



2012 media kit

the fantasy sports industry



Fantasy sports has dramatically evolved over the last several years. The FSTA (Fantasy Sports Trade Association) has reported that 29.9 million people are playing fantasy sports games in both the U.S. and Canada alone. In the short term, we will see these numbers increase as online games becomes more popular.

about fss



FSS, a subdivision of TBA Sport, is a leading provider of online sports games.

The FSS team includes some of the industry's best sports talent, who together, proudly make up one of the fastest growing companies in the industry.

At FSS, we have been able to both succeed and stand out from the competition by offering a fantasy sports game that is different than the games players have been seeing for years. FSS is determined to stay at the forefront of the competition by always offering the most original and addictive features in online sports games.

contact us

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**we finally
see a game that
challenges the
standard
fantasy sports
model**



we make it
easy for your
business
to get the leads
you want

fss will help your business grow



one month free trial - no risk approach

FSS wants to ensure that you get your return on investment. Enjoy 1 month of **FREE** advertising, so you can see in advance, how advertising with FSS can benefit your company.



excellent results come with knowing your target market

FSS gives you exactly what you want - the ability to know exactly who your ads will be targeting. No more wasting away your advertising dollars.



users that keep coming back!

The nature of the game is that users keep coming back. Constant traffic means repeat views of your banner and most importantly, increased chances of click-through rates!



advertising support

FSS will help you with your marketing campaign. Our marketing specialists will be with you every step of the way to ensure your marketing dollars are used to get you the best results.



we can help both small and large companies

Whether you are a small or large company, FSS can help you. Whatever your budget, FSS has a solution for your marketing needs.



graphic designing support

Don't have a banner ad already created? Why go out and spend big dollars to have a marketing firm design your banner? FSS's designing studio can help you get up and running in no time by designing your banner ad for you!



best bang for your buck!

Hands down, FSS gives you the best marketing opportunity for your dollar! At **\$49/month**, nobody in the industry even comes close!



benefit from quality traffic (per month)

Visitors	3,000	Pages/Visit	11	Avg. Time on Site	9 minutes	Impressions	40,000
Page Views	40,000	Hits	150,000	Bounce Rate	30%		

target a more precise demographic

Countries	Canada, US	Male Ratio	Men (90%)	House-Hold Income	25% over 100K; 70% over 70K
Avg. Player Age	25-40	Typical subscriptions	Sports, Business		

User Profile: Business saavy - Understanding of business and stocks; Sports saavy - Ability to follow sporting trends
 45% of users have already played a real stock market.
 20% of users have traded real stocks online (without using a broker).



top banner - horizontal

This banner appears on the top of every page of the site.

Dimensions: 728 pixels x 90 pixels

Cost: \$49/month

Formats: Gif, animated GIF, JPG, Flash

Resolution: 72dpi

ONLY \$49



my portfolio banner - vertical

This banner appears in a player's "My Portfolio" page. The user controls all transactions from here.

Dimensions: 600 pixels x 160 pixels

Cost: \$49/month

Formats: Gif, animated GIF, JPG, Flash

Resolution: 72dpi

ONLY \$49