



 **TENNIS**<sup>®</sup>  
**CHANNEL**

 **TENNIS**.COM

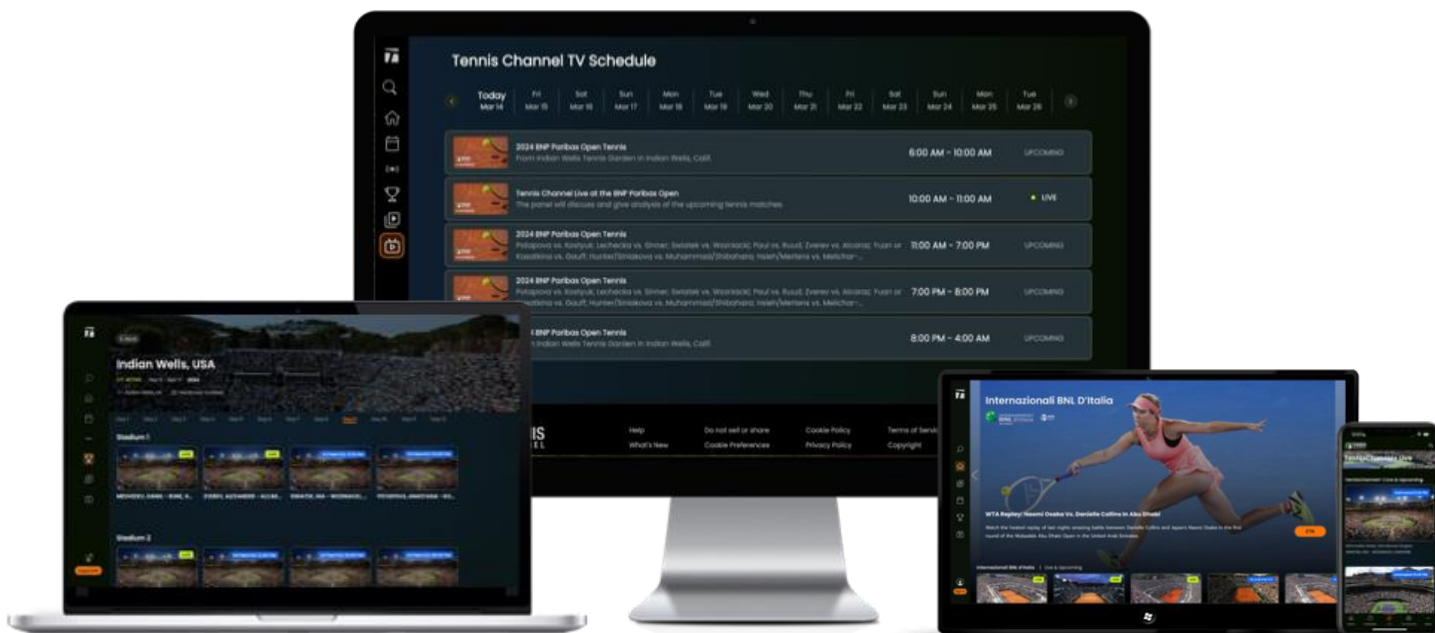
**MEDIA KIT 2024**

---

# PRODUCTS

ELEVATE YOUR BRAND WITH **TENNIS CHANNEL'S SLEEK**, NEW STREAMING EXPERIENCE PROVIDING EXCLUSIVE MATCHES, INTERVIEWS, NEWS, INSTRUCTIONAL VIDEOS, FEATURES, HIGHLIGHTS AND MORE TO TENNIS ENTHUSIAST NATIONWIDE.

- LIVE STREAM TENNIS CHANNEL THROUGH THE APP WITH YOUR CABLE OR SATELLITE SUBSCRIPTION(S)
- FREE TO EXISTING TV SUBSCRIBERS (AT&T, CHARTER, COX, DIRECTV, DISH, ETC.)
- THE MOST LIVE TENNIS ANYWHERE
- EVERY ATP MASTERS & WTA 1000 TOURNAMENT PLUS 500S, 250S, EXOS, DAVIS & BJK CUPS
- UNPARALLELED ACCESS TO OUTER COURTS
- REPLAYS, HIGHLIGHTS, ORIGINAL SERIES, AND DOCUMENTARIES
- AVAILABLE ON ALL IOS AND ANDROID DEVICES, SAMSUNG, APPLE TV, ROKU AND AMAZON FIRE TV





# T2 FAST CHANNEL

[WWW.TENNIS.COM/T2](http://WWW.TENNIS.COM/T2)

ELEVATE YOUR BRAND WITH T2, NEW FAST CHANNEL PROVIDING NON-STOP MATCHES, EXCLUSIVE INTERVIEWS, NEWS, INSTRUCTIONAL VIDEOS, FEATURES, HIGHLIGHTS AND MORE TO MILLIONS OF TENNIS ENTHUSIASTS NATIONWIDE.

