

on-line. on-air on-demand.





About SFMSports.Net

What is SFMSports.Net? We are a local sports production company and broadcast network, specializing in bringing local athletes, businesses and organizations into the media spotlight with highly produced broadcasts on the web, via podcasting and on the radio. SFMSports.Net offers local businesses a new way to reach consumers through a highly targeted product focused on those in your own backyard! SFMSports.Net offers interactive sports information through Facebook, Twitter and blogging...giving fans a chance to live, breathe and love their home teams!

Why SFM and Your Business Makes Sense?

✓ **Exclusive Local Sports Format:** There is only one place that local high school and college sports fans, parents and alumni can go to hear their game broadcast either online, on the radio or podcasts....and that place is www.sfmsports.net!

✓ **Active Vs. Passive Listening:** Sports play by play is a format that listeners actively pay attention to! Music listening can be very passive and in the background but sports play requires engaged listening and processing...so your commercial is really heard by active ears!

✓ **Community and School Loyalty:**

You have an opportunity to tie in your brand with local athletes, parents, student fans, alumni consumers and engage in active promotions which create an affinity between (your brand) and those with emotional ties to the schools. Consumers buy with emotion and justify with rational thinking.

✓ **Events Are Broadcast On 6+ Radio Stations in Maryland, Delaware and Washington DC**

Games are heard from the mountains to the beach and on the web. This means our broadcasts can be heard virtually anywhere! In addition, our webstreams are world-wide and not limited to the United States only, like most radio stations.



SFMSports.Net

PO Box 722 Ellicott City, MD 21041 T: 443-866-8914 W: www.sfmsports.net



High School Sports

Numerous studies show that participating in sports has a positive impact on behavior or illegal activities. Although football and basketball are the most popular, SFMSports.net makes a special effort to give attention to all sports and broadcasts during each academic year.

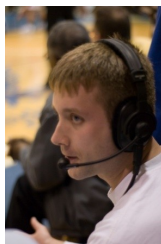
These articles are available on the National Parent Information Network website. The National Parent Information Network (NPIN) is a project of the ERIC system, which is administered by the National Library of Education in the US Department of Education. Researchers across the country have found that participation in sports boosts self-esteem and motivation among child athletes.

Students who don't participate in sports have been found to be:

- *57% more likely to drop out of school
- *49% more likely to use drugs
- *37% more likely to be teen parents
- *35% more likely to smoke cigarettes
- *27% more likely to have been arrested



SFMSports.Net offers an outlet for the community to hear these athletes perform, through radio and web broadcasting in addition to the On-Demand podcasting services offered.



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Original Programming

In addition to producing and broadcasting high school, college and minor league sports, SFMSports.Net also produces original programming that is always local.

high school sports

*the weekly
round-up*

Hosted by Graham Whaples, is your weekly showcase of local high school athletes and coverage of SFMSports.Net.

*THE
Dugout*

Extended coverage of high school baseball and softball.

the games

- Most comprehensive local sports network in Maryland, **with more than 350** broadcasts each year
- The **ONLY** media source to hear MPSSAA sanctioned Football and Basketball championships
- The **ONLY** place to hear long-standing rivalry games, such as City vs Poly and The Turkey Bowl

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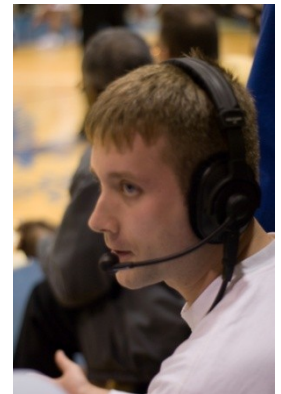


Sports Production

SFMSports.Net is a regional high school, college and minor league sports production and broadcast network.

play by play production and broadcasting

- **On-Site production and play by play of high school, college and minor league games**
- **Coaches and player interviews**
- **Games are broadcast on one of our radio affiliates, as well as streamed at www.sfmsports.net and archived for podcasting**
- **Revenue opportunities for the teams through interactive sports marketing**



coaches shows and interactive programming



- **Live and Pre-Recorded coaches shows**
- **On-Site interactive players and fan shows**
- **Revenue opportunities for the teams through interactive sports marketing**

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The SFMSports.Net Listener

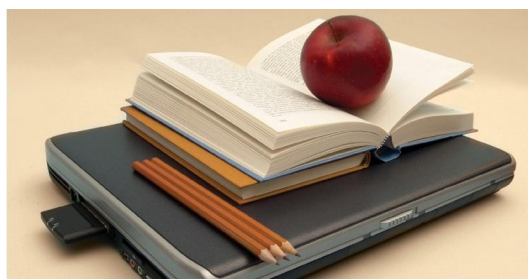
Our target audience are also your new customers!

