Roto & Baller

MEDIA KIT



ROTOBALLER. COM



Share your platforms with RotoBaller's passionate and dedicated readers.



MONTHLY UNIQUE VISITORS 2,100,000



MONTHLY TOTAL VISITS 3,400,000



MONTHLY PAGEVIEWS 5,600,000



Power your platforms with RotoBaller's business services and offerings.









Player News



Power your platforms with RotoBaller's news desk and keep your users informed. Add original daily fantasy news and analysis to your site:

- NFL, MLB, NBA, NHL, PGA, MMA, NASCAR
- Easy partner integration via XML, JSON feeds
- Filter via meta tags (e.g. injury, prospects, etc)
- White label options available

RotoBaller's news desks consist of 150+ staff writers and editors, and produce between 50 to 150 pieces of original player news per day

Find out more about our player news



Aaron Judge Scheduled For CT Scan

Share:







6 days ago New York Yankees outfielder <u>Aaron Judge</u> (ribs) is set to undergo another CT scan in a couple of weeks after the results of his March 13 CT scan showed that he was not yet fully healthy. Manager Aaron Boone is optimistic that the additional rest has allowed Judge's ribs to heal, but fantasy owners should remain cautious. Until Judge can swing pain-free consistently and his CT scan comes back clean, there is still a threat that the outfielder will undergo surgery and miss significant time. Fantasy owners should continue to monitor Judge's progress and avoid drafting him in the early rounds before the results of his scheduled CT scan are released. --Sam Chinitz - RotoBaller

Source: Bryan Hoch



Raiders Not Interested In Jadeveon Clowney

Share:





4 days ago The Las Vegas Raiders are not interested in signing free-agent defensive end Jadeveon Clowney, according to sources. Clowney doesn't have many options at this point and has had to drop his asking price of around \$21 million per season on the open market. COVID-19 restrictions have hurt Clowney, as teams haven't been able to take a look at the injury-prone pass-rusher with their own doctors. While Clowney has never had double-digit sacks in his career, he remains a disruptive force in opponent's backfields when he's healthy and on the field. This could drag out into the summer with Clowney ultimately likely to wind up taking a short-term deal for far less than what he was originally seeking. --Keith Hernandez - RotoBaller Source: ESPN - Dianna Russini

Player News



You can read RotoBaller's fantasy sports player news on FFPC, Sleeper, Fanball, Fleaflicker, RT Sports and many other platforms:











Projections



Help your users make optimal lineup decisions with our in-house player projections:

- Preseason and in-season stat projections
- HR, RBI, R, SB, PA, AVG, OBP, SLG, OPS
- IP, W, L, K, QA, SV, HLD, ERA, WHIP
- Targets, Target %, Catch %
- TD, INT, Rec, Rush, Yards
- Comp, Att, Comp %
- Fantasy Points

Power your platforms.

Our in-house projections are designed and calculated by some of the industry's best and brightest.

| RotoBaller Stat Projections | | | | | | | | | | | | | |
|-----------------------------|-------|---------|---------|-----|----|------|------|------|--|--|--|--|--|
| Player | PA PA | , HR | RBI | R | SB | AVG | OBP | SLG | | | | | |
| Ronald Acuna Jr. | 704 | 38 | 97 | 118 | 39 | .277 | .360 | .506 | | | | | |
| Mike Trout | 657 | 44 | 110 | 117 | 15 | .299 | .446 | .625 | | | | | |

| RotoBaller Stat Projections | | | | | | | | | | | | | |
|-----------------------------|------|-----------|------|-----|----|-----------|-------------------|--------|--|--|--|--|--|
| Player Name | YDS | RB YPC | RUSH | REC | TD | WR YPC | REC / TAR GAME | Points | | | | | |
| Christian McCaffrey 🖽 | 2045 | 4.9 | 242 | 93 | 14 | 9.3 | 5.8/7.2 | 335.0 | | | | | |
| Saquon Barkley 💷 | 1885 | 4.8 | 265 | 66 | 13 | 9.3 | 4.1/5.5 | 299.5 | | | | | |
| Michael Thomas | 1395 | 0.0 | N/A | 118 | 9 | 11.8 | 7.4/9.5 | 252.5 | | | | | |
| Ezekiel Elliott | 1825 | 4.6 | 285 | 58 | 13 | 9.1 | 4.1/5.4 | 289.5 | | | | | |
| Dalvin Cook 💷 | 1555 | 4.7 | 240 | 47 | 12 | 9.3 | 2.9/4.0 | 251.0 | | | | | |

