

BOWL★COM

Advertising Opportunities

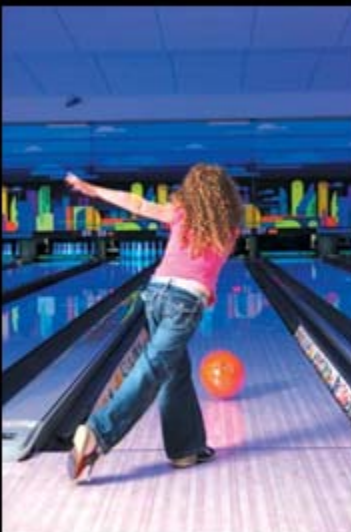


- **Bowling is BACK!**
 - Piece of AMERICANA experiencing a resurgence!
 - SAFE, INEXPENSIVE, and FUN for family and friends
 - People of all BACKGROUNDS and AGES participate
- **Participation is UP!**
 - 69.2MM people bowl once/year
 - 49.5MM people bowl more than once/year
 - 2.15MM participate YEAR-ROUND in leagues at 5,400 bowling centers nationwide
 - FASTEST growing high school sport for last 10 years
- **Bowl.com is a major PART OF THE EXCITEMENT!**
 - Bowl.com re-launched in August 2009!
 - Bowlers go to Bowl.com seeking information and advice to improve their knowledge and skill
 - Bowl.com delivers the latest bowling news, event recaps, celebrity news, photo galleries, and forums
 - The new site is fashioned after premier sports websites and features a three-click technology that allows consumers to get right to the information they want!



Bowl.com Traffic

Uniques	545K/month
Site Page Views	1.5MM/month
Time Spent/Session	8 minutes
Home Page Abandonment	14%

**Bowl.com Demographics**

Median Age	38
Median HHI	\$70K
Male	50%
Female	50%
Children in Household	71%
Any College	50%
College Graduate+	39%

Membership	
Monthly Page Views	192,165
Monthly Uniques	64,889
Standings	
Monthly Page Views	60,000
Monthly Uniques	50,000
News	
Monthly Page Views	10,238
Monthly Uniques	4,126
BowlTV	
Monthly Page Views	6,500
Monthly Uniques	6,000
Sport Bowling	
Monthly Page Views	6,969
Monthly Uniques	5,444
Segments	
Monthly Page Views	203,903
Monthly Uniques	163,000





Member Rewards

Monthly Page Views	21,960
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Monthly Uniques	17,223
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Open Championships

Tourney Page Views	28,030
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Unique Page Views	20,026
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Youth

Tourney Page Views	16,593
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Unique Page Views	13,206
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Associations

Monthly Page Views	12,770
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Monthly Uniques	9,724
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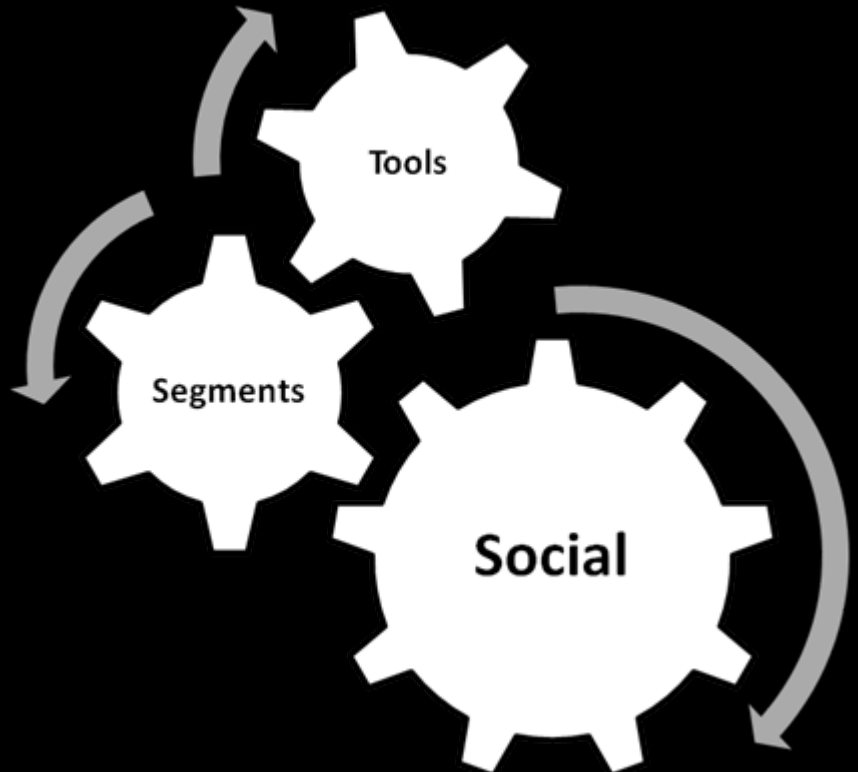
Home Page/News

Monthly Page Views	541,209
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Monthly Uniques	415,072
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Member tools, interactive segments, and social networking engage bowlers and keep them informed and excited...

