

ABOUT THAT E-MAIL...



The **Arkansas Daily Sports Report** will be one of the most anticipated e-mails of the day. We'll deliver **free daily sports news and commentary**, featuring contributions by editor and longtime sportswriter Jim Harris.

For the first time in Arkansas, advertisers will have access to the e-mail boxes of thousands of Internet users who are looking for sports coverage. **ArkansasSports360.com** won't be hoping users will remember to visit our blogs — we'll drive them to the site with the **Arkansas Daily Sports Report**.

You can count on **ArkansasSports360.com** to be the most important Web site that the state's sports fans visit each day.

You want to reach them efficiently and affordably. Arkansas Sports 360 and ArkansasSports360.com are the answer.

In central Arkansas:

- **89% of men** and 80% of the total market **follow sports on radio or TV.***
- **34%** of the market **participate in hunting/fishing.***
- **30%** of the market **shop at a sporting goods store.***
- **23%** of the market (and 31% of men) attended a **college or professional sporting event** during the past year.*
- **12%** are **golfers.***

Arkansas Sports 360 will connect with this sports-minded audience.

And with distribution to affluent Arkansas Business readers in the mix, we will help you reach sports enthusiasts who have the disposable income to buy high-end products and services.

* Source: The Media Audit, December 2006