Matchup Ratings



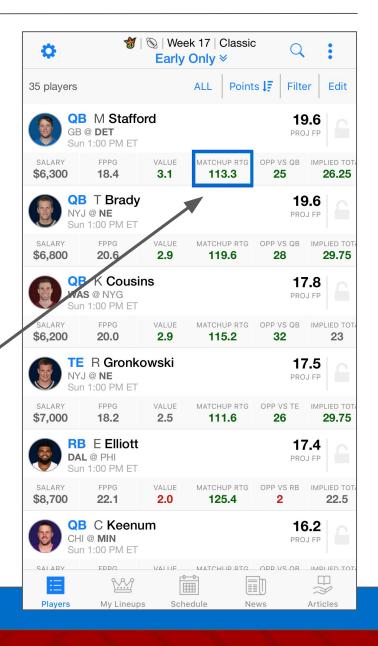
Help your users make easy lineup decisions with our proprietary algorithm for projections:

- Daily, weekly, monthly, season-long Matchup Ratings
- Research and analysis engineered by data scientists
- Intuitive ratings help users set optimal lineups
- Easier to use than traditional projections
- Easy integration via JSON feeds

Find out more about our Matchup Ratings

The higher the number, the better.

Matchup Ratings are a single number, scaled around an average of 100. A rating of 113 means that player is 13% better than average player.



Matchup Ratings



Daily, weekly, monthly, season-long Matchup Rating projections:

Read more about our Matchup Ratings algorithm

| | Î | | Oppo | nent | K/9 | BB/9 | Matchup Rating | | |
|-----------------|----------------------------|--------|------------------|----------------------------|------|------|-------------------|--|--|
| | 7 8 8 8 8 8 | 7/28 | 8 @ 9 | STL | 11.6 | 3.6 | 103 | | |
| | 8/4 | | . @ | SF | 11.6 | 3.6 | 106 | | |
| | | 8/10 |)* vs. | LA | 11.3 | 5.2 | 91 | | |
| | | 8/15 | 532 504557000000 | | 11.3 | 5.2 | 91 | | |
| | | 8/20 | | | 11.6 | 3.6 | 102 | | |
| | | | Matchu | JD. | 11.3 | 5.2 | 102 | | |
| Pitcher | Opp. | | Rating | 2003 | 11.3 | 5.2 | 91 | | |
| Carlos Martinez | @ BAL | | 103 | | 11.6 | 3.6 | 96 | | |
| Trevor Williams | VS. | CHC | 95 | - | 11.3 | 5.2 | 102 | | |
| Eddie Butler | @ | PIT | 89 | | 11.6 | 3.6 | 106 | | |
| Patrick Corbin | @ | PHI | 99 | \ | 11.3 | 5.2 | 97 | | |
| Jose Quintana | | | 98 | | 11.3 | 5.2 | 102 | | |
| Joe Biagini | cws | | | * Robbie Ray projected sta | | | | | |
| Tim Adleman | . LA | | | | | • | | | |
| Alex Wood | CIN | 111 | 8 | | | | | | |
| Max Scherzer | @1 | MYN | 112 | | | | | | |
| Daniel Norris | VS. | vs. TB | | | | | | | |

| Player Name | Weekly Matchup Rating | Monthly Matchup Rating | Season Matchup Rating |
|----------------|-----------------------------|------------------------------|-----------------------------|
| David Johnson | 135 | 128 | 123 |
| Le'Veon Bell | 149 | 132 | 121 |
| Jeremy Hill | 110 | 79 | 82 |
| Amari Cooper | 116 | 108 | 114 |
| Ryan Tannehill | 76 | 111 | 102 |
| Alex Smith | 99 | 112 | 80 |
| Tavon Austin | 87 | 89 | 91 |
| Jordan Reed | 115 | 112 | 118 |
| Cam Newton | 123 | 99 | 98 |
| Julio Jones | 130 | 128 | 124 |
| Paul Perkins | 103 | 84 | 86 |
| Matt Forte | 87 | 90 | 93 |