- LIVE STREAM T2 VIA PREFERRED FAST CHANNEL PROVIDER
- AVAILABLE ON SAMSUNG, YOUTUBE TV, HULU, PLEX, PLUTO, FUBO, AMAZON FIRE, AMAZON FREEVEE, ROKU, VIZIO, LOCAL NOW



# DYNAMIC AD INSERTION

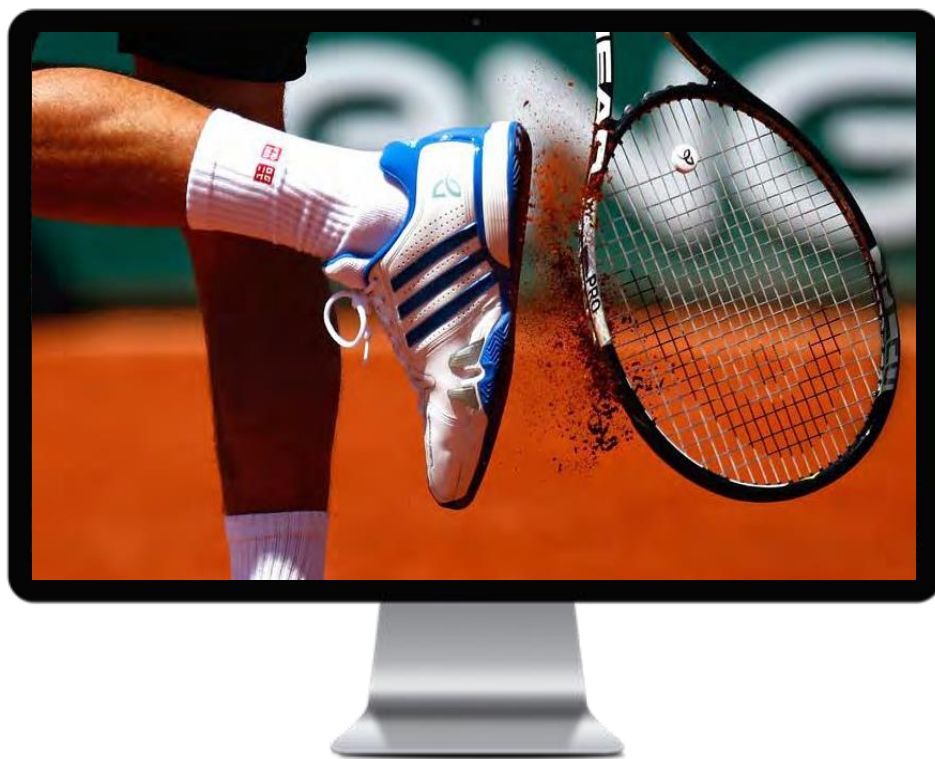


## (DAI) ADVERTISING

DYNAMIC AD INSERTION, OR DAI, ENABLES TENNIS CHANNEL TO SERVE ALTERNATE COMMERCIAL SPOTS THAT RUN SOLELY ON OUR STREAMING FEED OF TENNIS CHANNEL'S LINEAR SCHEDULE. RATHER THAN SERVING THE SAME ADS TO EACH VIEWER AT THE SAME TIME, EACH SPOT IS A ONE-TO-ONE IMPRESSION, SERVED DIRECTLY TO ONE OF OUR MOST ENGAGED TC APP/TENNISCHANNEL.COM ONLINE VIEWERS.

## VIDEO SPECS & REQUIREMENTS:

SEE VIDEO AD SPECS – THEY ARE THE SAME.