Sports radio listeners are savvy,
educated, brand loyal and in-
tuned



They are 60% male, 40% female
with about 2/3 of them between
the ages of 25 and 54

72% are educated beyond high
school. 28% are in school



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The Website

SFMSports.Net is a network just for high school and colleges!

SFM
SPORTS.NET

on-line. on-air. on-demand

Google™ Custom Search Search

Home Information Center High School Sports College Minor League Programming/Shows Podcasts Blogs and Columns

WELCOME TO SFMSPORTS.NET

Maryland's Premiere High School, College and Minor League sports broadcasting network

Baseball Under the Lights

W **PM HUSKIES**

The Havre de Grace Warriors will take on the Patterson Mill Huskies varsity baseball team under the lights at the home of the Aberdeen Ironbirds, Ripken Stadium in Aberdeen on Friday, April 30.

Current Broadcasts

Real Time Audio Feed
Click on the link below to listen to real time audio play-by-play broadcasts from our network:

Our Site offers game updates, promotional offers and a portal to the games featured

Every game is podcast and offered for on-demand listening and downloading

SFMSports.net Podcasts
Current Broadcasts and Archives

Keyword Search
Search Now

LACROSSE Latest Episode: Severna Park @ Annapolis Boy's LAX, 4/6/10
Two Anne Arundel County rivals meet on a hot spring afternoon, as the Annapolis Panthers host the Severna Park Falcons.

Listen:
00:00 / 00:00
Download | Share | Link | Embed

To Subscribe, copy the url below to your favorite podcatcher.
<http://sfmsportsnet.podhoster.com/rss/2713/>
...or with web based podcatchers, click your choice below...
podnova | neungator | Google | MY YOUTUBE | ...or click here to add to iTunes

CARRABBA'S Latest Episode: Monday March Madness Live at Carrabbas 4/5/10
Ed Rick and the Coach talk brackets and examine the college hoops action. LIVE from Carrabbas in West Ocean City on Talk Radio 101.1 FM WQMR and SFMSports.Net.

Listen:
00:00 / 00:00
Download | Share | Link | Embed



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Benefits of Advertising

SFMSports.Net does not have a standard rate card. Instead, we create a customized marketing campaign for your business.

What are the benefits of advertising with SFMSports.Net?



- Local coverage of the high school and college sports in the Baltimore market
- Diverse male AND female demographics
- A Variety of branding and marketing options are available for purchase, including radio ads, internet ads, web banner ads, on-site banner and print ads and sponsorship activities
- The power of network coverage
- Cost effective means of targeting customers YOU want, even down to direct neighborhoods
- Archived broadcasts: Fans can visit and **revisit** the site to listen to games they may have missed, or to pick up highlights . As a result, you have UNLIMITED replay of your ads
- The MOST competitive rates per 30 second commercial in the industry!
- Flexible marketing plans
- Enhanced broadcast quality (Stereo AND HD)

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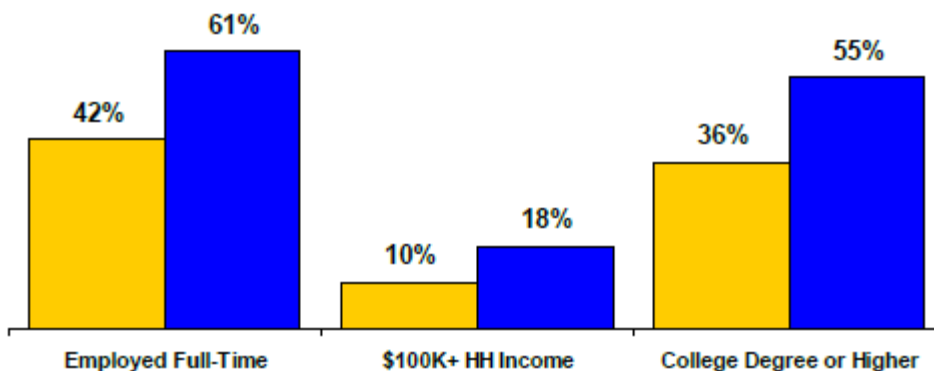


The Research

Something to think about...