The above table is showing sample data to depict projections

Rankings

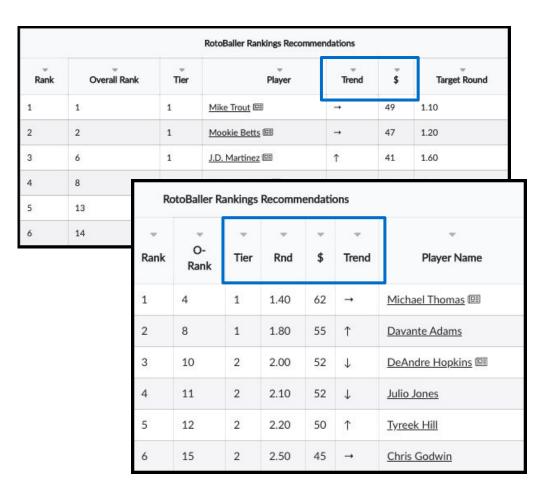


Help your users make optimal lineup decisions with our in-house player rankings:

- PPR, Half-PPR, Standard Scoring
- 5x5 Roto, Mixed, Points, AL/NL
- Offseason Rankings
- Best Ball Rankings
- NFL Rookie Rankings
- MLB Prospect Rankings
- Dynasty Rankings
- Easy integration via JSON feeds

Proprietary data points.

Our in-house rankings, tiers, auction dollar values, and trend (risers, fallers) are all available data.



Find out more about our Rankings

Player Outlooks



In-depth player outlooks for 400+ players, analyzing their fantasy outlooks for the current season. Prepare your users for the approaching season:



Stefon Diggs 2017 Fantasy Football Outlook

6/4: Stefon Diggs could be a top-12 WR in PPR leagues. He finished last year as WR31 despite missing three games. On a per-game basis, however, he was WR13, just a half-point per game behind Brandin Cooks and Davante Adams. Over his first two seasons, he's averaging 13.2 PPR points per game, despite catching passes from Teddy Bridgewater, Shaun Hill, and Sam Bradford. On a per game basis over the first two years of his career, his comparable players include luminaries such as Amari Cooper, Keenan Allen, TY Hilton, Brandon Marshall, and Andre Johnson. Nothing about his situation has changed materially, so if he can stay healthy he should be a rock-solid WR2 with WR1 upside. -- Charlie Kleinheksel -



🐠 Jake Faria On The Upswing

1/15: Tampa Bay Rays starting pitcher <u>Jake Faria</u> dominated the minor leagues on his way to the majors. For example, in the International League, he had a 6-1 record with a 3.07 ERA and a 1.125 WHIP, striking out 84 batters in just 58 2/3 innings. He was then called up to the majors where he won five of his first six decisions before wearing down at the end of the season. Overall, he had a 5-4 record in the majors for 2017 with a 3.43 ERA and a 1.177 WHIP. In his 86 2/3 innings, Faria struck out 84 batters while issuing only 31 walks. Perhaps the biggest concern is that he also gave up 11 home runs in those 86 2/3 innings. He is unlikely to cost a lot on draft or auction day but provides upside. -- Jamie Mellor - RotoBaller

Stats and Data Feeds



Fantasy stats, game data, sports betting and other data feeds to power your platforms:

