



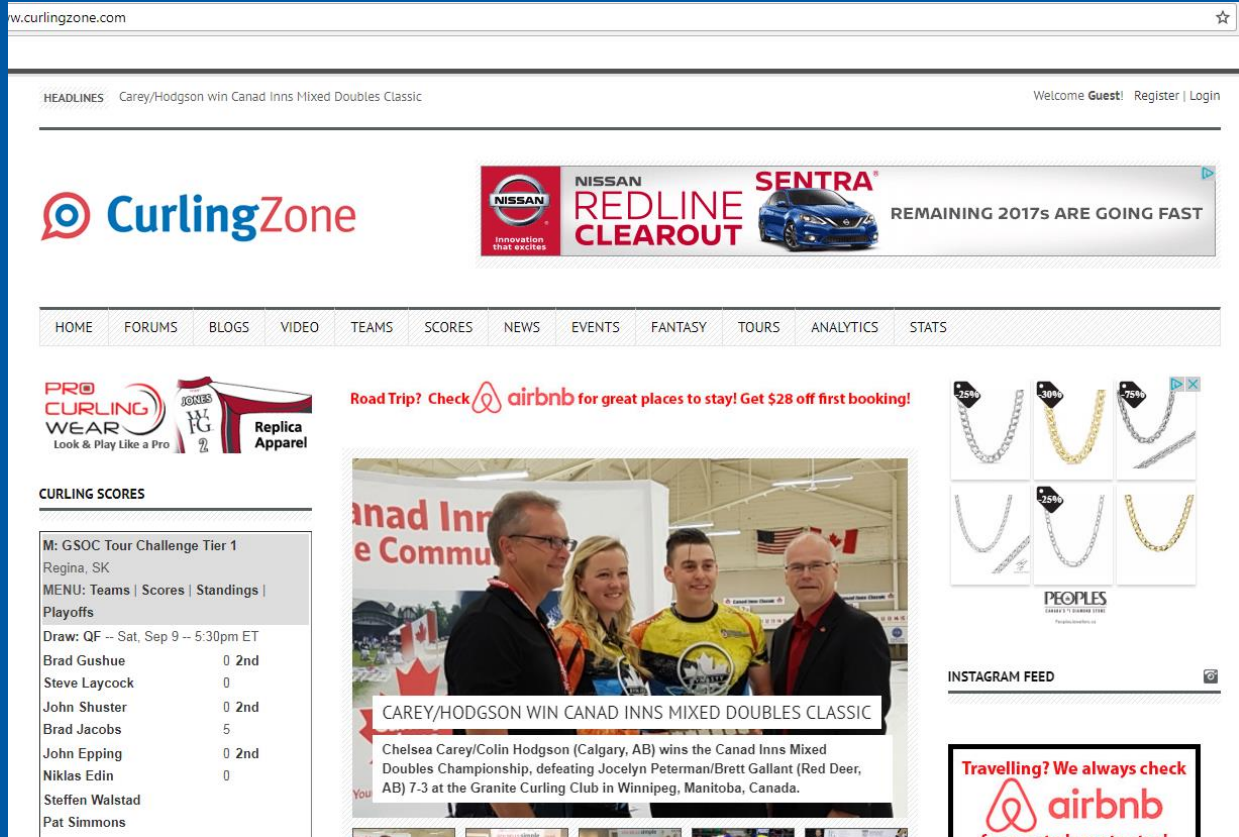
2019/2020 MEDIA RATE CARD

CurlingZone is an innovative sports media and communication leader, operating the world's most popular network of online resources for curlers and curling fans.

CurlingZone.com, and its integrated digital partners, bring the world of curling together in one place, delivering tailored new media marketing services that connect advertisers and their key messages with their target audience and one of the most loyal groups of fans in all of sport.

Effective: June 1, 2019-May 31, 2020





"The best part of the curling season is the chatter on CurlingZone".

CurlingZone

CurlingZone.com came to life in the summer of 2000 as an online curling community with news, scores, information and chat forums.

The growth of the online CurlingZone.com community surged again during the 2019/20 season, breaking new records with:

- nearly 18 million page views
- 3.7 million visitor sessions
- by over 730,000 unique curling fans worldwide

Our audience holds a strong Canadian presence with 73% of the traffic, the interest continues to grow in the USA, which makes up 16% of the audience, while the expanding International market holds the remaining 11% of visitor traffic.

THE CurlingZone NETWORK



CurlingZone.com is the world's most popular online community for the sport of curling. With a worldwide audience, its strength lies in the database that pulls together, displays and distributes stats, scores and dynamic content from around the globe. It is the only site of its kind in the world, with over 18 million page views per year. CurlingZone .com leads a network of other curling websites with annual online traffic of over 50 million page views.