Composition of Our Listeners

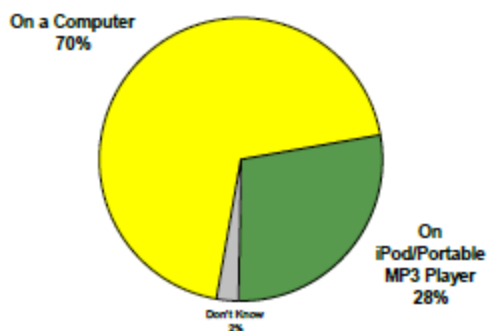
Network Radio Listeners vs Network Web Listeners



YELLOW = Radio Listeners BLUE = Internet Listeners

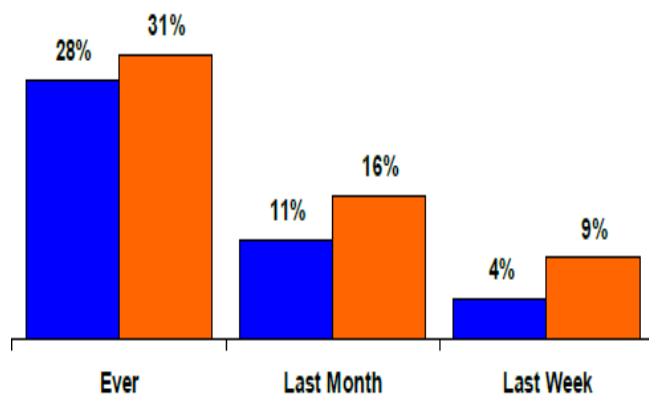
How Do Our Listeners Hear The Podcasts?

70% Listen Directly on the PC; 28% Download The Games



% That Have Visited Our Website

BROWN = Q3 2010 BLUE = Q3 2009



SFMSports.Net

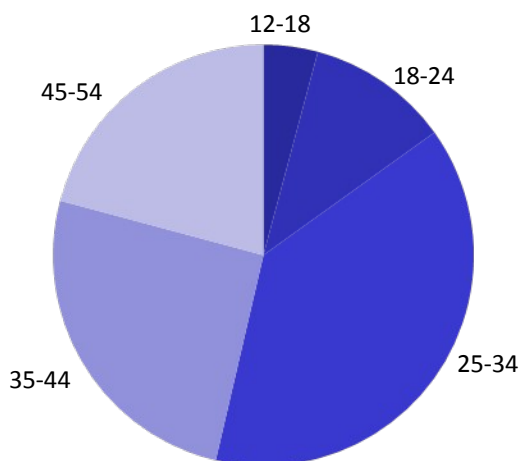




The Demographics

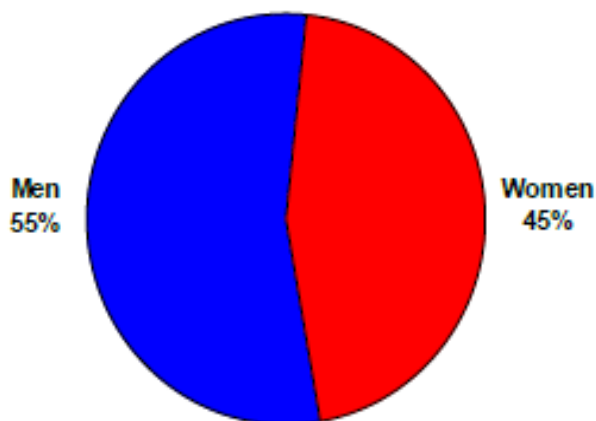
Age Demographics

81.5% of our listeners are aged 25-54



Gender

55% are men; 45% are women



FACTS

- Internet audience has increased by 50% in 2009
- There is a 33% decrease in TV viewing; newspaper and magazine readership—people are spending more time online
- Internet radio is as portable as radio. 40% of internet radio is accessed by cell phones, I-Pods, laptops and other mobile devices