- NFL, MLB, NBA, NHL, PGA, NCAA, NASCAR, Soccer, eSports
- Scores and schedules, Box scores and injuries, Play-by-play, Projections

| Data Feed | FREE TRIAL | POST GAME | LIVE | REAL TIME |
|--------------------------|------------|-----------|------|-----------|
| Schedules | 0 | • | 0 | 0 |
| Scores | • | • | 0 | 0 |
| Rosters | 0 | • | 0 | 0 |
| Box Scores | • | 0 | 0 | 0 |
| Team Stats | • | • | 0 | 0 |
| Player Stats | • | 0 | 0 | 0 |
| Projected Stats | • | • | 0 | 0 |
| Depth Charts | • | 0 | 0 | 0 |
| Injuries | 0 | • | 0 | 0 |
| Inactives | • | 0 | 0 | 0 |
| Fantasy Points | • | 0 | 0 | 0 |
| Projected Fantasy Points | • | 0 | 0 | 0 |

Stats and Data Feeds





Powering everything fantasy...

- The contests
- SEASON-LONG CONTESTS
- LINEUP GENERATORS
- A FANTASY TOOLS
- RESEARCH FOR WRITERS & BLOGGERS



Powering everything sports betting...

- ONLINE SPORTSBOOKS
- AND CASINOS
- FRIENDLY SOCIAL WAGERING APPS
- A HANDICAPPING TOOLS
- RESEARCH FOR WRITERS & BLOGGERS

Roto & Baller

ADVERTISING



ROTOBALLER. COM

Advertising



RotoBaller has helped many new and established sites get the word out. We create customized integrated marketing solutions for your platform:

- New user referrals
- Banner advertising
- Chat room sponsorship
- Original custom content
- Custom editor's notes
- Email campaigns
- Tools integration
- Radio/podcast sponsorship
- SiriusXM advertising/live reads

In 2017, there are 59.3 million people playing fantasy sports

| 71% Male | 29% Female |
|--|------------|
| Average Age | 32 |
| College Degree or More | 50% |
| Have a household income of \$75K | 53% |
| Have full-time employment | 67% |
| Avg Annual Spending Per Fantasy Player | \$653 |
| Favorite Fantasy Sport | Football |
| Fantasy Sports Players that Pay League Fee | 70% |

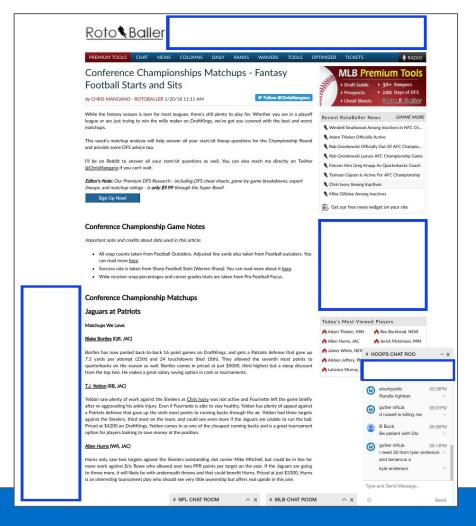
Source: Fantasy Sports Trade Association https://fsta.org/research/industry-demographics

Banner Advertising



Expose your brand and platform to RotoBaller's users with banner advertising, in various places throughout the site:

| Banner Ad Type | СРМ |
|-----------------------------|--------|
| 728 x 90: Leaderboard | \$3.00 |
| 300 x 600: Large Skyscraper | \$3.00 |
| 160 x 600: Skyscraper | \$2.50 |
| 300 x 250: Rectangle | \$2.50 |
| 256 x 50: Chatroom | \$2.50 |



Email Campaigns



Tell our entire list of email subscribers all about your platforms or latest promotions. This is one of our most effective methods of converting users:

