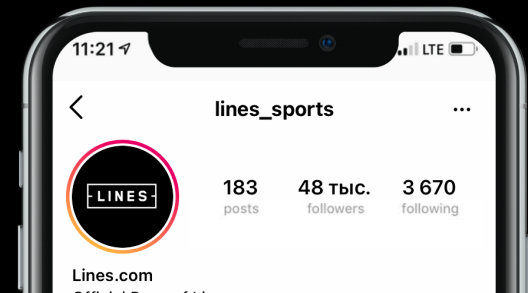
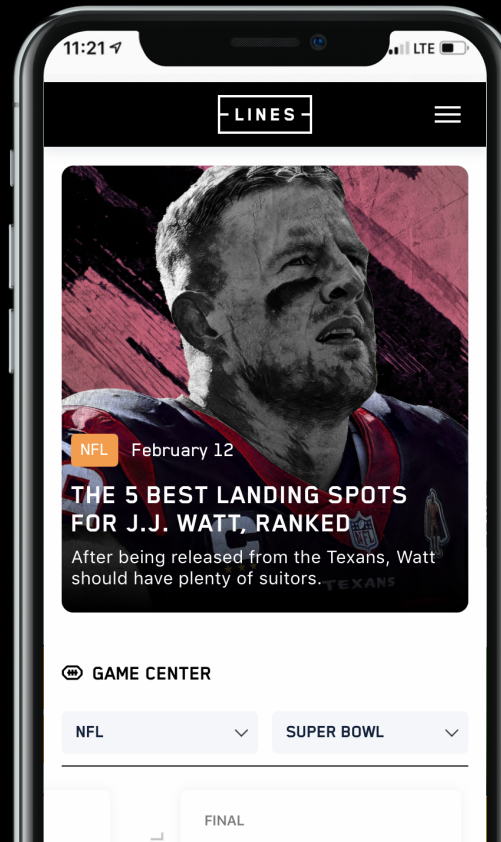
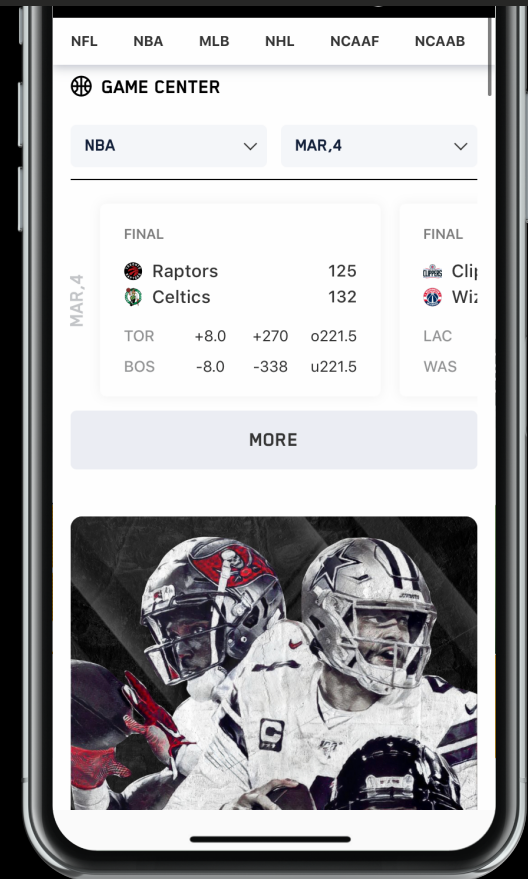
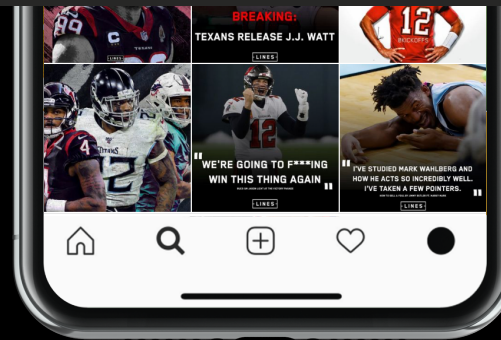




MEDIA KIT

Engage your audience
through our growing
sports media brand



LINES.COM IS YOUR **TRUSTED SOURCE** FOR ALL SPORT-RELATED INFORMATION



Our mission is to **create entertaining and informative content** that covers a wide array of sports



