



FANTASY SPORTS ANALYSIS **WITH AN EDGE**

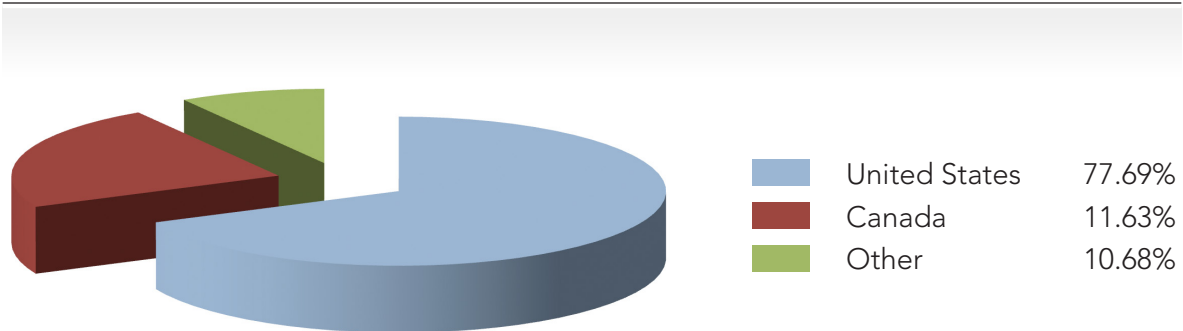
RotoRob.com is all about Fantasy sports analysis. Hardball, hoops, hockey, hula hoops...whatever...you'll find it here. At RotoRob.com, we provide analysis beyond the numbers. Hey, stats rock, but sometimes you need to look behind the figures to see what's really going on and, ultimately, how it's all going to affect your Fantasy teams. That's what our readers expect: daily Fantasy analysis with biting, yet insightful commentary that delves into the heart of the matter.

If you want to reach serious sports fans, then RotoRob.com is the place to advertise. Since its inception in June 2006, RotoRob's traffic has increased exponentially.

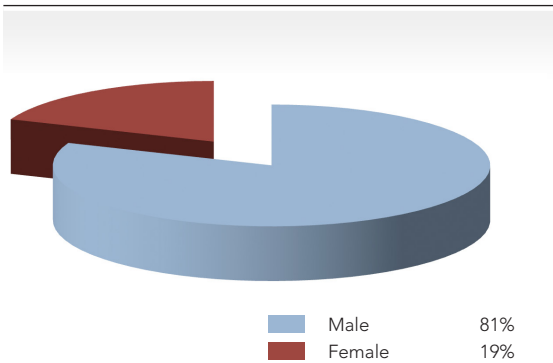
**RotoRob.com stats** (July 2009)

<b>Average visits per day:</b>	<b>785</b>
<b>Alexa traffic rating:</b>	<b>379,818</b>
<b>Blog Top Sites Sports rating:</b>	<b>15</b>
<b>Technorati rank:</b>	<b>84,546</b> (Authority, 42; 777 blog reactions)

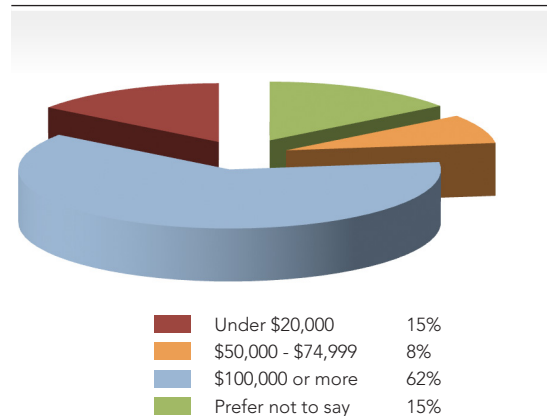
## Where our readers live



## Who our readers are



## How much our readers earn



## Demographical data\*

This is a market you can't afford to ignore:

- 19.4 million people actively play Fantasy sports in the U.S. and Canada
- 2 million of the players are teenagers
- 34.5 million people have played Fantasy sports in the U.S. and Canada

\* According to a June, 2007 Ipsos Online Omnibus survey conducted by the FSTA.