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High School Broadcasts

- We broadcast over 200 high school sporting events each year
- Comprehensive Football, Basketball and Lacrosse Schedule
- In 2011, we are launching weekly, comprehensive stats, interview and fact filled high school sports shows



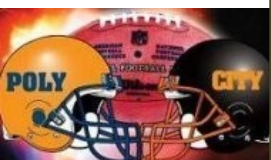
Turkey Bowl

Calvert Hall College High School vs Loyola Blakefield School

M&T Bank Stadium, Baltimore MD

Thanksgiving Day (yearly)

Broadcast LIVE on radio, web and podcast



City vs Poly Football

Baltimore City College High School vs Polytechnic High School

M&T Bank Stadium, Baltimore MD

First Saturday in November (yearly)

Broadcast LIVE on radio, web and podcast



MPSSAA High School Sports Championships

Various Public Schools, Maryland

Various Locations, Maryland

Seasonal Sports (Football, Basketball, Lacrosse)

Broadcast LIVE on radio, web and podcast

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College Sports Affiliations



Stevenson University
Stevenson University Mustangs
 Baltimore, MD
 NCAA Division III (CAC)

*Men/Women Lacrosse
 *Men/Women Basketball
 *Football (starting in 2011)



Salisbury University
Salisbury University Sea Gulls
 Salisbury, MD
 NCAA Division III (CAC)

Men/Women Lacrosse



Baltimore City Community College
BCCC Panthers
 Baltimore, MD
 NCJAA Region 20

Men/Women Basketball

SFMSports.Net has produced and broadcast...



*NCAA Division III
 Lacrosse Championships*



*MD Junior College
 Basketball Championships*

SFMSports.Net



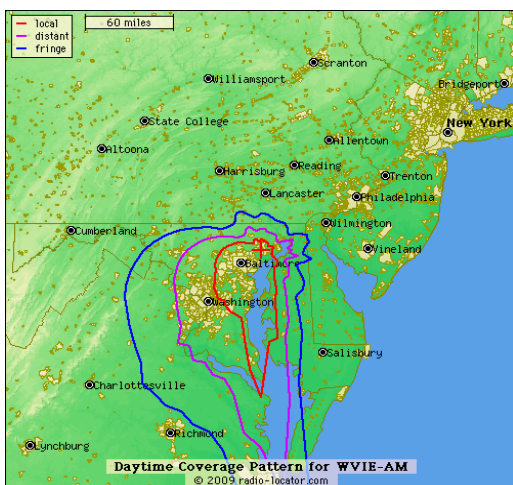
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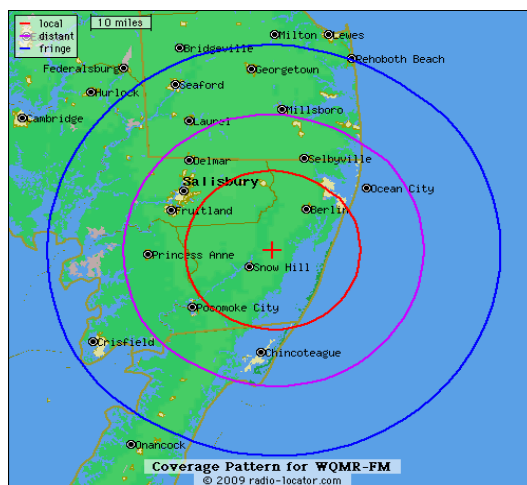
Our Broadcast Affiliates

Our affiliation reaches from the mountains to the beach!
We are reaching your local community

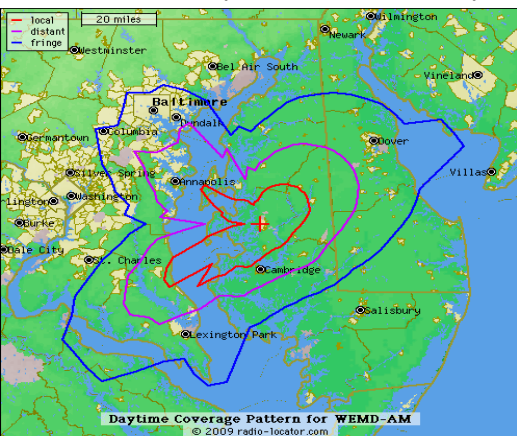
Baltimore, MD (WVIE-AM 1370)