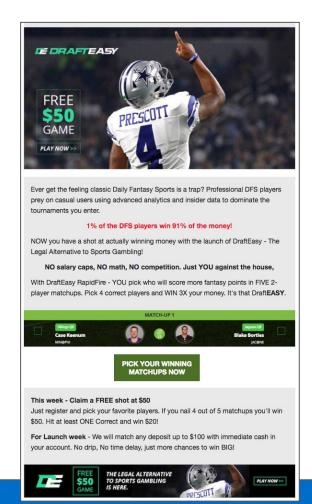


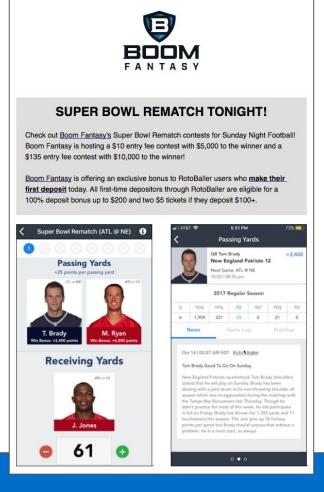
With NO SALARY CAP and NO DRAFT to worry about, simply choose 10 players to make up your team's roster. But there's a catch: you're only allowed to use one player from each NFL team. That means if you choose Tom Brady as your QB, you may not have any other Patriots on your roster.

This will be your roster for the duration of the entire playoffs including the Superbowl. There will not be any changes, substitutions or free agent pickups once rosters are locked. As NFL teams get knocked out so will your players, so choose your team wisely!

The contest is now over 75% full and is capped at 3,500 total entries, so it will sell out as it does every year! Registrations will close on Saturday January, 6th at 4:30pm ET. Don't wait - get your team now and end your fantasy football season with a bang!

SIGN UP HERE

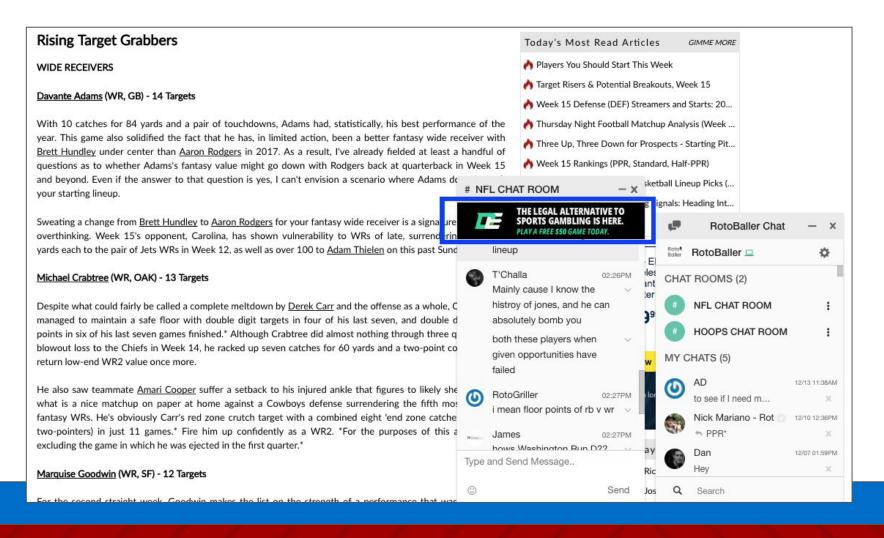




Chat Room Sponsorship



Your platform's banner ad is pinned to the top of our chat room. Chats appear on every page, following users as they navigate around:



Custom Content



Our experienced writing team creates custom content for your platform - exposing it to readers on RotoBaller, on social media, and through our daily email blasts:

FantasyDraft Lineup Picks (Week 15) - NFL DFS Advice

by JUSTIN BALES - ROTOBALLER 12/15/17 3:03 AM

¥ Follow @BalesSJustin

It is finally time for NFL Week 15! If you're a FantasyDraft DFS player, then this article is for you.

Each week, I will be providing you with my daily fantasy football **lineup picks for FantasyDraft.** The lineup picks will range from some of the elite players to mid-priced options and value plays.

If you have any questions or comments, feel free to hit me up on Twitter @BalesSJustin.

Editor's Note: Our Premium DFS Research - including DFS cheat sheets, game-by-game breakdowns, expert lineups, and matchup ratings - is only \$9.99 through the Super Bowl!

Sign Up Now!

