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