



Make Our Audience Your Audience



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

Founded in 2009, Spotrac is used daily by members of the national sports media, fantasy sports players, online newspapers, and general sports fans around the world.

Website Statistics

Each year more than 40 million unique sports fans with NBA, NHL, NFL, MLB, & Soccer interests are drawn to Spotrac’s league, team and player content, including player contracts, team payrolls, salary rankings, free agent trackers, and plenty more.

In addition, Spotrac has developed a strong social media following, including more than 50,000 twitter followers, & 6,000 Facebook likes who remained engaged with the resources available on the desktop & mobile website.

The Spotrac Podcast

Sports is big business and each week, Michael Ginnitti of Spotrac.com is joined by sports media veterans Kevin Sylvester, & Paul Peck for a round-table discussion on the latest financial facts & figures surrounding the business of sports.

The show covers interesting areas of the finances for MLB, the NFL, NBA, NHL, and more. Most episodes feature call-ins from notable guests, including ESPN’s Adam Schefter, prominent agent Mike McCartney, & MMQB’s Andrew Brandt. The show is marketed weekly to over 50,000 social media connections. Featured on iTunes, Spotify, Google, Stitcher, Tune-In Radio, & Spotrac.com.

Website Visitor Statistics

Visitors/Month – 2,250,000
Pageviews/Month – 6,400,000
Avg. Time per User – 2:30
Returning Users – 58%

Age Demographics

18-24 – 21%
25-34 – 33%
35-44 – 21%
45-54 – 13%

Visitor Interests

Sports & Fitness/Sports Fans
Media & Entertainment/Movie Lovers
Technology/Technophiles
Travel/Hotels & Accommodations
Financial Services/Investment Services

Sponsorship



Presenting Sponsor

Company recognition before, during, & after all episodes, plus website & social media visibility.

Feature Sponsorships

- 1) Cap Fact - A focus on an interesting financial fact across one of the major sports leagues.
- 2) Contract of the Week - In-depth analysis of a recent, notable contract signing.

	Presenting	Feature Sponsor	Guest Hotline	Live Read
Podcast Advertising	Company recognition at the beginning and end of podcast with prerecorded liner, plus a mid-roll read.	Company recognition at the beginning and end of our Cap Fact.	Company recognition at the beginning and end of each guest interview.	A 30-second mid-episode endorsement from the host(s) written on your discretion.
Website Advertising	2 Banner Ads	1 Banner Ad	1 Banner Ad	
Social Media Advertising (2 Posts/Month)	\$1,500/month (min. 6)	\$500/month (min. 6)	\$750/month (min. 6)	\$20/show

Banner 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 an hourly rate of \$\$\$\$.

Banner Ad Specifications

Available Sizes: 320x250; 728x90

Acceptable Formats: JPG, GIF, PNG

Audio: Only on click (no on-load audio)

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.

Interested?

Contact Spotrac at (716) 997-9037
or info@spotrac.com today!



Banner Advertising

Spotrac offers a real estate for web banners on each of the tens of thousands of pages, including player contracts breakdowns, all team views, league views, tools, and the homepage.

Available Sizes

The desktop & mobile site offer a variety of slots for 300x250 sized banners, while the desktop site boasts ample, top-fold regions for 728x90 banners as well.

	Size(s)	Daily Impressions	Cost/Month	Total Cost
Entire Website	300x250, 728x90	10%	\$2,400	\$7,200
	300x250	10%	\$1,600	\$4,800
	728x90	10%	\$800	\$2,400
Single Sport	300x250, 728x90	10%	\$1,000	\$3,000
	300x250	10%	\$600	\$1,800
	728x90	10%	\$400	\$1,200

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