



## Make Our Audience, Your Audience.

Spotrac – the largest and most widely visited online resource for major sports contract information, enables you to deliver your message cleanly, and effectively.

This information is organized and displayed in a stylish manner that no competitor's site can match and is used daily by members of the sports media, top blogs, online newspapers, and websites surrounding fantasy sports.

Each month more than **100,000** unique sports fans, with NBA, NHL, NFL, and MLB backgrounds are drawn to Spotrac's **free** team and player content, news, rankings, and more.

2011 Visitors/Month	2011 Pageviews/Month	2011 Time on Site
125,000	400,000	3:00 minutes

In addition, Spotrac has made banner advertising simple and affordable. Choose one or two large ad sizes, and select one of our packages to go along with them, including:

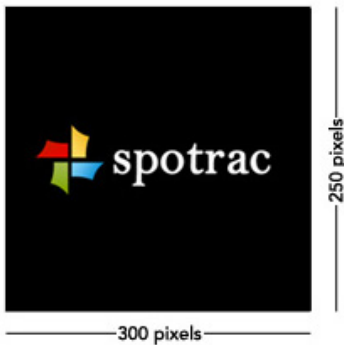
- Full website coverage (for the general or multi-sport audience)
- Advertising by Team (for owners of companies specific to a sports team or city)
- Top-View Advertising (try your ads out on our most-viewed pages only)

Browse the details below for specifics, and ordering information, and visit [Spotrac.com](http://Spotrac.com) today to begin your path down visibility from our community.

# Ad Requirements

All submitted files must follow these specifications. Spotrac will not initiate a campaign with improper ad files. Our design team can provide services or assistance at the hourly rate below.

Banner Ad Specifications	
Acceptable Formats:	JPG, GIF, SWF (flash)
Animation:	Yes (3 loops and 15 seconds maximum)
File Size Limitations:	Maximum 40k
File Resolution:	72dpi
True Color:	RGB
URL:	Address of web page to send user
Target:	Embedded links must open in a new window.



# Banner Ad Design

Spotrac would be happy to develop banner ads for you. Follow these steps to doing so:

1. Review other banner ads to help you define what you would like in yours, or contract us to setup a quick, free consultation with us.
2. Email the following to Spotrac:
  - Your banner ad promotional text.
  - A suggested design scheme which includes logo, colors, and fonts. (Ideally we would use the logo, color, and fonts on your Web site).
3. Spotrac will provide you with a quote to be approved (\$50/hour for graphic artist or copywriting services)
4. Upon approval, Spotrac will design your banner ad(s) and prep them for your campaign.

The banner ad typically takes one to three hours to create, depending on whether you supply the images and words, or they are done by Spotrac. This time includes: discussion of your promotional text and design scheme, creation of the banner ad, and updates based on your feedback.

5. For viewing purposes, here are sample layouts of Spotrac banner ads.

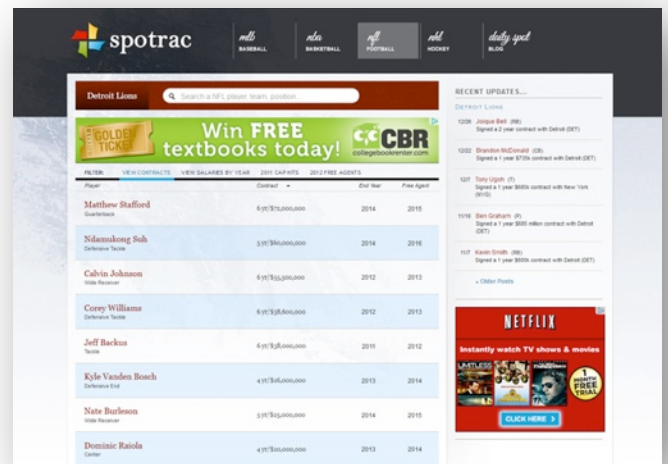
# Advertising Packages

## #1 | All-in One Package (Most Popular)

To provide your ad with maximum exposure, it will be rotated evenly with other ads throughout the entire Spotrac.com website. This includes over 5,000 pages, and enables your ad to be viewed by the largest number of site visitors while allowing us to place ads on every page. Site traffic data will be provided on a regular basis.