**CLIENTS** MUST PROVIDE PREFERRED REDIRECT URLS FOR AD CLICKS

**ALL** CREATIVE AND AD LINKS MUST BE SUBMITTED ONE (1) WEEK PRIOR TO LAUNCH OF CAMPAIGN

**ALL** CREATIVE MUST BE APPROVED BY SINCLAIR DIGITAL FOR TECHNICAL AND QUALITY STANDARDS

---

# **SALES OFFERINGS**

# HOW TO BUY



## BRAND OPPORTUNITIES WILL INCLUDE

- TOURNAMENT PRESENTING SPONSORSHIPS
- WOMEN'S DAY PRESENTING SPONSORSHIP ON T2
- TOURNAMENT DESK SPONSORSHIPS
- TC LIVE PRESENTING SPONSORSHIPS
- LINEAR, STREAMING, DIGITAL AND SOCIAL PACKAGES

## KEY TENTPOLE MOMENTS INCLUDE:

- Q1: INDIAN WELLS, MIAMI OPEN
- Q2: ROAD TO ROLAND GARROS, ROLAND GARROS, WIMBLEDON
- Q3: US OPEN, CINCINNATI OPEN, CANADIAN OPEN
- Q4: WTA FINALS, ATP FINALS





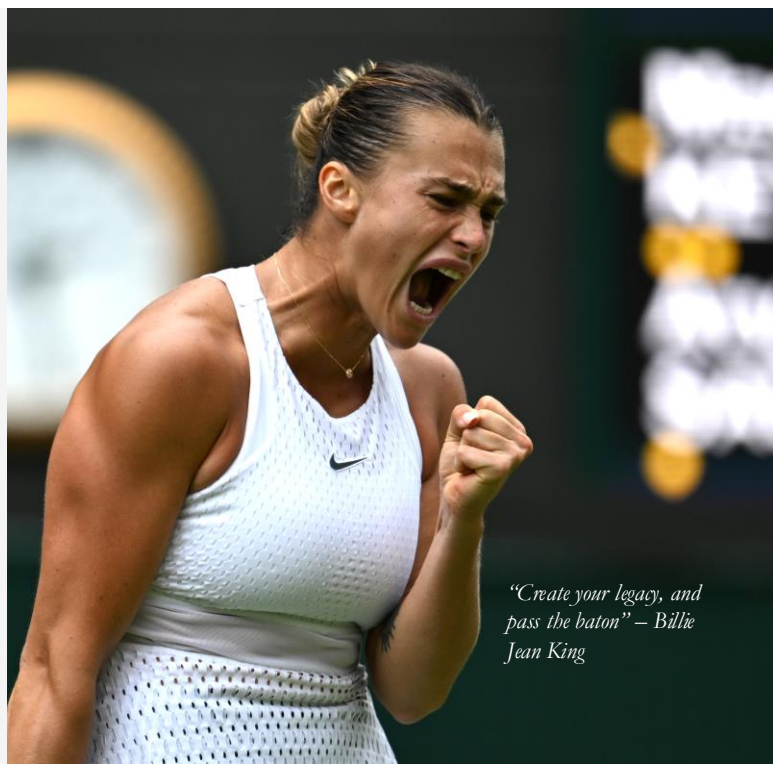
# WOMEN'S DAY GAME, SET, HER MATCH.

## OWN THE WTA ON TENNIS CHANNEL

THIS YEAR, WOMEN'S TENNIS WILL TAKE CENTER STAGE AS THE UNSTOPPABLE RISE OF THE WOMEN'S GAME CONTINUES. ON WOMEN'S DAY, TENNIS CHANNEL & T2 WILL DESIGNATE ONE DAY PER WEEK DEVOTED SOLELY TO THE WOMEN'S GAME. WHETHER IT'S FULL DAYS OF LIVE WTA MATCH-PLAY, HISTORIC MATCHES, OR THOUGHT-PROVOKING SHORT-FORM CONTENT, BRANDS WILL BE ABLE TO PARTNER IN CHAMPIONING ONE OF THE GREATEST WOMEN'S SPORTS.

