



**CBS SPORTS.com**

## The Passionate Fans Live Here

CBSsports.com is home to the guys for whom passion is deeper than painting their faces.



### Monthly Stats<sup>1</sup>:

**13M** Unique visitors

**556M** Page views

**61M** Visits

**392M** Minutes

### Engaged & Influential<sup>2</sup>:

**74%** Check sports updates several times a day<sup>3</sup>

**35%** Have an average HHI of 100,000+

**Spend** more money fueling their passion for sports than ESPN or Yahoo Sports visitors<sup>4</sup>

**Twice as likely** to play fantasy sports than visitors to any other sports site<sup>4</sup>

### Coverage Worthy of Champions

CBSsports.com has everything the truly passionate fan needs, and more, with relevant editorial, timely game recaps and stats, extensive video, mobile apps, and an actively engaged community of fans. Besides being the *premier* destination for fantasy sports, CBSsports.com is also the online home for NFL football, The PGA Tour on CBS, US Open tennis and March Madness<sup>®</sup> on Demand. Our portfolio of brands covers the spectrum from pro sports to college and high school—so no game or athlete goes unnoticed.

### Advertiser Benefits

#### Engaged and immersive environments

- Premium content like expert editorial attracts a community of real fans.

#### An engaged audience, year round

- The opportunity to reach dedicated fans before, during and after the game, and throughout the year.

#### Innovative advertising

- High-profile ad units such as takeovers, active headers, “presented by” branding and live streaming.

**Find Out More:** Contact CBSiSportsSales@cbs.com



SOURCES: 1. Nielsen Online Q1'09 Average 2. @Plan, Fall 2009 3. CBS Sports Audience Profile Study, April 2009 4. 2009 Net/MRI Fusion+Product (Jan '09/Fall '08)