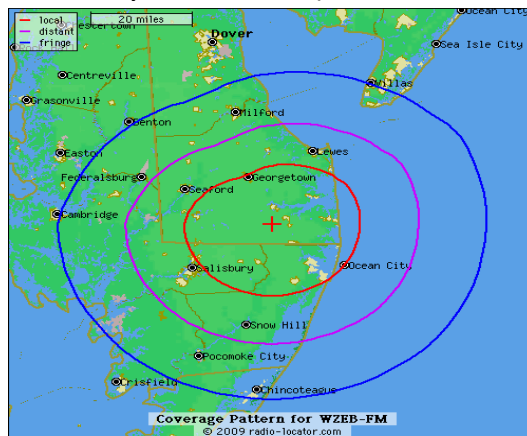
Salisbury-Ocean City, MD (WQMR-FM 101.1)



Easton, MD (WEMD-1460am)



Bethany Beach, DE (WZEB-FM 101.7)



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The Broadcasts

SFMSports.Net mixes radio, internet and podcasting

...Giving Advertisers More Ways To Reach Their Customers



Radio

- More than 200 games broadcast annually
- Comprehensive football, basketball and lacrosse schedules
- Dedicated affiliates for "local" teams
- Weekly Programming and sports updates

• 4 Primary Network Affiliates including...



Examples of offerings for advertisers...

- 15, 30 and 60 second commercials
- Naming Rights to Sporting Events, Broadcasts, Features and Seasonal Games
- Sponsorships can be across the entire network, regional or local



Internet

- More than 560 games broadcast annually
- MPSSAA Championships are broadcast annually
- All radio broadcasts are simulcast on the internet
- Special Internet Only Features: The Bayside Conference This Week; The Endzone and Coaches Corner

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The Broadcasts



Podcasts/ On-Demand Audio

- More than 500 broadcasts archived
- All games are recorded and offered as a podcast
- Commercials are not edited out of podcasts
- Podcasts are listened to or downloaded 3,400 times each month



The Website

- Average of 65,000 visits each month
- 7,400 listeners to the webstream channels each month
- News and Score Contnet provided by MDHigh.com
- Live & Archived Broadcasts
- Banner and Display Ad pricing fits your budget. Internet advertising starts as low as \$45/week

Website Advertising Options

728 x 90 - Leaderboard banner ad

728x90

120x240 Vertical banner

120 x 240

125x125 Square Button

125 x 125

120x90 Button

120 x 90

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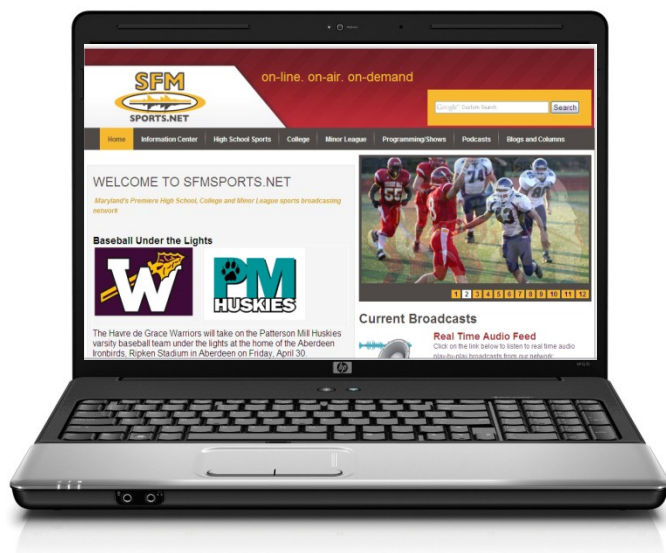
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The Complete Picture

We're offering local sports on-line, on-air and on-demand.
We are reaching your local community

- Tune into our live games
- Download our podcasts
- Become a community blogger
- Click and Download valuable coupons
- Encourage and support local athletes



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