FantasyDraft - DFS Quarterback Pick

Russell Wilson vs LA (\$13,900)

Can no offensive line stop Wilson? No. Can no running game stop Wilson? No. Can average receivers stop Wilson? No. Can the Jacksonville defense stop Wilson? No. Can anything stop Wilson? Absolutely not. He is an elite option against anyone, including the Los Angeles Rams. Wilson has taken over the Seahawks offense, scoring at least 24 fantasy points in nine of his last 11 games, including two games with 35 or more fantasy points. The Rams feature an above average defense, but the Seahawks have an implied team total of 25 points, meaning Wilson will once again enjoy a great week.



FantasyDraft Daily Fantasy Football Lineup Picks (Conference Championships): NFL DFS Advice

It is finally time for NFL Conference Championships! If you're a FantasyDraft DFS player, then this article is for you. Each week, I will be providing you with my daily fantasy football lineup picks for FantasyDraft. The lineup picks will range from some of the elite players to mid-priced options and value plays. If you have any questions... Read More



<u>DraftKings Daily Fantasy Football Lineup Picks (Conference Championships):</u> <u>NFL DFS Advice</u>

RotoBallers, welcome to the Conference Championship Round of the daily fantasy football season. In this column, you will find my

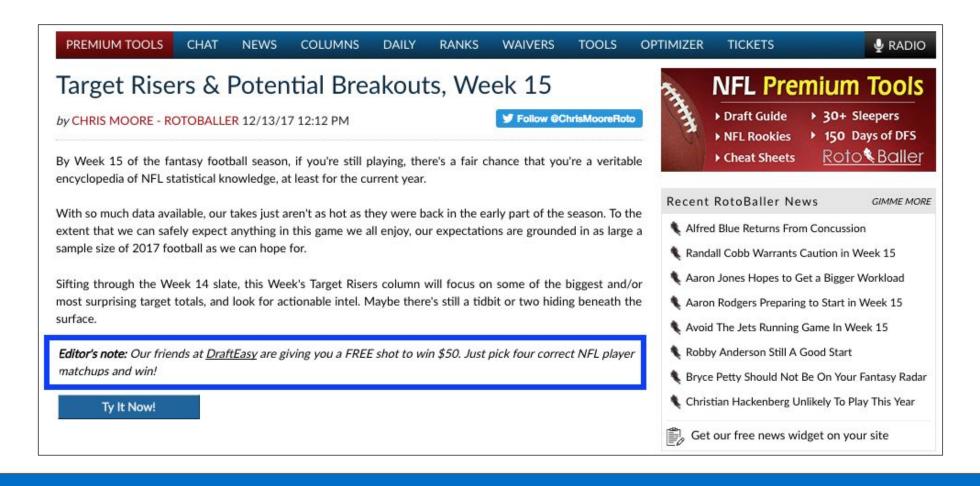
recommended DraftKings DFS Lineup Picks to target for the Conference Championships of the NFL season. The goal is to identify players to start on

DraftKings this week based on various factors including the opponent, the player's opportunity, analysis of... Read More

Editor's Notes



Feature your platforms and best offers in highly visible placements. Our editor's notes appear on all sport-specific columns, ensuring maximum visibility:



Player News Integrations



Display your platform's player pricing, with links back to your specific game contests, on every player news article that is seen by RotoBaller's readers:

Howie Kendrick Batting Fifth, Looks To Continue Hot Streak 5/3: Washington Nationals infielder Howie Kendrick will start at second base and bat fifth in Thursday's afternoon contest against the Pirates. He's had a hot start to the season and filled in nicely for the injured Daniel Murphy (knee). Over his last seven games, he's 10-for-27 with two home runs, three doubles, three RBI and five runs scored. He's never faced Wednesday's starter, Trevor Williams, but has an OPS of .911 against right-handed throwers. The veteran makes a fabulous daily pick and should be rostered in leagues of all sizes while he's hot and getting starts. -- Mario Hernandez -Jeff (a) RotoBaller Source: Washington Nationals \$4,000 COL Hoffman Next Matchup: 5/3 | vs. PIT (Trevor Williams - RHP) | 1:05 PM ET Michael Matchup Rating: 107 \$\,\sigma_{\pma} \, 3,000 \rightarrow \, \, \, 3,900 \$4,000 MIN Pineda Howie Kendrick, 0 Jeff 11.6 WSH OF COL Hoffman

Ketel Marte, ARI

Alex Verdugo.