The **World Curling Tour (WCT)** and **WorldCurl.com** bring together the best curlers in the world, on and off the ice. The World Curling Tour consists of hundreds of elite competitions spread across three continents, with teams competing for international acclaim and millions of dollars in prize money.

WorldCurl.com is the online home of the World Curling Tour, and is how the serious curling fan follow their favourite teams all season long. CurlingZone is the online media partner of WCT.



The **Grand Slam of Curling (GSOC)** is the elite series for curling, the "Majors" of the sport that support television and professional opportunities for teams. Competitions are held throughout Canada each season and draw the world's best men's and women's teams under one roof. Owned by Rogers Sportsnet, CurlingZone works closely with the GSOC to provide team profile and player content, scores and information for web and television to bring the best teams in the game into millions of Canadian homes.



The **Ontario Curling Tour** is a series of competitions that give serious players an introduction to world of elite curling. With events throughout Ontario and into Quebec, serious curling fans know that this is where the stars of tomorrow get their start. CurlingZone is proud to coordinate and deliver the Ontario Curling Tour.

OntarioCurlingTour.com is the online home of the Ontario Curling Tour and is one of the CurlingZone network's most popular sites.



CurlingZone PARTNERS & CLIENTS

Since 2000, CurlingZone has been providing innovative marketing, advertising, technology and analytical data services to a large number of curling clients:



GRAND SLAM OF CURLING





CurlingZone DIGITAL CONTENT

CurlingZone.com is the largest online curling community website with an extensive range of content and tools:

- Scores from events around the world
- Curling news / blogs / video content portal
- Event Information and listings
- Team Profiles
- Player Profiles
- Fan Discussion Forums
- Video Production
- Curling Equipment / Online Clothing Store

CurlingZone is a technology provider to the sport of curling, building a comprehensive event management and scoring system that allows events to post live results on their own websites.

CurlingZone manages scoring and results pages for the Grand Slam of Curling, Regional and Junior Tour events, USA Curling, and manages the game World Team Ranking system as well as the Canadian Team Ranking System (CTRS) and Swiss Curling Ranking System (SCRS).





CurlingZone.com EVENTS ACTIVITY

CurlingZone attends, supports and provides coverage to over 400 curling events around the world each season. View the upcoming events schedule here <http://www.curlingzone.com/events.php#1>.

The CurlingZone team is passionate about working to support the grassroots growth of the game, encouraging and developing new media alongside traditional outlets in our one stop news portal.



The CurlingZone team tirelessly promotes the sport and has fostered relationships with a large number of curlers and teams, associations and tours, media, event managers and fans of the game.





ADVERTISER INFORMATION

Online marketing is quick to implement, targeted and measurable. The web offers ease and convenience in adapting creative in real time, compared to traditional media. The CurlingZone network uses Google’s leading digital ad serving technology.



Google’s Double Click for Publishers (DFP) is a comprehensive ad serving technology that enables CurlingZone to seamlessly manage and accelerate your digital advertising across web, mobile, and video. Advertising on CurlingZone allows you and your clients to leverage Google’s advanced machine learning algorithms to match ads to the users most likely to respond and deliver even greater campaign lift for advertisers. Target your campaign by country, state/province even down to zip or postal code.

Social Media

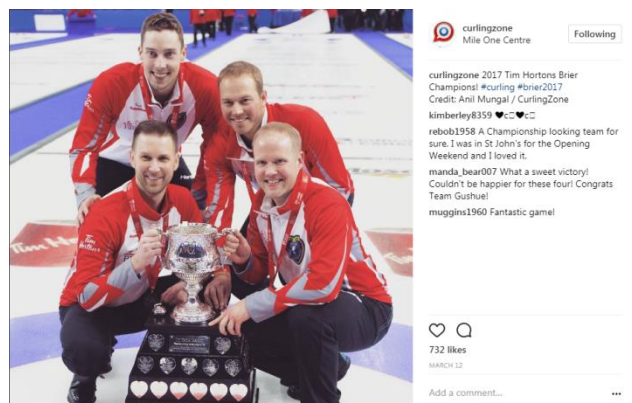
The CurlingZone Network has a popular and active social media portfolio:

Twitter: @CurlingZone - 26,000+ followers

YouTube: Curling Zone - 6700+ subscribers; 1,200,000+ views

Facebook: Everything Curling - 36,500+ likes

Instagram: Curling Zone - 8,500+ followers





PREMIUM AD PLACEMENT

Web and mobile ad placements are the perfect medium to build brand awareness while driving qualified inbound visits. All campaigns combine a range of high-impact ad units.