Tools
Member Search
Rev Calculator
Attire/Gear
Bowling Center Finder
League Finder



Segments
Featured Bowlers
Latest Headlines with RSS
On the Lanes Forums

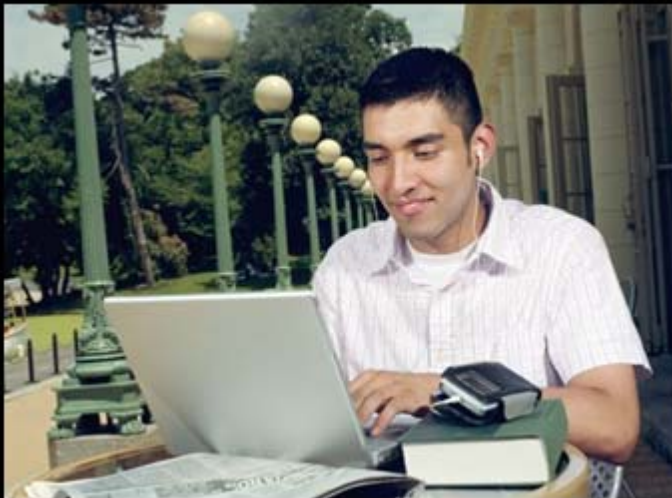


SOCIAL NETWORKING

Bowl.com has social networking pages on all the key sites and they help drive up to 15% of the site's overall traffic

Bowl.com

Name	Size	Placement	CPM
Leaderboard	728x90 IMU	Home page, channel. ROS, above fold	\$10
Flash/Graphic/Pre-roll	400x225 IMU	Home page, channel, ROS, above fold	\$10
Medium Rectangle	300x250 IMU	Home page, channel, ROS, above fold	\$10
Button	120x90 IMU	Home page, channel, ROS, below fold	\$5
Footer	728x90 IMU	Home page, channel ROS, below fold	\$7



BowlTV			
Name	Size	Placement	CPM
:15 sec pre-roll video	400x225 IMU	Home page, segment, ROS, full-resolution	\$15
Leaderboard	728x90 IMU	Home page, segment, ROS	\$10
Skyscraper (2)	120x600 IMU	Home page, segment, ROS	\$7/per
Footer (3)	300x250 IMU	Home page, segment, ROS	\$7/per

Additional Opportunities – Upon Request

- Targeting
 - Research your target audience through channel, geo, parting, and synched units
 - Ability to package 100% SOV for long-term advertisers
- Segment/Tool Sponsorship
 - Prominent home page and segment logo display
 - 100% exclusive sponsorship available
- Sweepstakes
 - Engage with our online forums through co-branded sweepstakes and/or giveaways
- Event Coverage
 - Comprehensive coverage of all tourneys

The screenshot shows the BOWL.COM website homepage. At the top, there is a navigation bar with 'MEMBER LOGIN', 'EMAIL ADDRESS', 'PASSWORD', and 'GO' fields. Below this is the 'BOWL.COM' logo and a search bar. The main content area is divided into several sections: 'USBC SEGMENTS', 'MEMBERSHIP'S', 'STANDINGS', 'NEWS', 'BOWL.TV', 'SHOP USBC', and 'FUN'. A large video player is featured in the center, showing a person bowling. To the right of the video player is a 'TODAY'S LATEST HEADLINES' section with several news items. Below the video player is a 'FEATURES' section with a featured article and a 'FEATURED BOWLERS' section with profiles of Liz Johnson, Dean Richards, and Cassidy Schaub. At the bottom, there is an 'ON THE LANES' section with forum links and a footer with various links and information.

400x255 Flash Ad/ Pre-Roll

300x250 Medium Rectangle

120-90 Button

728x90
Leaderboard

The screenshot displays the BOWL TV website interface. At the top, there is a navigation bar with the BOWL TV logo and a menu including 'Bowl For The Cure', 'Tournaments', 'Specs', 'Sport Bowling', 'Coaching', 'PBA', and 'Classic'. A red arrow points to a 728x90 Leaderboard advertisement at the top, which features a blue car and text about special auto insurance rates with Nationwide. Below this is a video player for 'Bowl For The Cure' showing a person bowling. A red arrow points to a 400x255 Flash Ad/Pre-Roll on the left side of the video player. At the bottom, there are two 300x250 Medium Rectangle advertisements for Nationwide, each featuring a 'the office' poster and text about special auto insurance rates with Nationwide. A red arrow points to these ads from below.