Including...

- Spotrac Home page
- Individual Sport Home pages
- Team Home pages
- Tracker & Ranking Lists
- Player Pages



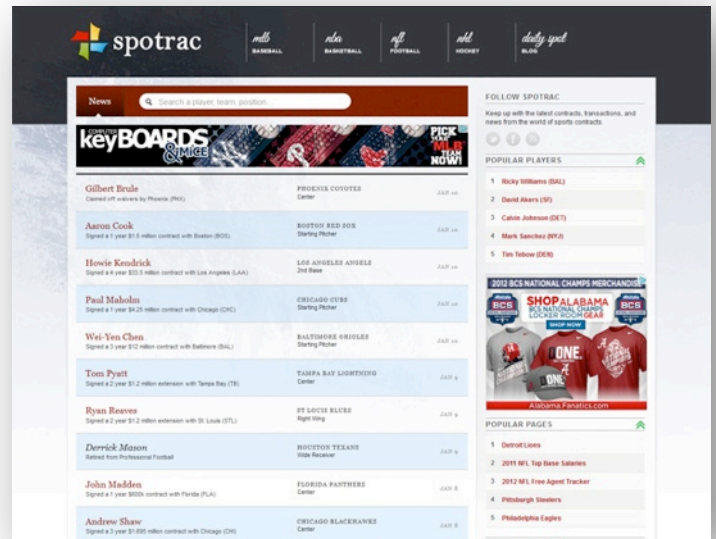
Ad Unit	Cost Per Month		
	3 Months	6 Months	12 Months
Leader Board (728 x 90 pixels)	\$399	\$350	\$300
Sidebar Ad (300 x 250 pixels)	\$599	\$550	\$500

## #2 | The Fan Package

Choose a specific MLB, NBA, NFL or NHL sports team that best fits your audience. This enables your ads to be placed in front of users who have already sought out your specific team.

Including...

- Team Home page
- Team Salaries page
- Team Cap Hits page
- Player Pages sidebar
- and more!



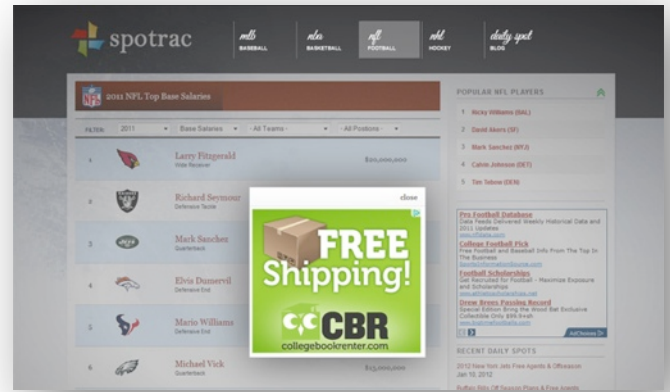
Ad Unit	Cost Per Month		
	3 Months	6 Months	12 Months
Leader Board (728 x 90 pixels)	\$299	\$250	\$200
Sidebar Ad (300 x 250 pixels)	\$499	\$450	\$400

### #3 | The Rankings Package

One of Spotrac’s most popular, and profitable components includes the “Top” ranking lists for each individual sport (Top MLB Salaries, Top NHL Cap-Hits, Average 2012 Running Back Salaries, etc...)

Including...

- Top Overall Salaries
- Top Salaries by Team, Position
- Top Cap-Hits
- Average Salaries
- and more...!