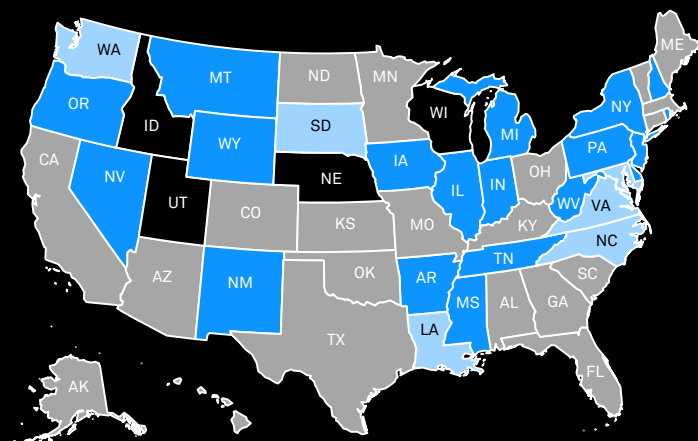
We bring audiences **sports-betting insights, up-to-the-minute information** and how that will impact gambling and fantasy sports



SPORTS BETTING IS RAPIDLY GROWING



NEARLY HALF OF THE COUNTRY HAS ALREADY LEGALIZED SPORTS GAMBLING



Already legal

Approaching legality

Legislation introduced,
not passed

No legislation



NCAAF



NBA



NHL

20

States with legal
sports betting

\$1B

New Jersey sports
betting market size
(Dec 2020)

116%

YoY increase of bets
during Super Bowl
in New Jersey



NCAAB

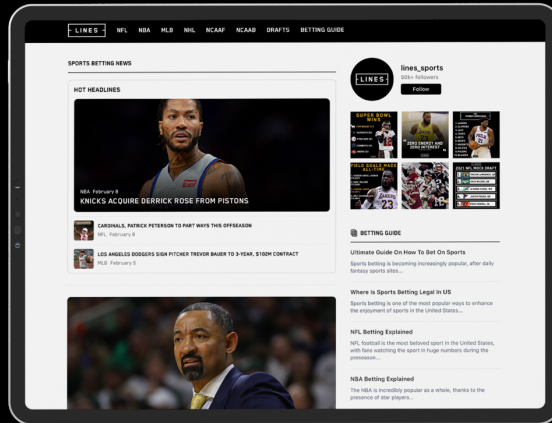


MLB



NFL

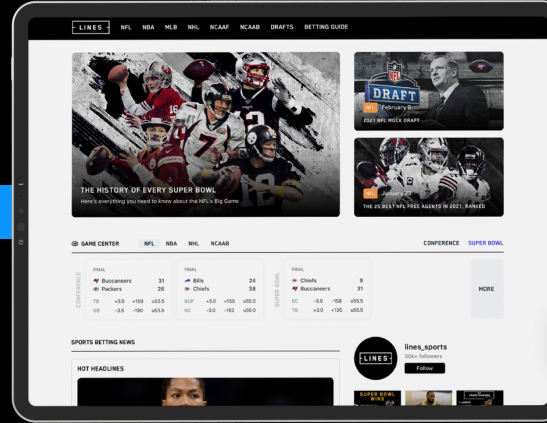
LINES STAYS ON TOP OF THE LATEST TRENDS AND PROVIDES THE MOST RELEVANT CONTENT



NEWS

Features:

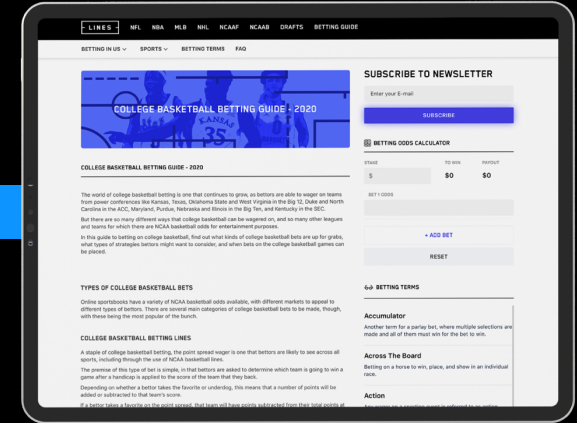
- A great variety of sports
- In-depth sports stats
- Always up-to-date insights



GAME CENTER

Features:

- Live sports scores and betting odds
- Game information, recaps, box scores and more
- Sport-related news



SPORTS BETTING

Features:

