

OPPORTUNITIES

vCricket.com offers a host of opportunities to our sponsors, and all our offerings can be customizable based on requirement to fit your overall marketing strategy. A broad overview of opportunities offered are given below:

▶ Syndicated Scorecards

▶ Scorecards on Mobile

▶ Web site

▶ Private Label Sites

▶ Co - Branded Sites.

▶ Content Syndication

▶ Pay Per click Advertising

▶ Data Feeds

▶ CPM Based Advertising

▶ Back End Operations

TARGET AUDIENCE

Our Target audience which access various of our services include (not limited to) :

- Users accessing internet from office.
- Users from countries where the match is not aired live on Radio & TV.
- Users on the move watching scores on their mobile.
- Students accessing Scores from their School and Universities.
- Cricket Enthusiasts Community.
- Net Savvy users.

For more information visit www.vCricket.com or feel free to contact us:



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Media Kit 06 - 07 H2

1st October - 31 March



FEATURES

SYNDICATED SCORECARD

Get scorecards for your websites



PREMIUM SCORECARD

Get your own personalized scorecard for your websites



Your Website

6 Feb 2007 India vs Pakistan Match Cup					
IND	328 / 10 in 48.4 overs				
PAK	145 / 1 in 24.0 overs				
Batmen	R	B	4s	6s	
S. Tendulkar	34	33	4	1	
S. Butt	81	87	15	0	
Status: need 184 runs in 26.0 overs.					
Bowler	O	M	R	W	
A. Agarkar	2.0	0	7	0	
M. Kharik	1.0	0	12	0	

MOBILE SCORECARDS

Scorecard fits into your Mobile.



**NO SMS Required
100% FREE**

Scorecard on Move.



Complete Score with Graphs

USER COMMENTARY



Share your Comment & Experiences. Become a critic & get heard



TOOLBAR



Get Scorecard directly on your browser

CRICKET SECTIONS



News



Points Table



Bookmark



Schedule



Manhattan



Runs Worm



Partnership



Wagon Wheel

JOINT PROMOTIONS

MUMBAI MIRROR

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website



WWW.VCRICKET.COM

Want to know the latest scores? Visit vcricket.com, one of the few Web sites that promise to have a live up-to-date scorecard of every major cricket match. Perfect for when you are stuck in office with no TV access. The site also has a news section that aggregates cricket happenings from all over, as well as a countdown clock for the 2007 World Cup. A definite bookmark for all you cricket lovers out there.

Hindi Movie: Say Salaam India
www.salaamindiafilm.com

Say Salaam India partnered with us to promote a full length Hindi Feature film based on cricket, and gave us the distinction of being the first and only cricket website in the world to promote a cricket movie exclusively.

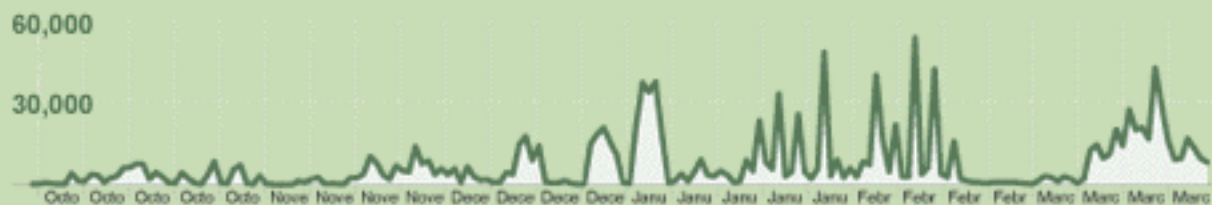
World Cup 2007, was a good opportunity for companies to promote their product and services during the period, vCricket partnered with following companies in promoting match schedules.



STATISTICS

SITE USAGE

OCT 1, 2006 - MAR 31, 2007



1,344,366

Visits

3,520,756

Pageviews

2.62

Pages/Visit

00:04:21

Avg. Time on Site

65.03%

Bounce Rate

36.57%

% New Visits

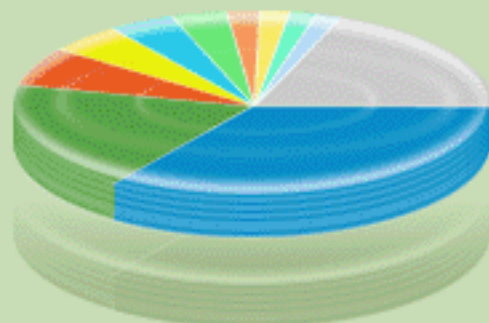
TRAFFIC SOURCES

Referring Sites	58.35%
Direct	32.11%
Search Engines	9.52%
Other	0.01%

1855

Referring Sources

GEO LOCATIONS By Top 10 Countries



IN	34.93%	SA	3.75%
US	18.63%	QT	2.24%
CA	6.51%	FR	2.02%
UK	4.89%	IT	1.83%
UAE	4.40%	RSA	1.74%
Others	19.06%		

AD SPECS

We at vCricket.com offer a good opportunity to companies to connect to audience in over 170 countries, which come to our site every month, giving companies a truly global reach.

BANNER

Price : USD 1.00
Dimensions : 468 x 60

TILE

Price : USD 0.50
Dimensions : 180 x 180

SKYSCRAPER

Price : USD 1.75
Dimensions : 160 x 60

BOX

Price : USD 1.25
Dimensions : 300 x 250

Premium Options

Country Targeting - add USD 0.50 / 1000 impression.
We could target banners to users based on country.

Spot Targeting - add USD 0.75 / 1000 impression
All banner could be positioned based on your preferred spot on the site.

Important Terms and Conditions

- * Minimum Purchase 100,000 Impressions
- * The Banner should be more than 5-15K (depending upon ad size)
- * We are accepting only JPG / GIF
- * Our editors would approve the creative before it is shown on our site.
- * We reserve all the rights for the services we would like to promote through our site.