Ad Unit	Cost Per Month		
	3 Months	6 Months	12 Months
Leader Board (728 x 90 pixels)	\$299	\$250	\$200
Sidebar Ad (300 x 250 pixels)	\$499	\$450	\$400

# Terms & Conditions

- A. Spotrac.com and MG3 WebWorks LLC (“We,” “Us,” “Our”) will provide the advertiser (“You”) with traffic reports, including how many readers visit the site and the number of times your ad has been viewed, once a month during your ad campaign.
- B. We will include your listing in our Sources/Affiliates Directory at no cost to you for a full year from the time your campaign begins.
- C. We reserve the right to refuse or deactivate any ad at any time. We will not accept ads that promote illegal activity, such as pornography, libel or material that infringes on any intellectual property right. In cases of deactivation, no refund will be given for the month in which deactivation occurs.
- D. The first month for your ad must be paid in advance unless other arrangements are made. Your ad cost for each month of your ad campaign must be paid at the beginning of the month.
- E. All sales are final. No cancellations accepted after your ad is accepted.
- F. Artwork created by us will remain our exclusive property. If you request in writing (e-mail) that materials supplied by you are to be returned, we will do so at your sole liability, expense and risk.
- G. All ads must be submitted electronically.
- H. Any links in your ad must target a new browser window.
- I. All changes must be submitted in writing.
- J. You may substitute a different ad on a monthly basis for free or a more frequent basis for a charge of \$20 per substitution. We will attempt to substitute the new ad for the old one within 48 hours after receiving it electronically.
- K. We will attempt to fix, within 24 hours of being notified in writing, any error we commit. We are not responsible for any financial costs you may incur as a result of an error by us or by you.
- L. We reserve the right to edit ads when necessary and will make every reasonable effort to obtain approval from you for changes to your ad.
- M. We are not responsible for the content of ads and do not endorse or support products or services in the ads.
- N. We are not responsible for how individuals may respond to articles or advertising.
- O. Our liability for failure to publish an approved ad in the month specified will be limited to publishing the ad in a subsequent month at the same rate as contracted.
- P. Our liability for any error in publishing your ad or failing to do so shall not exceed the ad fee you paid. We are not liable if we are unable to publish your ad because of acts of God, war, riot, strikes, system or transmission failure or for any other reason beyond our reasonable control.
- Q. Each party to this agreement owns its respective website and the material and content on that website. Neither party has any claim to the other’s intellectual property rights.
- R. You agree to defend, indemnify and hold harmless our owners, officers, employees and subcontractors from and against any claims, actions or demands arising from your ad or any errors associated with it.
- S. We want your ad to receive excellent exposure and success. However, results from your ad are not guaranteed.

# Register Your Company

Complete the following form and mail with payment to the address show below.

## CONTACT INFORMATION

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Billing Phone #: \_\_\_\_\_

## SELECT A PACKAGE (1)

- #1 - All-In-One Package
- #2 - The Fan Package      Team: \_\_\_\_\_
- #3 - The Rankings Package      Sport: \_\_\_\_\_

## SELECT A BANNER SIZE (1 OR MORE)

- #1 - Leader Board (728 x 90 pixels)
- #2 - Display Ad (300 x 250 pixels)

## SELECT A CAMPAIGN DURATION (1)

- 3 Months      Start Month: \_\_\_\_\_      End Month: \_\_\_\_\_
- 6 Months      Start Month: \_\_\_\_\_      End Month: \_\_\_\_\_
- 12 Months      Start Month: \_\_\_\_\_      End Month: \_\_\_\_\_

## COST & CONSENT

Total Cost: \_\_\_\_\_

I agree with the above terms and conditions.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Make checks payable to MG3 WebWorks at 4240 North Buffalo Road, Orchard Park, NY 14127  
Contact Michael Ginnitti at 716.997.9037 to setup your campaign over the phone.  
Spotrac.com is a division of MG3 WebWorks. Please contact us today at (716) 997-9037 for sales and general concerns.*