## ADDITIONAL WTA OPPORTUNITIES:

- WTA Tournament Coverage (Charleston/WTA Finals)
- Women in Sports Panel
- TC Live Weekly Discussion Segment
- In-Coverage Features
- Short-Form Video Series
- WTA Two-Box



*"Create your legacy, and pass the baton" – Billie Jean King*

# SPONSORSHIPS

HOME PAGE/NEWSPAGE TAKEOVERS

TO DONATE TO THE AMERICAN RED CROSS FOR THE AUSTRALIAN BUSHFIRE RELIEF EFFORT, GO TO REDCROSS.ORG/TENNISCHANNEL

## HOME PAGE TAKEOVER LEADERBOARD BANNER

WATCH LIVE TV SCHEDULE ORDER OF PLAY TENNIS MAGAZINE **BASISLINE** PODCASTS

TENNIS.COM TOURNAMENTS SCORES NEWS VIDEOS PLAYERS & RANKINGS GEAR Q SEARCH

**THIS IS WHAT THEY PAID FOR: FEDERER DOESN'T BLINK, AND HE DOESN'T SHANK, IN HIS IMMORTAL WIN OVER SANDGREN**

- Novak now 10-0 against Raonic—next: Djokovic vs. Federer, Part 50
- A letter from Martina Navratilova: Margaret Court Arena must be renamed, now
- Barty becomes first Aussie woman to reach semifinals since 1984
- Australian Open Best Bets, Day 10: Wawrinka over Zverev; a WTA over

MORE +

## SCORES

AUSTRALIAN OPEN: WTA

A. KONTAVIT	I. NIKOLICHIC
S. HALEP	A. KRIVYCHENKOVA



**HOUDINI'S NEWEST THREAT: FEDERER SAVES SEVEN MATCH POINTS TO ESCAPE AGAIN IN MELBOURNE**

**HOME PAGE TAKEOVER BANNER**

[SEE ALL SCORES](#)

**HOME PAGE TAKEOVER VIDEO PLAYER PREROLL**

**ICYMI, DAY 9: BARTY IS TWO WINS AWAY FROM ENDING AUSTRALIA'S LONG WAIT FOR CHAMPION**

The world No. 1 saved a set point, before outduelling 2019 finalist Petra Kvitlova, 7-6 (6), 6-2, to set a semifinal encounter with American Sofia Kenin.

