



Media Kit

***Bringing Intelligence
To Sports***

Overview

- 1 Radio
- 2 Banner Ads
- 4 Ron Sherman Advertising
- 3 Sponsorships

SportsOverload.com is offering advertisers the most unique assortment of internet, radio, and television advertising opportunities anywhere. From August to January, S.O. will begin airing a weekly radio program in Las Vegas and Atlantic City. The program, known as "The Power Hour," can also be found on the Cable Radio Network, which reaches **over 24 million households**. The website, once a Premium Handicapping Service, is now 100% FREE content aimed at generating a high volume of web traffic. Also, not to be overlooked, all Advertising/Marketing operations will be handled by a professional advertising agency: Ron Sherman Advertising & Teleproductions.

SportsOverload offers an assortment of sports coverage, specializing in Fantasy Football and Handicapping. S.O. also covers the NFL Draft, NBA Draft, Jumpology (Bracketology), and numerous other topics along the NFL, NBA, and NCAA. Over the years, S.O. has lived up to its motto of "Bringing Intelligence To Sports" by consistently hanging with the elite in terms of both accuracy and originality.

The Radio Show, titled "The Power Hour," will be a 3-man team of sports analysts. Professional Handicapper Ron Jumper will offer his weekly insight on the week's top games, as he will give away picks for the entire Top 25 and NFL slate each week. Fantasy guru Ric Atkinson will be giving his weekly analysis on who to start/sit, pick up off the wavier wire, and the latest injury updates. Joe "The Freak" Franklin specializes in the NFL (he is a diehard Pittsburgh Steelers fan) and the SEC, and will offer his unique knowledge and opinions weekly. The show will be produced weekly at Ron Sherman Advertising & Teleproductions 20,000 square foot state-of-the-art production studio.

Radio

“The Power Hour” is affectionately named so because the goal is to have an action packed hour of radio that informs the audience of everything they need to know for that week’s college football and NFL games, whether it be regarding Fantasy or Handicapping. We will never be a radio program that discusses just a handful of topics and “stretches” it out over the course of the entire show. Currently, the show is set to air in 4 places: Cable Radio Network, Atlantic City, Las Vegas, and on the SportsOverload website.

Cable Radio Network (CRNtalk.com):

Friday 6-7pm, CRN 2

CRN has been “Radio on TV” since 1983 and reaches over 24 million households across the country. Our program will run on the Sports Channel, CRN 2, every Friday night from 6-7pm starting August 21, 2009 through January 1, 2010. CRNtalk.com will carry the show’s feed live on their website every week.

WENJ ESPN Radio 97.3 FM Atlantic City:

Saturday 8-9am

The first show will air on August 22, 2009 and run until January 2, 2010. ESPN radio offers a well-established sports audience, as WENJ is a 50,000 watt FM station and the highest rated sports talk station in AC. SportsOverload’s Ron Jumper will also become a regular guest of “The Mike Gill Show,” WENJ’s daily drive-time program. Atlantic City is the 141st ranked radio market in the United States. The show’s feed will also run live on WENJ’s website.

KLAV 1230 AM Las Vegas:

Friday 6-7pm

Starting August 21, 2009 and running until January 1, 2010; our show will appear every Friday night in Las Vegas from 6-7pm. This is an ideal timeslot for us, between Papa Joe Chevalier from 3-6pm and the Sports Zoo from 7-8pm. Las Vegas is the 33rd ranked radio market in the United States. The show’s feed will also run live on KLAV’s website.

SportsOverload.com:

Every show will be posted online at SportsOverload.com every week, with the latest program featured and all prior shows archived.

Pricing:

SportsOverload has a variety of packages available that offer a unique blend of internet, radio, and television advertising. Instead of going out and buying ads on multiple media outlets individually, we can give you all four places for the price of one. Be on in Las Vegas, Atlantic City, CRN, and SportsOverload for just one low price. Here is a rundown of our pricing on each item:

Our Prices:

*Includes all 4 locations

15 Second Spot: \$50

30 Second Spot: \$100

60 Second Spot: \$200

90 Second Spot: \$275

120 Second Spot: \$350

Personalized/Ad-Lib Spot:

\$400

Pick the talent of your choice to discuss your product Live during the show. This is a “stand alone” spot, airing during one of the Live segments.

Banner Ads

Weekly: \$100

Monthly: \$300 *Save \$100

6-Months: \$1500 *Save \$900

1 Year: \$2,500 *Save \$2,700

Sponsorship Levels:

Gold Sponsor:

(6) 30's or 3 Minutes Total Weekly
20 Total Personalized/Ad-Lib Spots
(2) 1-Year Banner Ads
(Optional) 2 Guest Appearances
Total Value: \$24,000
Our Price: \$10,000

**The 3 minutes total can be divided into any mix of 30, 60, 90, or 120 second spots. The 20 total Personalized/Ad-lib spots can be used at your discretion either weekly or more than one per week until your total of 20 is reached. The Guest Appearances give you the option of bringing on a company representative to discuss anything and everything going on with your company.

Silver Sponsor:

(4) 30's or 2 Minutes Total Weekly
10 Total Personalized/Ad-lib Spots
(1) 1-Year Banner Ad
(Optional) 1 Guest Appearance
Total Value: \$14,000
Our Price: \$7,500

Bronze Sponsor:

(2) 30's or 1 Minute Total Weekly
5 Total Personalized/Ad-lib Spots
(1) 6-Month Banner Ad
Total Value: \$7,250
Our Price: \$4,000

Ron Sherman Advertising:

RSA places media in over 100 markets around the country via the internet, newspaper, radio, or on television and have their own 20,000 square foot state-of-the-art production studio. With a graphics design team and web development staff, plus a long list of talent available, RSA can make this a hassle free process.

If your company needs banner ads made or just wants some designed specifically for our website, RSA will make them at no additional charge with the purchase of at least one 6-month banner ad. When the banner ad is no longer going to run on our website, the banner ad is yours to do with as you wish.

For radio spots, we have access to numerous talents that can record the spot for you at no additional charge. Our producers will edit and add any music of your choosing, this also comes at no additional charge.