FANTASY SPORTS · DFS · SPORTS BETTING

RotoBaller

MEDIA KIT

B2B services, licensed data and integrated marketing

ROTOBALLER.COM

THE AUDIENCE

FANS WHO SHOW UP EVERY WEEK

RotoBaller

16.3M

UNIQUE VISITORS

Distinct people reached across the site each year

32M

TOTAL VISITS

They come back — roughly twice per person, per year

50M

PAGES VIEWED

Deep sessions across news, rankings and tools

10 sports

NFL, MLB, NBA, NHL, PGA, CFB, NCAAB, NASCAR, MMA, eSports

24 / 7 / 365

In-season and off-season newsroom coverage, every day of the year

Season-long, DFS and betting

One audience, three high-value intent profiles

Source: RotoBaller internal analytics, annual site traffic.

WHY PARTNERS CHOOSE US

PROOF, NOT PROMISES

RotoBaller

Award-Winning News

- FSWA winner, 2025 and 2021
- Finalist seven years running

Proven Accuracy

- Top-3 rankings in 2025
- Top-6 across three seasons

National Radio

- On SiriusXM since May 2015
- Our analysts host the show

Every Sport Covered

- NFL, MLB, NBA, NHL, PGA, CFB
- NASCAR, MMA and eSports too

Highly Engaged Audience

- Loyal, returning user base
- 80% DAU return rate & 10+ avg clicks

Trusted In Industry

- Live on 50+ platforms
- Hosts, DFS, books and data providers

AUTHORITY · NATIONAL RADIO

ON THE AIR SINCE 2015

RotoBaller

SiriusXM FANTASY SPORTS RADIO

RotoBaller Radio

Continuously on air since May 2015 — more than a decade on SiriusXM Fantasy Sports Radio

RotoBaller analysts have been hosting on **SiriusXM Fantasy Sports Radio** since May 2015 — one of the longest-running analyst presences on the channel.

A name the audience already trusts

When you put RotoBaller analysis in front of your users, you are borrowing a brand they have heard on national radio for ten seasons.

Editorial standards to match

The same analysts who go on air write the news notes and set the rankings you licence.

WHAT WE OFFER

3 WAYS TO WORK WITH ROTOBALLER

01

Player News

- Original, never-AI news and analysis
- NFL, MLB, NBA, NHL, PGA, CFB, NASCAR and MMA

02

Lineups, Projections, Injuries and More

- In-house, updated by the minute
- Rankings, matchup ratings and full stats feeds

03

Integrated Marketing

- Content, email, display, video and creator campaigns
- Plus custom tools built for your platform

Most partnerships combine two or more. Licensing our data and running a launch campaign at the same time is the fastest way to acquire users who already trust the source.

NEWS & DATA

Power your platform with RotoBaller's industry-leading news desk, rankings, projections and injury data that our own tools run on.

ROTOBALLER.COM

NEWS & DATA · GETTING STARTED

GET LIVE FAST, NO LIMIT, FLEXIBLE PRICING

RotoBaller News & Data powers over 50 platforms in the industry. We can deliver JSON and XML feeds, and provide white glove service.

01

Go live within hours or days

Feeds are documented and already in production — most partners are pulling live data the same week they sign.

02

Unlimited API calls

No per-call metering and no throttling. Poll as often as your product needs to.

03

Startup-friendly pricing

Scope the feeds you need and scale the licence as you grow. Low-cost options for early-stage teams.

