

**ice**network.com<sup>SM</sup>

# About **ice**network.com

- **ice**network.com was formed as a partnership between U.S. Figure Skating and Major League Baseball Advanced Media, L.P.
- **ice**network.com is the web's premier destination for all things related to figure skating, including live & on demand video, up to the minute editorial, behind the scenes multimedia content, athlete bios, schedules, results, statistics, blogs, shop, etc.
- **ice**network.com also offers complete international coverage of figure skating

# Why icenetwork.com?

- **46% of all P12+ and 65% of F12+ consider themselves figure skating fans making Figure Skating #1 in total female fan base with approximately 81 Million women considering themselves fans (Source: ESPN Sports Poll, 2004)**
- **Figure Skating has the 6th largest fan base among all sports and ranks only behind such premiere sports properties as the NFL, MLB, College Football, NBA, and College Basketball (Source: ESPN Sports Poll, 2004)**
- **icenetwork.com owns the exclusive rights to all U.S. Figure Skating broadband content**
- **Reach a captive, dedicated audience with icenetwork.com by fully integrating your brand: opportunities include sponsoring live events, sweepstakes or a myriad of other customized features within the site**
- **Figure Skating has the highest visibility of any Winter Olympic Sport, consistently rating first among other winter sports in national and Olympic coverage**
- **Friendly and healthy environment – fans view the world class athletes that are associated with Figure Skating and covered on icenetwork.com as positive and health conscious role models providing advertisers with a strong platform to promote their products/message**
- **Figure skating delivers an influential, upscale, educated female audience that influences major household purchase decisions across all categories – high end vacations, home improvements, financial services, consumer electronics, etc.**

# Audience

Gender	icenetwork.com
Male	30%
Female	70%
<b>Age</b>	
25 and under	20%
26-49	58%
50+	20%
<b>Media Age: 45</b>	
<b>Income</b>	
\$100k+	20%
\$75k+	35%
\$50k+	60%
<b>Median income: \$90k</b>	

\*Audience projections made based on current usfigureskating.org audience profile and ABC/ESPN television audience profile for U.S. Figure Skating broadcasts (2003-2007).

**One of the top online sites for efficiently reaching an upscale female target**

# 2008 Advertising Rate Card

Sizes of Ad	Location on icenetwork	CPM
160x600, 728x90	Homepage	\$12
160x600, 300x250	Interior Pages	\$8
400x300	Media Player (Video)	\$25
728x90	Media Player	\$12
728x90 or 160x600	Inclusion in icenetwork Newsletter	\$5
728x90 or 160x600	Dedicated Email Blast	\$40

\*-For more information, and to find out about customized Sponsorship opportunities, please email [eric.taraby@mlb.com](mailto:eric.taraby@mlb.com) or [terry.katz@mlb.com](mailto:terry.katz@mlb.com)