



[www.acsports.com](http://www.acsports.com)

## ***Advertising / Sponsorship Program***

ACsports OEM is the “***Advertising / Sponsorship Program***” for companies of all kinds. This powerful advertising program provides opportunities for sponsorship of ACsports Production’s vast array of games, tournaments, web castings, live events and news letters. Increase your company’s presence and reach by sending your message to millions of potential customers in highly-targeted demographics. ACsports customer base is male, between the ages of 13 and 45 and lives in a household with an annual income over \$60,000. Our innovative campaigns widen product awareness to these highly qualified potential customers.

ACsports Productions, is a world-renowned interactive entertainment software publisher, publishing award-winning products for the PC and console platforms. Its product is distributed through premiere retailers and online distributors, both domestically and internationally. ACsports titles fall into many categories primarily Sports but also Action, Arcade, Strategy, Adventure, Racing and Flight Simulation, Fantasy Role Playing, and Team Manager.

ACsports OEM, Inc. is a highly-focused wholly-owned subsidiary of World Markets Group Inc. With more than four years of experience in publishing, optimizing and distributing software for today’s demanding technology market, ACsports OEM, is one of the leading providers in interactive entertainment software to the computer hardware industry. The company represents over 132 titles from several premiere software publishers and distributes their products worldwide.

ACsports.com, (ACsports games online), offers sponsorship programs to expand awareness of your company name and product through their Internet presence, which which receives a large number of visitors every month.

### **Exciting Opportunities for the Advertiser:**

- In-Game Commercials
- In-Game Product Placement
- Active and Passive Screen Messages
- On-Box Marketing at Retail
- Logo Recognition Campaigns
- Retail Point of Purchase and Box Insert Promotions
- Joint Marketing and Promotions on Posters and Print Ads
- Exposure on ACsports Production’s website
- Promotions with games online

**In-Game Product Placements**—Your product can be advertised within one of our many highly acclaimed games, where your company advertising can appear on the stadium boards located on the perimeter of the playing field, on the walls of billiard hall, on the exterior of a car, boat or spaceship. The possibilities are limited only by your imagination.\*

\*For in-game presence in many of the product listed below, choose product at least 3 months in advance of release.

**In-Game Commercials**—Exploit your company name and products by advertising your products within ACsports's games upon game launch and on between level flash screens.\*

\*For in-game presence in many of the product listed below, choose product at least 3 months in advance of release.

**Logo Recognition Campaigns**—Have your company logo appear on:

- Retail Box Artwork\*
- Box Inserts\*
- P.O.P Materials/Posters\*
- Print Advertising\*
- Online monthly Newsletter
- Promotional Events
- Player Endorsements

\*To participate in these Logo Recognition Campaigns, product must be chosen at least 6 months in advance of release.

**Website Campaign**- Your Company's logo and product advertisement will be strategically placed on the ACsports Website in the two highest traffic areas. These areas currently generate more than 350,000 visitors monthly. These areas are:

- ACsports Games Area
- ACsports Tournament Information Page

In both of the pages, there will be an enticing graphic prominently placed, promoting your company. The end user will be enticed to click on the graphic, which will bring them to a cool page about your products. This page can then link to your website for anyone who may want to purchase your products over the internet directly.

\*To participate in the Website Campaigns, program must be chosen at least 1 month in advance of release.

**TV Advertising Sponsorships**—Participate in upcoming ACsports TV commercials where your product will be prominently featured.\*

\*To participate in the TV Advertising Sponsorships, product must be chosen at least 6 months in advance of release.

### **Game Releases**

<i>Title</i>	<i>Genre</i>	<i>Release</i>
<i>ACsports Golf</i>	<i>Sports Simulation</i>	<i>NOW</i>
<i>ACsports Superbike</i>	<i>Sports Simulation</i>	<i>NOW</i>
<i>ACsports Dirtbike</i>	<i>Sports Simulation</i>	<i>NOW</i>
<i>ACsports SuperCart</i>	<i>Sports Simulation</i>	<i>NOW</i>
<i>ACsports Formula One</i>	<i>Sports Simulation</i>	<i>NOW</i>
<i>ACsports Cyber Pool Hall</i>	<i>Billiards Simulation</i>	<i>NOW</i>
<i>ACsports Millennium Games</i>	<i>Olympic Games</i>	<i>NOW</i>

### **Sponsorship Rates—ACsports Productions** [www.ACsports.com](http://www.ACsports.com)

#### **In-Game Product Placements**

AAA Titles	\$54,000	Distribution of 1,000,000 units (2,500,000 impressions)*
AA Titles	\$37,833	Distribution of 700,000 units (1,750,000 impressions)*
A Titles	\$16,250	Distribution of 300,000 units (750,000 impressions)*

\*Includes worldwide retail lifetime distributions based on \$21.66 CPM.

**In Game Commercials**—One 30 second spot upon game launch and a 3 second flash screen between levels.

AAA Titles	\$70,833	Distribution of 1,000,000 units (2,500,000 impressions)*
AA Titles	\$49,583	Distribution of 700,000 units (1,750,000 impressions)*
A Titles	\$ 21,250	Distribution of 300,000 units (750,000 impressions)*

\*Includes worldwide retail lifetime distributions based on \$28.33 CPM. Cost of commercial production is not included in the prices above. Costs will be determined on a case-by-case basis. ACsports retains approval of content; subject to industry rating requirements.

#### **Logo Recognition Campaigns**

\$16,666	Distribution of 500,000 units (1,600,000 impressions)*
\$10,000	Distribution of 250,000 units (800,000 impressions)*
\$5,000	Distribution of 100,000 units (320,000 impressions)*

\*Includes worldwide retail lifetime distributions based on \$10 CPM.

### **News Letter Campaigns**

\$15,000	Distribution for three months (1,650,000 impressions)*
\$30,000	Distribution for six months (3,300,000 impressions)*
\$55,000	Distribution of twelve months (6,600,000 impressions)* Last month free

\*Distributions based on \$5,000 Cost Per Month. Four Mailings Per Month, impressions most likely will exceed above tables minimum impressions requirement.

**TV Advertising Sponsorships** - Prices to be determined.

**Sponsorship Rates—ACsports games online** [www.acsports.com](http://www.acsports.com)

### **ACsports games online offers a broad range of opportunities to advertisers including:**

Through its exclusive relationships with *Compaq, Dell, Oracle, Midas, Gotcha, MTI, MCIWorldcom, UUNET, Conexant, Intel, Essential, Friendly Software, SFX Entertainment, Mandalay Entertainment* and other high profile Internet sites including *Future Games Network, The Golf Channel, The Golf Network, Gotcha.com Broadband Interactive Group, Direct TV and many more*, the ACsports games online site is visited over 300,000 times a month.

### **Premier Custom Sponsorships**

\$10,000 Per Link	In-Game Link placement; free hours of gameplay for customers
\$5,000 Per Month 4 Mailings	Targeted online News Letter Mailings to 1.33 Million people per mailing 5 Million people per month; Our Combined Team Registered User base is 85,000,000 registered users and growing
\$2,500 per month, includes 1 news letter mailing	Web site Banner branding; 350,000 unique visitors per month and growing

### **Flagship Tournament Sponsors**

\$20,000 per one-month sponsorship	Sponsorships of monthly game tournaments played on the ACsports games online website and all Team Sites. Sponsor names are included in all marketing and advertising created to promote tournament play and awareness.
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**NOTE:** ACsports OEM, customers receive preferential pricing for ACsports.com games online programs.

For more information on any of the above advertising or sponsorship opportunities please call;

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