



## NHL

### *In-Arena Sportrons Advertising Network*

#### NETWORK DETAILS:

- 24 US NHL Pro Teams Digital In-Arena Sportrons Network (See list of teams attached)
- Over 1000 total games played
- 16 U.S. States represented, 24 Top 50 DMA's
- 16 million plus in attendance
- Advertisers commercials run on Sportrons, LED and public address systems in Arena
- Make life easy with one media buy, one billing invoice and one proof of performance

#### AD INVENTORY –

- 2-30 second ad spots per game on Sportrons
- 2-30 second ad spots per game on LED
- 2- PA Announcements read prior to spots running
- Add Mobile Marketing with unlimited branded text messages and database access, 20% up-charge

#### RATE CARD – 4-30 second Ads per game

- **Full-Season NHL:** \$2,250 per game x 40 games x 24 teams = **\$2,160,000 net**
- Total: ad runs 5,760, impressions 97,462,008
- CPM \$22.16 reach 6.0 time per game
- **Half-Season NHL :** \$2,500 per game x 20 games x 24 teams = **\$1,200,000 net**
- Total: ad runs 2,880, impressions 48,731,004
- CPM \$24.62 reach 6.0 time per game
- **One Month NHL :** \$2,750 per game x 5 games x 24 teams = **\$330,000 net**
- Total: ad runs 720, impressions 12,182,751
- CPM \$27.08 Viewership 6.0 time per game

#### Sports Feature Sponsor – Logo Exposure

- **Full-season:** \$1,500 per game x 40 games x 24 teams = **\$1,440,000 net**
- **Half-season:** \$1,750 per game x 20 games x 24 teams = **\$840,000 net**

Buy one team or the whole league.

Buy One month or the whole season

Call for custom pricing



NHL In-Arena Sportrons Advertising Network offers advertisers on-screen graphic, animation, audio, and video, utilizing the largest Digital Out of Home Screen in Sports. Advertisers receive 4 – 30 second spots per game.

The Sportrons Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sportrons Studios be your design staff, making The SPORTSTRONS Stadium/Arena Sportrons Network even easier to use.

## National Hockey League Sportrons Network

	Team	Arena	City	State	DMA
1	Anaheim Mighty Ducks	Honda Center	Anaheim	CA	2
2	Atlanta Thrashers	Philips Arena	Atlanta	GA	8
3	Boston Bruins	TD Banknorth Garden	Boston	MA	7
4	Buffalo Sabers	HSBC Arena	Buffalo	NY	50
5	Carolina Hurricanes	RBC Center	Raleigh	NC	27
6	Chicago Blackhawks	United Center	Chicago	IL	3
7	Colorado Avalanche	Pepsi Center	Denver	CO	18
8	Columbus Blue Jackets	Nationwide Arena	Columbus	OH	32
9	Dallas Stars	American Airlines Center	Dallas	TX	5
10	Detroit Red Wings	Joe Louis Arena	Detroit	MI	11
11	Florida Panthers	Office Depot Center	Miami	FL	16
12	Los Angeles Kings	STAPLES Center	Los Angeles	CA	2
13	Minnesota Wild	Xcel Energy Center	Saint Paul	MN	15
14	Nashville Predators	Gaylord Entertainment Center	Nashville	TN	29
15	New Jersey Devils	Continental Airlines Arena	East Rutherford	NJ	1
16	NY Islanders	Nassau Coliseum	New York	NY	1
17	NY Rangers	Madison Square Garden	New York	NY	1
18	Philadelphia Flyers	Wachovia Center	Philadelphia	PA	4
19	Phoenix Coyotes	Jobing.com Arena	Glendale	AZ	12
20	Pittsburgh Penguins	Mellon Arena	Pittsburgh	PA	23
21	San Jose Sharks	HP Pavilion	San Jose	CA	6
22	St Louis Blues	Savvis Center	St. Louis	MO	21
23	Tampa Bay lightning	St. Pete Times Forum	Tampa	FL	13
24	Washington Capitals	Verizon Center	Washington	DC	9

**Advertising category and Advertiser's creative subject to team approval**

### **NHL FAN DEMOGRAPHICS:**

- 59% of our fans are male and 41% are female.
- 79% are between the age of 18 and 44 years old.
- 60% of our fans are from households with an income above \$50,000.
- 81% are from households headed by college graduates.
- 63% have households with children.
- 91% Access the Internet Regularly

### **Sportrons Network Advantage**

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3+ hours
- Live Sports Broadcast Content
- Largest Digital Screens in arenas
- Reach C-Level Executive and Suite Holders

### **OTHER OPPORTUNITIES AVAILABLE**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Animation Creation</li> <li>• Feature Creation</li> <li>• Arena Signage</li> </ul> | <ul style="list-style-type: none"> <li>• Mobile Marketing</li> <li>• Sampling</li> <li>• Hospitality</li> </ul> |
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