By Joel Drucker

January 28, 2020

**PROMOTION TILE FOR SPONSORSHIP/CUSTOM CONTENT**

**MAMBA MENTALITY: NADAL OVERCOMES KYRGIOS' EXPLOSIVE AND EMOTIONAL GAME**

**WERTHEIM SPEAKS WITH KENIN AFTER THE YOUNG AMERICAN REACHES HER FIRST SLAM**

**HOW IT HAPPENED: KYRGIOS HONORS KOBE IN LOSING OZ OPEN EFFORT TO NADAL**

**REACTION TO KOBE BRYANT'S DEATH A WORLD AWAY, AT THE AUSTRALIAN OPEN**

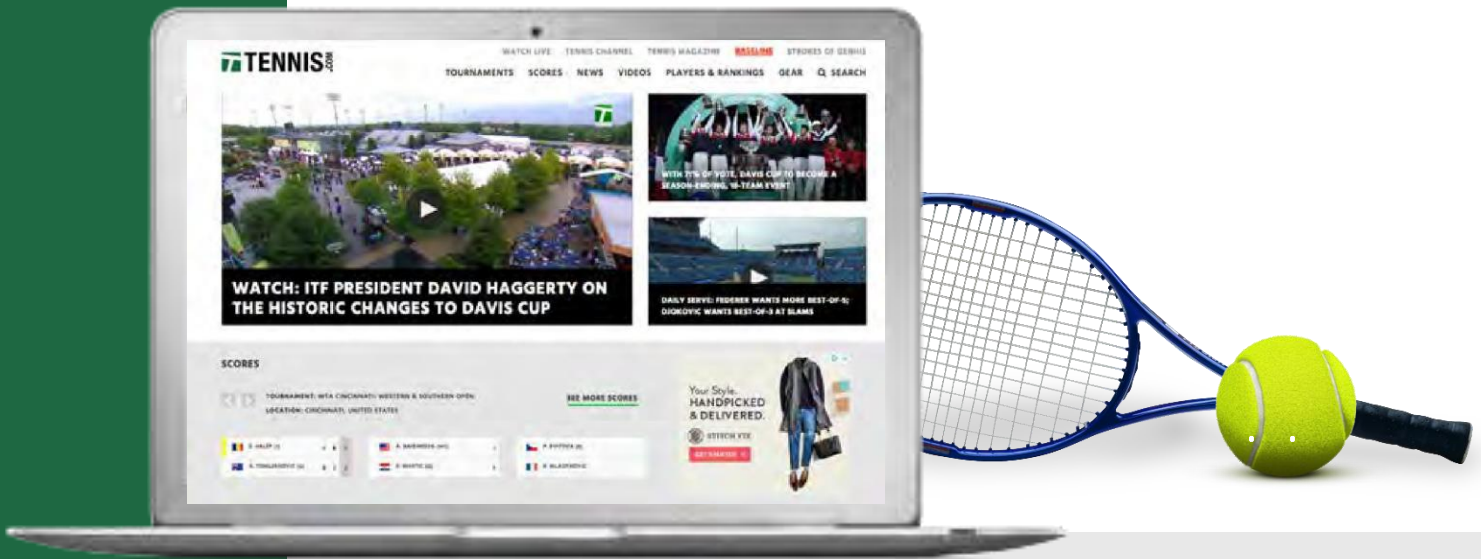
---

# RESEARCH

TENNIS.COM

# THE PREMIER TENNIS WEBSITE ON THE GO, ANYWHERE, ANYTIME

**TENNIS.COM** IS THE GO-TO DESTINATION FOR 24/7 TENNIS COVERAGE, NEWS, SCORES, AND EXCLUSIVE INTERVIEWS WITH THE BEST IN THE SPORT.



**+3%** MONTHLY USERS  
2023 VS 2022

**\$1.7M** NET WORTH FOR  
AFFLUENT  
ADULTS\*\*\*

**1.4m** MONTHLY USERS\*

**+90%** TOP MANAGEMENT\*\*

**7.3m** MONTHLY PAGE  
VIEWS\*

**+2%** MONTHLY PAGEVIEW  
2023 VS 2022

**38** MEDIAN AGE\*\*

GOOGLE ANALYTICS, AVG. MONTHLY USERS & PAGEVIEWS 2023 VS. 2022 \*2023 IPSOS AFFLUENT SURVEY DOUBLEBASE, BASE: A18+ NOTE: MRI WASN'T USED DUE TO AN AGREEMENT

