

# HARNESS THE POWER

## The ONTrack Advantage

ONTrack Network offers advertisers a unique opportunity to build awareness and create a connection with a much sought-after consumer. It delivers all the key attributes brands seek in their advertising objectives:

- Achieve great ROI
- Increase touchpoints with target market
- Optimize your media buy
- Maximize consumer engagement with your brand
- Trigger interactivity and connectivity through additional branding opportunities, such as:
  - Sampling
  - Promotions on site
  - Literature distribution
  - Major event sponsorship



## ONTrack Case Study

ONTrack recently conducted a customized case study to demonstrate the [ONTrack Advantage](#).

**THE STUDY** **Budweiser Select**, a new beer brand from **Anheuser-Busch**, ran a series of pure brand image commercials for a period of one month on the ONTrack Network. The study focused on beer sales at two of ONTrack's 1,100 venues in May 2008. There were no onsite incentives offered to customers and no prompting by staff.

**RESULTS** **Budweiser Select is a new brand with no previous advertising history or distribution; therefore we consider the study to be accurate.**

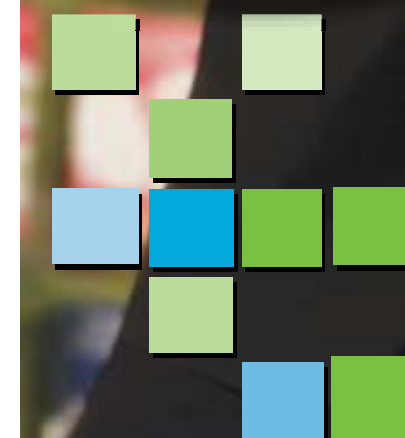
### Increased sales and a significant return on investment

24.8% increase in total beer cases sold '07 to '08

41.8% increase in total cases of **Budweiser** sold

75.2% incremental sales uplift for **Budweiser** can be directly attributed to **Budweiser Select 28x payback on media investment**

Read the full case study online at:  
[www.ontnetwork.com](http://www.ontnetwork.com)



on  
track™  
network



# The Facts About ONTrack

88 million viewers with an average of 2.8 hours of engagement

## THE NETWORK

- 79,000 screens in over 900 wagering locations
- Reaches 24 of the top 25 DMAs
- Well-established network running in sports bars, casinos and race tracks across North America
- Advertising inserted into content at peak viewing times
- 10, 15, 30 and 60-second commercial spots available
- Low advertising to content ratio ensures your ad is noticed
- New content broadcasted every 30 minutes
- 364 days per year
- Billboard and sponsorship opportunities available
- Ads run from 11 a.m. to 1 a.m. EST, 7 days a week

## THE VIEWERS

ONTrack delivers an audience that is:

- An avid sports fan
- Affluent and hard-to-reach
- Higher education
- Higher income
- Overindexes in sports events and casino attendance

88 million focused individuals with captive attention... and a vested financial interest in our content.

15 billion dollars is spent annually in our industry

## THE AUDIENCE

### Demographics\*

EDUCATION	HORSE RACING FAN	POPULATION
Some college	21%	20%
College	34%	32%

INCOME	HORSE RACING FAN	POPULATION
\$70-\$100K	12%	11%
\$100-\$150K	9%	8%
\$150K +	5%	4%

### Leisure Time Behavior

LEISURE TIME BEHAVIOR	HORSE RACING FAN	POPULATION
Go to movies	69%	59%
Go out to dinner	62%	52%
Go to bars/night clubs	32%	20%
Go to sport events	63%	30%

High impact and uncluttered media drives your message to the forefront!

## THE FANS

Our audience visits sports wagering casinos 8 times per year while the average American visits only 6 times per year.

41% of our audience visit casinos with an average stay of 4 hours.

ONTrack's Network audience wagers more frequently than any other group.

37% of the population (18+) are horse racing fans. 90% of race viewers wager.

\$15 billion is spent on wagering each year.

We have 10 million Hispanic visitors each year.

The frequency of visits to ONTrack venues is much higher within the Hispanic population in comparison to the general population.

ONTrack reaches the top 10 Hispanic DMAs in the USA.



## VIEWER ATTITUDES ABOUT ONTRACK ADVERTISERS

56.7% agree: Advertisers seen on the ONTrack network are leaders within their industry

52.3% agree: Ads seen on the ONTrack network make them feel good about the company

36.6% agree: They want to buy advertisers products seen on the ONTrack network.

\* TNS ESPN SPORTS POLL

\* GFK MRI

