SPORTOMETRY ™

Stats your bookie wishes you didn't know! ™

Media Kit 2010

Media Kit 2010
About Sportometry

We started developing the Sportometry web site as a demonstration of what Tangraph, our unique graphic application, is capable of. Upon getting our hands dirty with the major leagues data, we quickly realized that there are many WHO, WHEN and WHAT questions to sports stats that all of us would like to have answered. Thus, the quest to answer these questions the most scientific way had begun and sportometry.com took a life of its own.

As we state on the site: "We see our ultimate goal in giving users the power to ask ANY question about ANY player's game, season, or career statistics –and get the EXACT answer."

While the graphs prominently stay in the center of our site, we added Sportometry Milestones, Sportometry Predicts, Sportometry Top 10 Lists and many other features that are helping you when navigating the high seas of sports statistics.

Come back to the site in the near future to experience new exciting tools and features that will further enhance the user experience.

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Privacy Policy

Many advertisements are managed and placed on our web site by third parties. These are called 'advertisers'. Advertisers who place advertisements on our web site may use cookies and web beacons to collect non-personally identifiable information about your visits to our web site and other web sites in order to provide advertisements about goods and services of interest to you. Finally, please keep in mind that if you click on an advertisement on our web site and link to a third party's web site, then our Privacy Policy will not apply to your personally identifiable information collected on that third party's web site and you must read the privacy policy posted on that site to see how your personally identifiable information will be handled.

We may update and supplement personally identifiable information that we have collected directly from our visitors with other information that we obtain from third parties and other members of Tangraph Sports Technologies, and Sportometry. In addition, we may obtain personally identifiable information about individuals who are not yet users of our web site. In addition, when we associate information that we obtain from third parties with personally identifiable information that we have collected under this Privacy Policy, we will treat the acquired information like the information that we collected ourselves and, except as permitted by this Privacy Policy, the information will not be shared with third parties.

Media Kit 2010
Audience

Connect with highly engaged sports fans on the premier sports website for sports stats. Please contact us for additional details!

- **Median Age: (age)**
- **Men: %**
- **Women: %**
- **Men 18-34: %**
- **Men 35-54: %**
- **Men 55 and up: %**
- **Women 18-34: %**
- **Women 35-54: %**
- **Women 55 and up: %**
- **Median Income: $**
- **HHI $100K+: %**
- **Broadband Usage: %**
- **Engaged Users: (x) Visits and (x) Mins (per user / per month)**
- **Average Monthly Unique Visitors: (x)**

Source: Tangraph Sports Technologies (May-July 2010)

Media Kit 2010
Standard Ad Units Requirements and Specs:
Horizontal Medium 468x60

Dimensions:
468x60px

File Size:
75K or less, Flash, 75K or less, Gif/JPG

Audio: Accepted: Yes. Must be user-initiated, on click.
Must include a "Mute" button.

Video:
Please call for our Video guidelines

Accepted File Types:
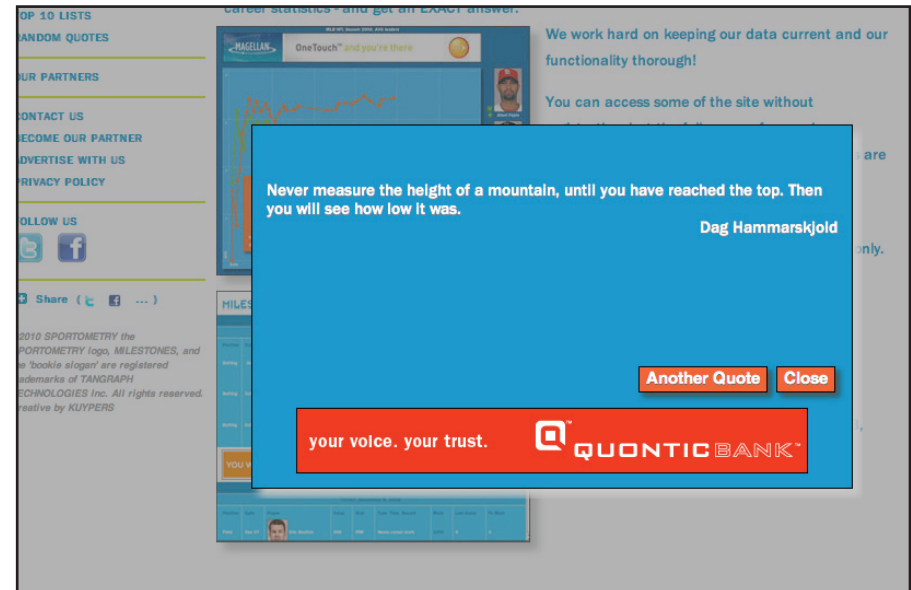Gif, Animated Gif, JPG, Flash (Please call for our Flash guidelines).

Looping:
Accepted: Yes, no limit.

Lead Time:
Allow five business days for testing and review.

Third Party Ad Serving Requirements:
Accepted. Please contact us for additional details

Alt Text:
25 characters max

Additional Details:
Please contact us for additional details and requirements:
ads@sportometry.com

Sample ad

Media Kit 2010
Standard Ad Units Requirements and Specs:
Horizontal Large 728x90

Dimensions:
728x90px

File Size:
75K or less, Flash, 75K or less, Gif/JPG

**Audio: Accepted: Yes. Must be user-initiated, on click.
Must include a "Mute" button.**

Video:
Please call for our Video guidelines

Accepted File Types:
Gif, Animated Gif, JPG, Flash (Please call for our Flash guidelines).

Looping:
Accepted: Yes, no limit.

Lead Time:
Allow five business days for testing and review.

Third Party Ad Serving Requirements:
Accepted. Please contact us for additional details

Alt Text:
25 characters max

Additional Details:
Please contact us for additional details and requirements:
ads@sportometry.com

Sample ad

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Media Kit 2010
Standard Ad Units Requirements and Specs:
Vertical Large 160x600

Dimensions:
160x600px

File Size:
75K or less, Flash, 75K or less, Gif/JPG

**Audio: Accepted: Yes. Must be user-initiated, on click.
Must include a "Mute" button.**

Video:
Please call for our Video guidelines

Accepted File Types:
Gif, Animated Gif, JPG, Flash (Please call for our Flash guidelines).

Looping:
Accepted: Yes, no limit.

Lead Time:
Allow five business days for testing and review.

Third Party Ad Serving Requirements:
Accepted. Please contact us for additional details

Alt Text:
25 characters max

Additional Details:
Please contact us for additional details and requirements:
ads@sportometry.com

Sample ad

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Contact Us

For information on how to advertise with us:

Tangraph Sports Technologies Inc.
Sportometry Media Department
Attn: Susan Ward

37 Wilkinson Way
Princeton, NJ 08540 (USA)

By Email: ads@sportometry.com
By Phone: (646) 330 4595

For all other inquiries:

Tangraph Sports Technologies Inc.
Sportometry
Attn: Michael Chepovetsky

37 Wilkinson Way
Princeton, NJ 08540 (USA)

By Email: michael@sportometry.com
By Phone: (201) 320 1968

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