



5500 S Marginal Rd – Suite 203 – Cleveland, OH 44103
p. 216.658.0035 x 249 – f. 216.658.0049

WHO WE ARE

sportstalkCLEVELAND.com (STC) is an online broadcast entity focusing on Cleveland sports and entertainment programming.

The station was founded in 2001 and has grown exponentially over the last 7+ years in becoming what we call **'the Internet broadcast giant for Cleveland sports talk & entertainment programming'**.

STC has two primary elements – an interactive website which is updated 24/7 and daily LIVE programming broadcasting in audio and video in multiple formats.

THE NUMBERS

STC continues to grow in terms of listenership and viewership via website traffic and its various streaming media platforms & initiatives. Website data is compiled using the service **GOOGLE ANALYTICS**.

Some key STC statistics shows the following:

- 94.90% of STC traffic is from the United States
- 52.28% of STC's United States traffic is from Ohio
- 65.46% of STC's Ohio traffic is from Northeast Ohio
- The average time spent watching/listening to STC programming is 67 minutes
- STC averages 400-500,000 streams per month
- Between 01/01/07 – 01/01/08 STC had 10,055,617 unique hits
- The STC email database has 137,000 +/- subscribers

CURRENT CONTENT & PROGRAMMING

STC is committed to providing & producing unique, engaging, live and interactive content to its readers, viewers and listeners on a 24/7 basis.

The use of RSS technology assures that all STC website pages have the latest and most accurate news items, scores, stories and analysis. STC covers the Cavaliers, Browns, Indians & Ohio State football along with 'niche' sports/programming which include (but not limited to) professional wrestling, mixed martial arts, fantasy sports, hockey, motor sports, and high school athletics.

An interactive message board and chat room are online 24/7 for sports fans to communicate with each other from across the state, across the country and around the world.

LIVE programming is rich and diversified covering all facets of Cleveland professional, collegiate and high school sports along with entertainment properties such as music, television, motion pictures, politics and more.

STC broadcast talent features new, energetic and fresh sports broadcast talents featuring **BENJAMIN LEWIS, T.J. ZUPPE, BRIAN HARRIS, TONY MAZUR, RICK MORRIS, SEAN TRENCH** and **JAY 'J ROCK' RIZZO**.

STC programming provides a perfect combination of experience, knowledge, energy, humor, entertainment and opinion.

All STC programming is available to watch/listen live or on-demand. Additionally, STC provides programming to be available via download and podcast to your iPod or any mp3 player.

SITE/ADVERTISING LAYOUT

All graphical advertisements located on STC consist of standardized dimensions and adhere to IAB Ad Unit Guidelines.

Here is a list of the available graphical advertising slots and dimensions.

468 x 160 (one per page)

160 x 66 (eight per page)

120 x 90 (seven per page)

SITE/ADVERTISING LAYOUT (CONT)

Additionally, STC offers the following marketing opportunities for your business:

AUDIO SPOTS – your commercial airing Monday – Friday 9a-10p ONCE PER HOUR

MEDIA PLAYER – your company logo branded on the STC MEDIA PLAYER – every time a live show is accessed in audio or video your audience will see your logo

EMBEDDED VIDEO PAGES – Your 15 or 30 second video commercial on specific STC pages

PRODUCT PLACEMENT – your product/logo in full-view of the world via our 3 digital web-cameras

ARCHIVES – if someone misses their favorite STC show – no problem! The shows are available for on-demand listening 24/7 with YOUR COMMERCIALS

DATABASE MARKETING – STC will design and deploy a database to capture potential client information you can later use for email or direct mail marketing purposes. STN also features a 130,000

SHOW SPONSORSHIPS – Be a title sponsor of your favorite STC broadcast including NOW PLAYING graphic interface on home page

LIVE READS – Have an STC personality personally endorse your product or service with a LIVE in-show read

DOWNLOADS – Your coupon, brochure or any printed material will be digitally encoded and made available for an STC fan to download on demand 24/7

EMAIL BLASTS – STN will craft and deploy a personalized email marketing program for you

LIVE REMOTES – Host an STC function or show from your place of business for the world to listen to

PODCASTS – Every STC show is available for download to mp3 players, CD's, or iPods – it is STC to go

PAGE SPONSORSHIPS – Brand ANY STC page with your logo & hyperlink

AUDIO/VIDEO PRE-ROLL – Your 30 second audio or video commercial played AUTOMATICALLY before EVERY live audio/video stream request – 400 – 500,000 stream request average per month