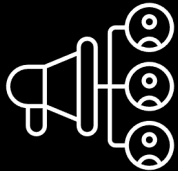
- Betting odds calculator
- The most popular sports for sports betting
- Sports betting guide

WE'VE BUILT A STRONG, CONNECTED CONTENT PLATFORM



101.5M

Number of impressions



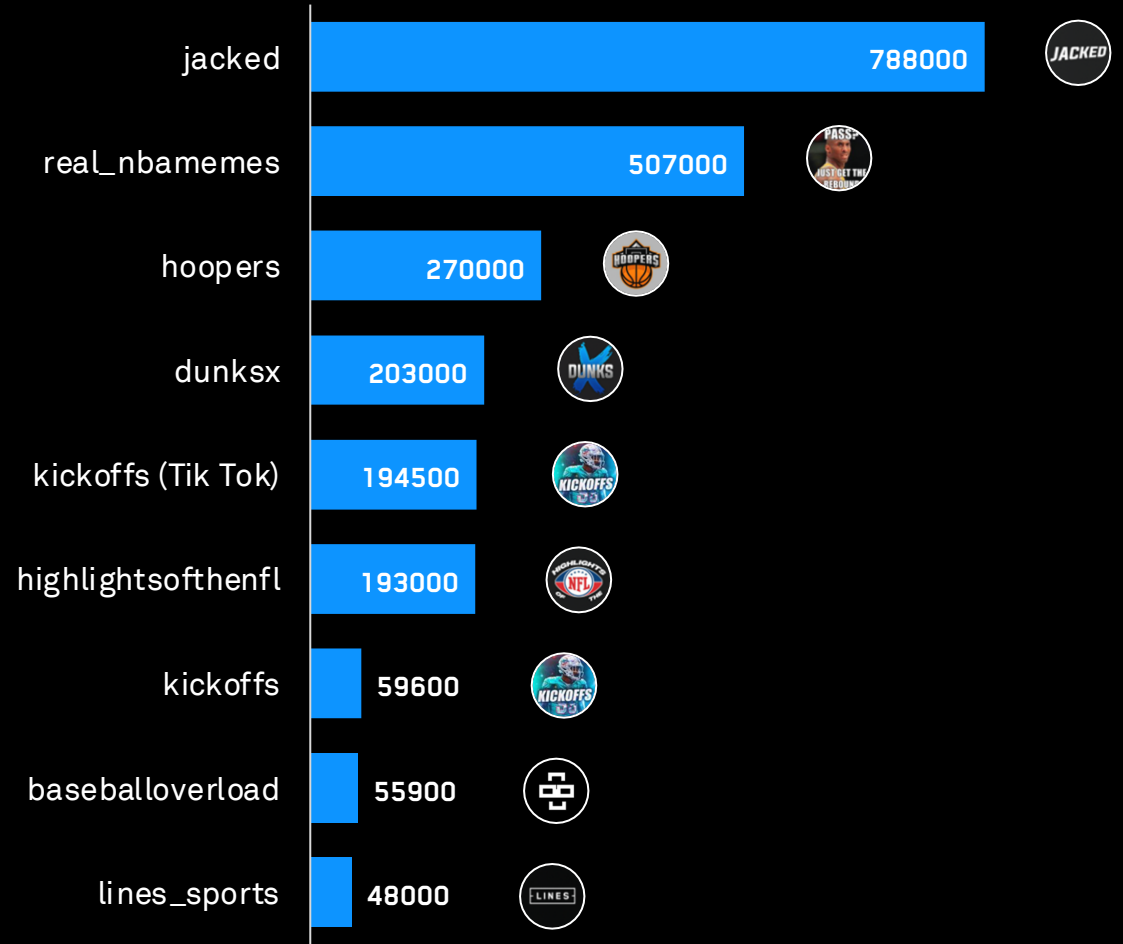
43.6M

Accounts reached

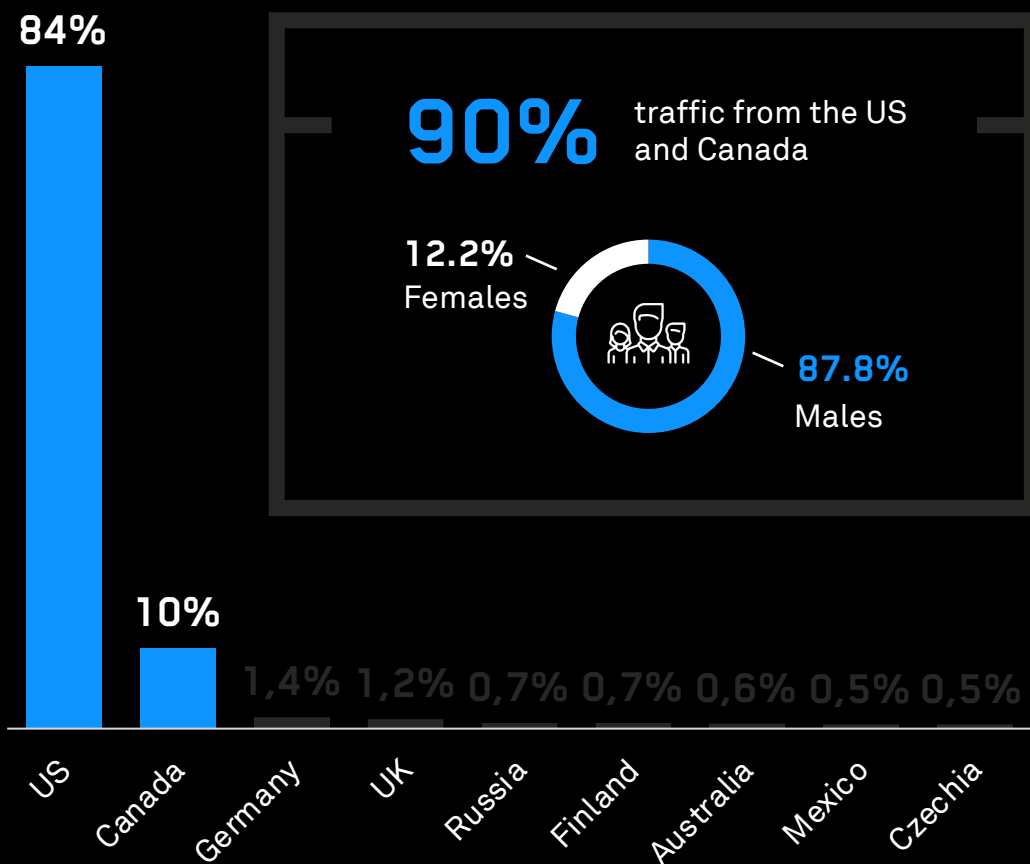


2.5M

Followers across the network



WE HAVE A **HIGHLY ENGAGED** AUDIENCE THAT IS **READY TO PAY** FOR YOUR PRODUCTS