## Advertising options

<b>300x250 Big box</b>	<b>\$110/month</b>
<b>125x125 Button</b>	<b>\$65/month</b>
<b>120x60 Button</b>	<b>\$45/month</b>
<b>120x90 Button</b>	<b>\$55/month</b>
<b>160x600 Wide skyscraper</b>	<b>\$120/month</b>
<b>728x90 Leaderboard</b>	<b>\$145/month</b>
<b>Text link (no follow)</b>	<b>1 for \$40/month, 3 for \$80/m, 5 for \$120/m</b>

Ask us about our package discounts! If you're interested in sponsored contests, exclusive site sponsorships, special promotions, or advertorials, we're happy to discuss what options are available. For more information, contact Rob Blackstien at [rob@rotorob.com](mailto:rob@rotorob.com) or (416) 446-6161.

## Sponsorship opportunities

### Super Bowl game package:

1. Big box (300x250) – 1 year
2. Wide skyscraper (160x600) – 1 year
3. Leaderboard (728x90) – 1 year
4. Text link – 1 year
5. Two writing opportunities (if applicable to target market)
6. One section sponsorship (or could be specific product sponsorship)

**Total: \$2,200** (savings of over \$1,500)

## Grand Slam package:

1. Big box (300x250) – 6 months
2. Wide skyscraper (160x600) – 6 months
3. Leaderboard (728x90) – 6 months
4. One writing opportunity  
(or product sponsorship)

**Total: \$1,100** (savings of over \$500)

## Triple Double package:

1. Big box (300x250) – 3 months
2. Wide skyscraper (160x600) – 3 months
3. Leaderboard (728x90) – 3 months

**Total: \$550** (savings of over \$175)

## What they're saying about RotoRob.com:

"Rob Blackstien has been writing and editing the Fantasy Baseball and Football Guides for a couple of years now, so I wasn't surprised how well written and good looking his new site is. I've been traveling and I've also been surprised how often I've checked in just to get Rob's take on the latest stories."

**Peter Kreutzer (Rotoman of AskRotoman.com)**

"Dig your stuff, man."

**Gerrit Ritt, Foxsports.com**

"Your new launch of RotoRob site rocks! Good job on the new site."

**David Bloom, DraysBay.com, baseballhappenings.com**

Not Convinced? Read more testimonials at [RotoRob.com/testimonials](http://RotoRob.com/testimonials)

## Just who is this RotoRob guy?

Rob Blackstien's Fantasy sports work has appeared on Rotoworld.com, USAToday.com, NBCSports.com, msn.foxsports.com, and CREATIVESPORTS.com. He's worked on the last five *Fantasy Baseball Guide* magazines for Rotoman and also worked on the 2006 *Fantasy Football Guide* magazine. Rob's work has also appeared in Beckett Sports. He's a Toronto-based freelance journalist and the principal of Pen-Ultimate (pen-ultimate.ca), a full-service writing and editing firm.

## Team RotoRob

	BASEBALL	BASKETBALL	FOOTBALL	HOCKEY	VIDEO GAMES
Alex Hardin		<b>Y</b>	<b>Y</b>		
Buck Davidson	<b>Y</b>	<b>Y</b>	<b>Y</b>		
Chris Wassel				<b>Y</b>	
Daniel Olsen	<b>Y</b>	<b>Y</b>	<b>Y</b>		
Derek Jones	<b>Y</b>	<b>Y</b>	<b>Y</b>		
Herija Green	<b>Y</b>	<b>Y</b>	<b>Y</b>		<b>Y</b>
James Morris		<b>Y</b>	<b>Y</b>		
Jordan Frank	<b>Y</b>	<b>Y</b>	<b>Y</b>		
Mike Chen					<b>Y</b>
Phillip Heilman	<b>Y</b>				
Roto Rob	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	
Steven Ovadia		<b>Y</b>		<b>Y</b>	
Tim McLeod	<b>Y</b>				
Trevor Blake	<b>Y</b>		<b>Y</b>		

RotoRob.com features work from some of the greatest minds in Fantasy sports. You can find bios for all our writers at: [RotoRob.com/meet-our-mofos](http://RotoRob.com/meet-our-mofos)