400x255
Flash Ad/
Pre-Roll

Nationwide®

Members of USBC could receive special auto insurance rates with Nationwide®

[Click here for details!](#)

Products underwritten by Nationwide Mutual Insurance Company and Affiliated Companies. Home Office: Columbus, Ohio 43215. Products and discounts not available to all persons in all states.



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300x250
Medium
Rectangle

Additional advertising opportunities are available

- e-Rewards & e-Bowler reach 840,000 members
- Customizable ad features are available

The screenshot shows the BOWL.COM e-REWARDS page. At the top is a navigation bar with categories: YOUTH, HIGH SCHOOL, COLLEGIATE, TEAM USA, SPORT BOWLING, ASSOCIATIONS, COACHING, and USBC STORE. Below the navigation bar is the 'e-REWARDS' logo and the BOWL.COM logo. The main content area features several promotional banners:

- bowlingball.com FREE SHIPPING**: Every Item. Every Day. Includes a table of promo codes: \$5 OFF, \$50 SHOPSMA25, \$10 OFF, \$140 SHOPSMA10, \$15 OFF, \$210 SHOPSMA15.
- Last chance...**: Entries for the 2010 Open Championships close Dec. 11! Reserve your team's spot today!
- USBC OPEN CHAMPIONSHIPS**: Presented by Circus Circus, El Dorado, Silver Legacy. Reno • 2010.
- History in the making**: A new era in women's bowling arrives in 2010. Make sure your team is there to be part of the history. Reserve your spot.
- USBC WOMEN'S CHAMPIONSHIPS 2010-EL PASO-TEXAS**.
- Kodak is now a Members Rewards partner**: USBC members receive a 15% everyday discount at the Kodak Store along with a 20% discount on all accessories.
- Best Buy, Target, and Wal-Mart discounts through PerkSpot**: With discounts at hundreds of name-brand retailers, PerkSpot is the one-stop shopping site for USBC Members.
- FREE Shipping and 25% off custom bowling balls and pins**: Looking for the perfect holiday gift? With OnTheBallBowling.com, you can design a one-of-a-kind bowling ball or bowling pin for that special bowler in the family.
- Discounted health benefits now available**: Don't have health insurance or looking to save even more on your current plan? People's Health Express offers premier benefits at affordable prices.
- Save on your next sleigh ride with USBC**: OK, it might not be a sleigh, but you can save on your next vehicle rental with USBC.

Advertising Block

YOUTH | HIGH SCHOOL | COLLEGIATE | TEAM USA | SPORT BOWLING | ASSOCIATIONS | COACHING | USBC STORE

Add noreply@bowl.com to address book to ensure delivery.

BOWL.COM

eBOWLER

USBC eBOWLER

U.S. Women's Open wraps up Oct. 18 on ESPN

Coverage continues this Sunday at 2 p.m. ET on ESPN. Then tune in Oct. 18 at 2 p.m. to see who takes home the title.

Tammy Boomershine, Shannon Pluhowsky and Carolyn Dorin-Ballard have already advanced to the finals on Oct. 18.



Bordering on too much fun

Ladies, take a trip with your friends to the southwest in 2010 and discover the NEW USBC Women's Championships.

More prize money, new divisions, a custom-built arena setting, the world's largest mobile LED scoreboard and more await you in El Paso next year.



PARTNER OFFERS

LIVE BOWLING ACTION WITH PBA XTRA FRAME

Xtra Frame is the PBA's online subscription video service.

- Watch up to 15 hours of live bowling action for every Lumber Liquidators PBA Tour event
- Xtra Frame includes exclusive interviews, Match Play and early round coverage, PBA: 39X60 a PBA highlight show and archived ESPN Telecasts
- Each pre-telecast interviews from all semi-finalists as well as the trophy presentation and post win interviews for every World Series of Bowling telecast
- Only \$64.99 per year or \$7.99 a month, sign up today at www.pba.com/xtraframe

Partnership
Offer



Xtra FRAME

Monthly
Subscription
NOW OFFERED

ONLY \$7.99/mo

To advertise or for more information:

Keith Glanz
Affinity Marketing Manager
United States Bowling Congress
817-385-8365
keith.glanz@bowl.com

COME BOWL WITH US!