70%
Mobile

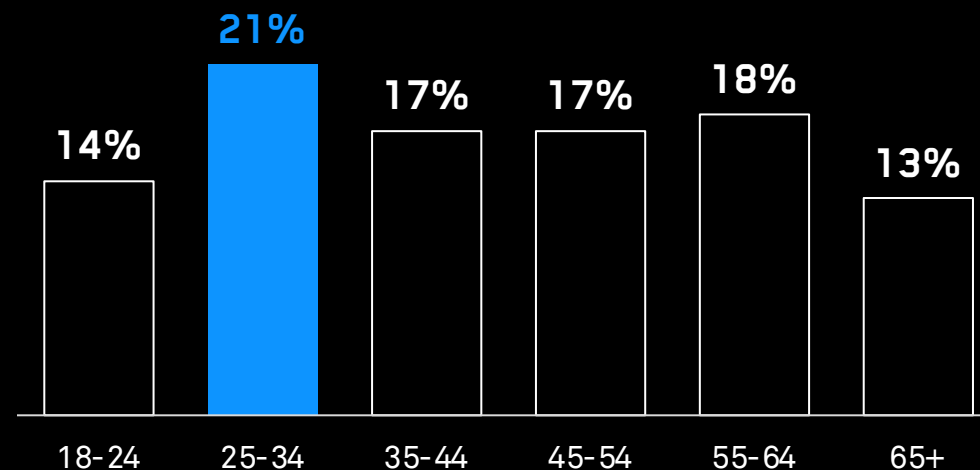


25%
Desktop



5%
Tablet

OUR MAIN AUDIENCE IS ADULTS



LINES.COM CREATES A PERSONALISED ADS STRATEGY FOR EACH CLIENT



FEATURES LIST

1

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LET'S GET IN TOUCH!



**WE ARE OPEN FOR A LONG-TERM PARTNERSHIP
AND A COLLABORATIVE ADVERTISING
CONTENT CREATION**



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