ENGAGING LISTENERS WITH COMPELLING CONTENT
SPORTS BYLINE USA

- Multi-platform, broadcasting and programming network, that provides top quality sports programming, including:
  - **Sports Byline USA**: This national, 3 hour, nightly sports talk show was the first national sports talk show and network, and has become America’s largest sports talk radio network.
  - **Inside The Game**: Former Baltimore Ravens Super Bowl winning Coach – Brian Billick – is a must listen every week during football season. Get insight from a pro’s pro.
  - **Wrestling Observer Live**: Bryan Alvarez is joined every week by Mike Sempervive, a longtime observer of professional wrestling, mixed martial arts, boxing, and anything else that involves men and women getting busy on a canvassed mat.
  - **World Soccer Radio**: Hosted by veteran soccer broadcaster and pundit Nick Geber (Fox Football Fone-In, Fox Football Friday) the show is unpredictable, irreverent, funny and compelling. What’s going on in the world of football, from the big leagues and tournaments in Europe, America and beyond!
SPORTS BYLINE USA

- Multi-platform, broadcasting and programming network, that provides top quality sports programming, including:
  - **Sports Econ 101**: Takes a look at sports from a business and economic perspective. With added humor and trivia questions with vacation giveaways, Sports Econ 101 is sure to keep listeners tuned in.
  - **Ringtalk**: For a taste of what’s going on in boxing and MMA, tune in to Ring Talk with Pedro Fernandez. Get the latest fight news and information.
  - **Video Game Review**: If you love video games, then you’re automatically cool. That’s Rick Tittle’s opinion, and that’s why he is the host of the Video Game Review.
  - **Sports Overnight America**: This program offers listeners the opportunity to discuss today’s results and hot sports topics and debate tomorrow’s possibilities, while also presenting the day’s scores, top stories, analysis and highlights.
Sports Byline USA

Ad Campaign Case Study: Scotts Ortho Deer B Gon and Animal B Gon

- Sports Byline is very advertiser friendly...and their hosts can bring the ad content right into their program with “live reads” and endorsements.
- During baseball season Ortho products Deer B Gon and Animal Be Gon used this clever association with a home runs that were “gone” each day of the campaign.
- Click here for audio →
FEATURES AVAILABLE FOR SPONSORSHIP

- **Baseball Magazine**: Everything about our National Pastime
- **The Business of Sports**: Everything you need to know
- **Call of the Day**: The most exciting play-by-play moment of the day
- **Sports Collectors’ Update**: Who’s hot and who’s not
- **Football Hits**: News from the NFL
- **Sports Medicine Minute**: Great info to help heal any athlete
- **Motorsports Minute**: A look at the week’s winners
- **Take it to the Hoop**: NBA Coverage
- **Off the Tee**: A look at the world of golf
- **Today’s Heroes**: The biggest names in sports
- **This Date in Sports**: A look back through history
- **Winter Sports Report**: Ski conditions at the top resorts
- **Out and About**: All the best in outdoor sports and activities
- **Women in Sports**: All of the best athletes and great stories
- **Slammin’, Jammin’, and Rammin’**: Lifestyles of today’s stars
- **Sports Pop!**: The biggest moments in sports
- **In Your Face Football**: NFL and College Updates
- **Power Player of the Day**: The best performances
SPORTS BYLINE USA

SPORTSCASTERS ON SITE IN 2017 - ENRICHING ALL CONTENT

- Super Bowl 50 – February 2017
- MLB All Star Game – July 2017
- Pro Bowl – January 2017
- Brickyard 400 – July 2017
- Daytona 500 – February 2017
- NFL Hall of Fame Induction Ceremony – Summer 2017
- Spring Training – Spring 2017
- College Football Tour – Fall 2017
- NCAA Women’s Final Four – April 2017
- NFL Tour – Fall 2017
- NCAA Men’s Final Four – April 2017
- National Sports Collector’s Convention – August 2017
- Indy 500 – May 2017
SPORTS BYLINE USA
DIGITAL AND OTHER EXTENSIONS BEYOND TERRESTRIAL RADIO

- Sirius XM: Sports Byline Channel
- iHeart Radio App: Search for “Sports Byline USA”
- TuneIn: Search for “Sports Byline USA”
- Stitcher: Search for “Sports Byline USA”
- Armed Forces Radio Network
- Soundcloud: Search for “Sports Byline USA”

Average Monthly Listener Hours: over 1,100,000
Average Monthly Unique Listeners: over 880,000
SUMMARY

- Multi-platform, broadcasting and programming network, that provides top quality sports programming.
- Brings listeners top personalities including current superstars, Hall of Famers, coaches, broadcasters, sportswriters and more. Get your brand on features like “Inside the Game” with Coach Brian Billick.
- Programming ranges from traditional sports talk to featured programs on baseball, football, basketball, hockey, horse racing, soccer, golf, X-games and motor racing.