# SOCIAL MEDIA

TENNIS MEDIA - SOCIAL FOLLOWERS/LIKES



## FACEBOOK

TENNIS CHANNEL  
TENNIS.COM

508K LIKES  
481K LIKES

## YOUTUBE

TENNIS CHANNEL

125K FOLLOWERS

## TWITTER/X

TENNIS CHANNEL  
TENNIS.COM

440K FOLLOWERS  
334K FOLLOWERS

## TIKTOK

TENNIS CHANNEL

136K FOLLOWERS

## INSTAGRAM

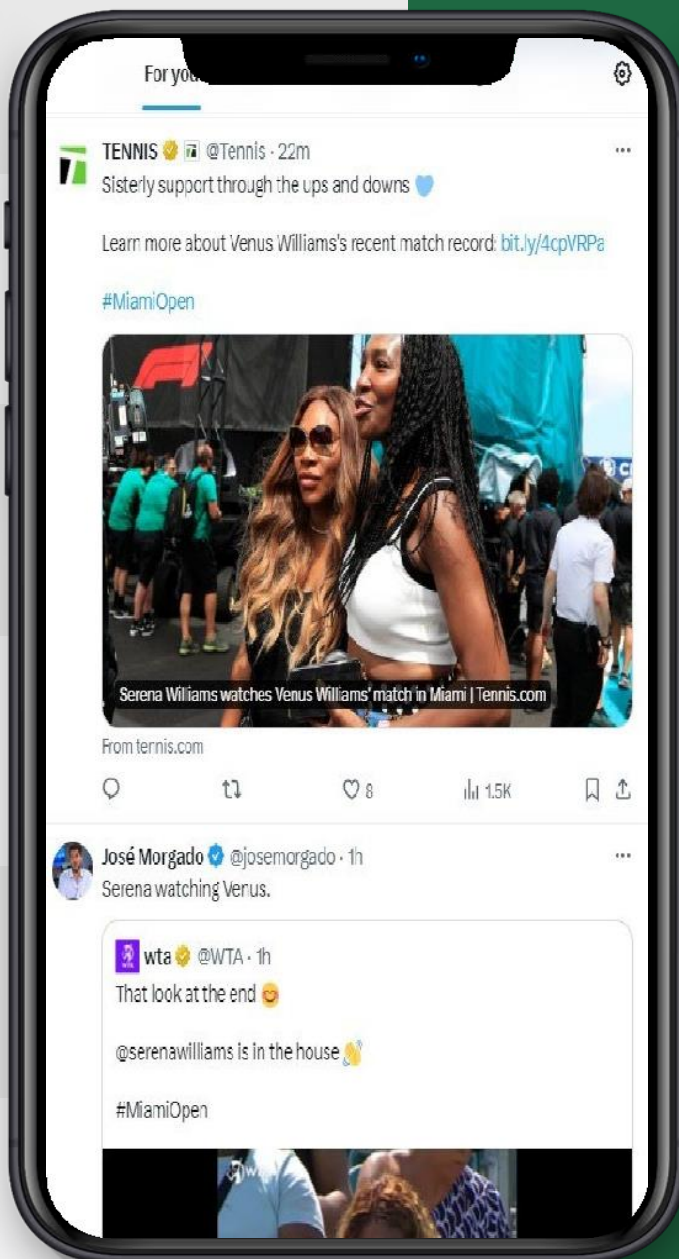
TENNIS CHANNEL

563K FOLLOWERS

## SNAPCHAT

TENNIS CHANNEL

19K FOLLOWERS



TENNIS MEDIA - 2023 SOCIAL IMPRESSIONS

 **+69% 23 vs. '22**

SOURCE: FACEBOOK INSIGHTS,  
TWITTER ANALYTICS, JAN-DEC  
2023

---

# DIGITAL AD SPECS

# STANDARD DISPLAY MEDIA

## PLEASE PROVIDE THE FOLLOWING SIZE CREATIVES:

970X90

300X250

728X90

320X50

STANDARD MEDIA

970 X 250



## MECHANICAL REQUIREMENTS:

- **Max File Size: 200kB**
- **Accepted Creative Types: JPG, GIF, HTML5, PNG**
- **Max Animation Time: :30 seconds**
- **Backup Image File Type: .gif, .jpg, .png**
- **Max Frames/Second: :15 - :24**
- **Looping Restrictions: UNLIMITED**
- **Audio Restrictions: BY CLICK**

## HTML5 Notes:

- The clickTag should be placed in the .html file without modification. For example, the text string "clickTag" must be displayed as **var clickTag="https://www.example.com"** or it will not work on our platforms
- Ads from creative agencies or clients must be sent via FTP site or DropBox equivalent

728 X 90



320 X 50 (Tennis.com mobile)



300 X 250



300 X 600



## CLIENTS

MUST PROVIDE PREFERRED REDIRECT URLS FOR AD CLICKS

## ALL

CREATIVE AND AD LINKS MUST BE SUBMITTED 3 BUSINESS DAYS PRIOR TO LAUNCH OF CAMPAIGN

## ALL

CREATIVE MUST BE APPROVED BY SINCLAIR DIGITAL FOR TECHNICAL AND QUALITY STANDARDS



# TENNIS

## PREROLL/ MIDROLL VIDEO SPEC

### VIDEO SPECS & REQUIREMENTS:

#### HULU T2 SPECIFICATIONS SHEET

	UNIVERSAL SPECS
File formats	• MP4
Video Dimensions	• 1920x1080 (16:9)
Codec	• H.264
Max File Size	• 10 GB
Max Video Length <input type="text"/>	• 30s
Third-Party Tags	• VAST 3.0
Programmatic	• VAST tags only
Bit Rate	• 10 to 40 mbps
Frame Rate	• 23.98, 24, 25, 29.97, 30
Audio Tech	• Two channels only • 192 Kbps, min of 16/24 bit • 48 kHz sample rate
Audio Codec	AAC or PCM



## CLIENTS

MUST PROVIDE PREFERRED REDIRECT URLS FOR AD CLICKS

## ALL

CREATIVE AND/OR TAGS MUST BE SUBMITTED 3 BUSINESS DAYS PRIOR TO LAUNCH OF CAMPAIGN

## ALL

CREATIVE MUST BE APPROVED BY SINCLAIR DIGITAL FOR TECHNICAL AND QUALITY STANDARDS



## CONTACT INFORMATION

### DIGITAL SALES INQUIRIES:

- CHRISTINA TESAURO ([cmtesauro@sbgstv.com](mailto:cmtesauro@sbgstv.com))

### SUPPORT CONTACT:

- Phone is 1-855 2VOLLEY

### TECHNICAL SUBMISSIONS:

- Alex Materman ([amaterman@sbgstv.com](mailto:amaterman@sbgstv.com))
- Catherine Fiore ([cfiore@sbgstv.com](mailto:cfiore@sbgstv.com))