LAD OF

(a)

PIT

CHC

11.8

8

Trevor

José

Williams

Quintana

\$3,900

\$3,900

Tool Integrations



Feature your platforms in RotoBaller's tools, used daily by our large user base to research and set optimal lineups:

| | | | | HI | TTER IN | FO . | | | | | | es | | | | | | | |
|--------------------|-----|-------|-------------------------------|---------|-----------|--------|------------------|------|------|---------------|------------|----------------|--------------|--------|--------|--------------|---------|-----------------|--------|
| NAME | POS | L/R/S | CASH / GPP / SALARY RELIEF | FanDuel | DrafKings | Yahoo! | Fantasy Draft | H/A | vs. | OPP PITCHER | VS. L/R | PARK RATING | WEATHER | TREND | RISK | | | | |
| Welington Castillo | С | R | Cash/GPP | \$3,300 | \$3,300 | \$16 | \$6,600 | Home | TOR | Marco Estrada | R | 106 | | t | | | | | |
| Jesus Aguilar | 18 | R | GPP | \$2,500 | \$3,600 | \$10 | \$7,200 | Home | WAS | Gio Gonzalez | L | 108 | | 1 | | | | | |
| Jonathan Schoop | 28 | R | Cash/GPP | \$3,900 | \$4,600 | \$19 | \$9,000 | Home | TOR | Marco Estrada | R | 106 | | + | | | | | |
| Derek Dietrich | 38 | L | Salary Relief/GPP | \$3,300 | \$3,300 | \$14 | \$6,400 | Home | PHI | Ben Lively | R | 95 | | - | | | | | |
| Javier Baez | 28 | R | Cash/GPP | \$3,200 | \$3,400 | \$19 | \$6,800 | Home | LAD | Sean Newcomb | L | 97 | | • | | | | | |
| Christian Yelich | OF | L | Cash/GPP | \$3,800 | \$4,600 | \$19 | \$8,800 | Home | PHI | Ben Lively | R | 95 | | 1 | | | | | |
| Trey Mancini | OF | R | Cash/GPP | \$3,500 | \$4,500 | \$17 | \$8,700 | Home | TOR | Marco Estrada | R | 89 | | - | | | | | |
| Jarrett Parker | OF | L | Salary Reliet/GPP | \$2,700 | \$3,800 | \$13 | \$7,600 | Home | STL | Michael Wacha | R | 86 | | 1 | | | | | |
| Keon Broxton | OF | R | Salary Relief/GPP | \$2,600 | \$2,500 | S14 | \$4,800 | Home | WAS | Gio Gonzalez | Playe | r | Tea | am POS | Lineup | FantasyDraft | FanDuel | ₩ DraftKings | Yahoo! |
| Eduardo Nunez | 3B | R | Cash/GPP | \$3,300 | \$4,500 | \$20 | \$8,800 | Away | @NYY | CC Sabathia | J.D. N | /artinez | A | RI OF | 5th | \$10,400 | \$4,100 | \$5,300 | \$20 |
| Josh Donaldson | 38 | R | Cash/GPP | \$3,400 | \$4,800 | \$27 | \$9,200 | Away | @BAL | Jeremy | Nicky | / Delmonic | <u>o</u> CV | VS 3B | 4th | \$6,800 | \$2,900 | \$3,500 | \$22 |
| | | | 15 | | A to | | | | | Hellickson | Austi | n Jackson | CI | E OF | 2nd | \$7,200 | \$3,000 | \$3,700 | \$14 |
| | | | | | | | | | | | Dixor | Machado | DI | ET SS | | \$5,600 | \$2,200 | \$2,900 | \$7 |
| | | | | | | | | | | | Lonni | ie Chisenha | <u>II</u> CI | E OF | 2 | \$6,800 | \$3,000 | \$3,400 | \$14 |
| | | | | | | | | | | | Charl | ie Blackmo | n CC | OL OF | 8 | \$10,400 | \$4,300 | \$5,400 | \$26 |