728 X 90 LEADER BOARD DISPLAY AD

Site-wide; top of page; desktop and mobile clients.

Price: \$22 CPM



160 X 600 SKYSCRAPPER DISPLAY AD

Visible in articles, events and software directory pages. Floats above the fold. Desktop clients only.

Price: \$22 CPM



300 X 250 BIG BOX DISPLAY AD

Site-wide; first position; in-line with main content; desktop and mobile clients.

Price: \$22 CPM



CurlingZone.com

ADDITIONAL ADVERTISING OPTIONS

FEATURED EVENT LISTINGS

Promote your next event on CurlingZone.com and be front and centre on our web calendar, banner ads (60,000 impressions), social media (10 posts) and email newsletters.

Event Promotion Package: \$1,500 per event

TARGETED EMAIL PROMOTION

Drive awareness and traffic to your business using CurlingZone email newsletters or dedicated email new blasts (e-blasts).

For customized proposals contact CurlingZone

SPONSORED CONTENT

The sponsored content (story or video) is supplied by the advertiser in an editorial format and will be posted on CurlingZone.com and be promoted through social media and email newsletters.

Cost: \$750 per story



CurlingZone.com CONTACT US

For more information on advertising or sponsorship opportunities contact:



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You Won't Believe What They're Doing To Your Favorite Sport

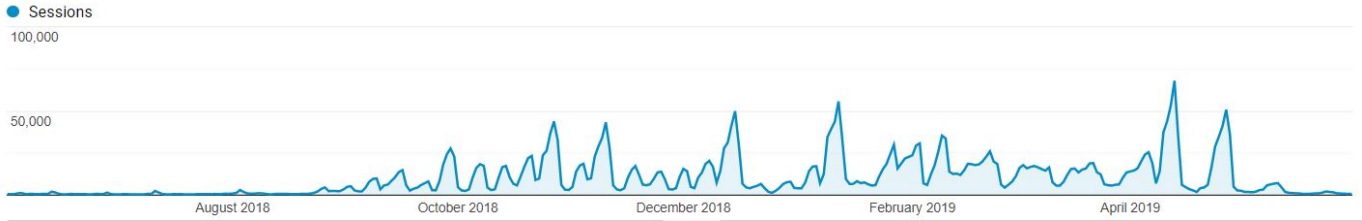
The Late Show with Stephen Colbert



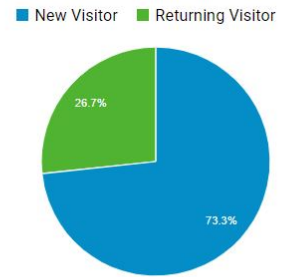
*Gerry Geurts appeared as a curling expert
on The Late Show with Stephen Colbert*



GOOGLE ANALYTICS - June 1, 2018 to May 31, 2019



Users 730,937	New Users 704,568	Sessions 3,692,887
Number of Sessions per User 5.05	Page Views 17,956,753	Pages/Session 4.86
Avg. Session Duration 00:06:36	Bounce Rate 29.17%	



Country ?	Acquisition		
	Users ?	New Users ?	Sessions ? ↓
	730,937 % of Total: 100.00% (730,937)	705,885 % of Total: 100.19% (704,568)	3,692,887 % of Total: 100.00% (3,692,887)
1. 🇨🇦 Canada	545,988 (73.75%)	526,823 (74.63%)	2,840,182 (76.91%)
2. 🇺🇸 United States	116,543 (15.74%)	108,971 (15.44%)	522,281 (14.14%)
3. 🇯🇵 Japan	17,033 (2.30%)	16,182 (2.29%)	85,116 (2.30%)
4. 🇬🇧 United Kingdom	12,795 (1.73%)	11,742 (1.66%)	75,365 (2.04%)
5. 🇨🇭 Switzerland	5,954 (0.80%)	5,452 (0.77%)	31,795 (0.86%)
6. 🇸🇪 Sweden	3,930 (0.53%)	3,551 (0.50%)	19,318 (0.52%)
7. 🇲🇽 Mexico	2,493 (0.34%)	1,694 (0.24%)	12,203 (0.33%)
8. 🇷🇺 Russia	3,016 (0.41%)	2,894 (0.41%)	8,898 (0.24%)
9. 🇳🇴 Norway	1,662 (0.22%)	1,435 (0.20%)	8,369 (0.23%)
10. 🇰🇷 South Korea	3,569 (0.48%)	3,479 (0.49%)	8,308 (0.22%)