

The Yahoo!Sports Radio Difference

- **Yahoo!Sports Radio is the King of Content.** *Yahoo!Sports Radio* has the strongest pool of talent in the industry including Steve Czaban, Adrian Wojnarowski, Dan Wetzel, Sean Salisbury, and Rivals.com.
- With 374 affiliates and 5-million listeners, *Yahoo!Sports Radio* is a fast growing network of sports affiliates in top markets across the country.
- **Cross Promotion.** Network radio, a web of affiliates in major cities, the most visited sports site on the web, Facebook, Twitter, podcasting and texting capabilities make *Yahoo!Sports Radio* the only media platform an advertiser needs.
- **Custom Solutions.** Your campaign should be as individual and unique as your product or service. *Yahoo!Sports Radio* offers you opportunities beyond the traditional spots & dots buy. Events, social media and production integration are just a few of the ways we help advertisers get in touch with consumers.
- **Flexibility & Affordability.** *Yahoo!Sports Radio* is new, fresh and innovative. We are competitively priced and have packages to meet any budget with no restrictions on purchasing.
- **Client & Customer Service Focused.** Our clients are important to us. You put your trust in us when you place a campaign on *Yahoo!Sports Radio*. Customer service is our priority.

Why would you purchase Digital Advertising with Yahoo Sports Radio?

Answer: To Reach 1 Million Consumers Online Each Week!

1. YahooSportsRadio.com reaches 250,000 Unique Visitors each month, and GROWING!!!
2. YahooSportsRadio.com generates 2,500,000 monthly Pageviews on average, and GROWING!
3. YahooSportsRadio.com reaches another 500,000 consumers with On Demand audio content, Podcasts, and live Streaming programming 24/7.
4. YahooSportsRadio.com can geographically-target your advertising messaging by city, state or the entire US, reaching customers that matter most to your business.
5. YahooSportsRadio.com has the unique advantage of being aligned with the world's #1 sports media web company, allowing access to some of the best sports journalism in the country, and we get to link ourselves together in a way that will accelerate the growth of our digital business.
6. Here are the upscale demos-as you can see we are very upscale as is the entire lineup-we index at 150% for A35+ (.3 vs.2)and 250% for M35+ (.5 vs .2)

7.	Arbitron DMA Area: Nationwide Fall 2011			Education: College Grad+ Income: 75k+	
	Demo	000's	Rtg		
	Persons 35+	84,300	0.3		
	Men35+	68,900	0.5		