JSON or XML over a documented API, filterable by tag and category, with direct access to the engineers who built the feeds — not a ticket queue. Already running on hosts, DFS games, sportsbooks and data providers. **rotoballer.com/partners**

NEWS & DATA · PLAYER NEWS

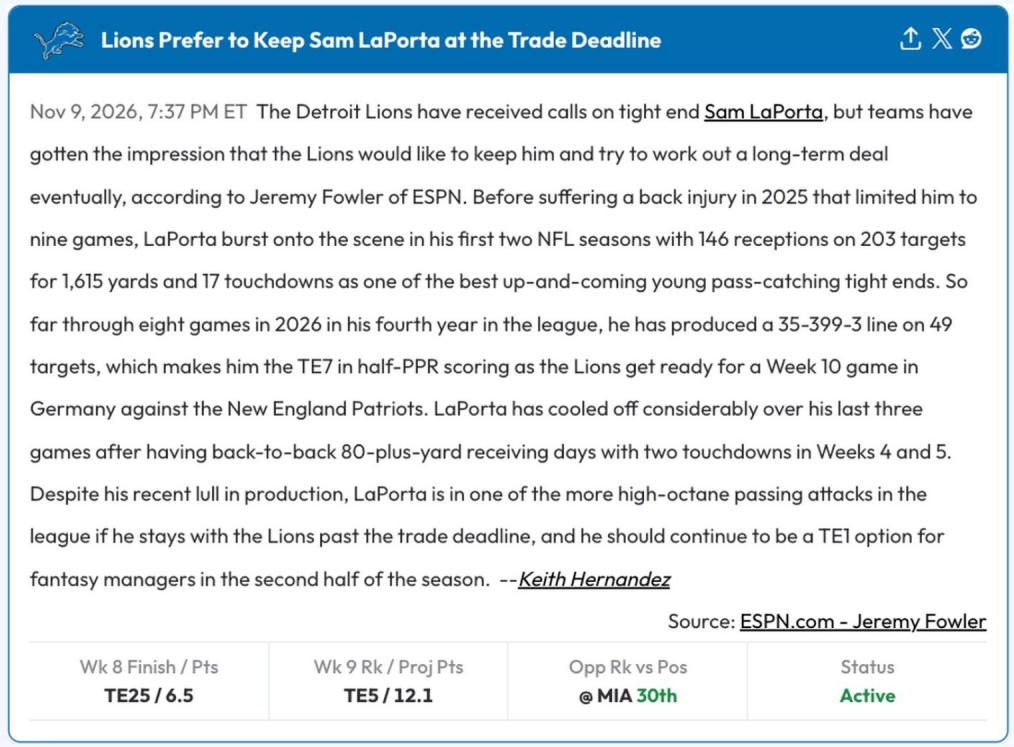
A NEWSROOM YOU CAN LICENSE

- Original daily analysis across NFL, MLB, NBA, NHL, PGA, CFB, MMA and NASCAR
- 100+ original player news items published every day
- Delivered as JSON or XML, filterable by tag, etc. — injuries, breaking news, prospects

INDUSTRY RECOGNITION

- FSWA winner, Best Player News Notes — 2025 and 2021
- FSWA award finalist seven years running

RotoBaller



Lions Prefer to Keep Sam LaPorta at the Trade Deadline

Nov 9, 2026, 7:37 PM ET The Detroit Lions have received calls on tight end Sam LaPorta, but teams have gotten the impression that the Lions would like to keep him and try to work out a long-term deal eventually, according to Jeremy Fowler of ESPN. Before suffering a back injury in 2025 that limited him to nine games, LaPorta burst onto the scene in his first two NFL seasons with 146 receptions on 203 targets for 1,615 yards and 17 touchdowns as one of the best up-and-coming young pass-catching tight ends. So far through eight games in 2026 in his fourth year in the league, he has produced a 35-399-3 line on 49 targets, which makes him the TE7 in half-PPR scoring as the Lions get ready for a Week 10 game in Germany against the New England Patriots. LaPorta has cooled off considerably over his last three games after having back-to-back 80-plus-yard receiving days with two touchdowns in Weeks 4 and 5. Despite his recent lull in production, LaPorta is in one of the more high-octane passing attacks in the league if he stays with the Lions past the trade deadline, and he should continue to be a TE1 option for fantasy managers in the second half of the season. --*Keith Hernandez*

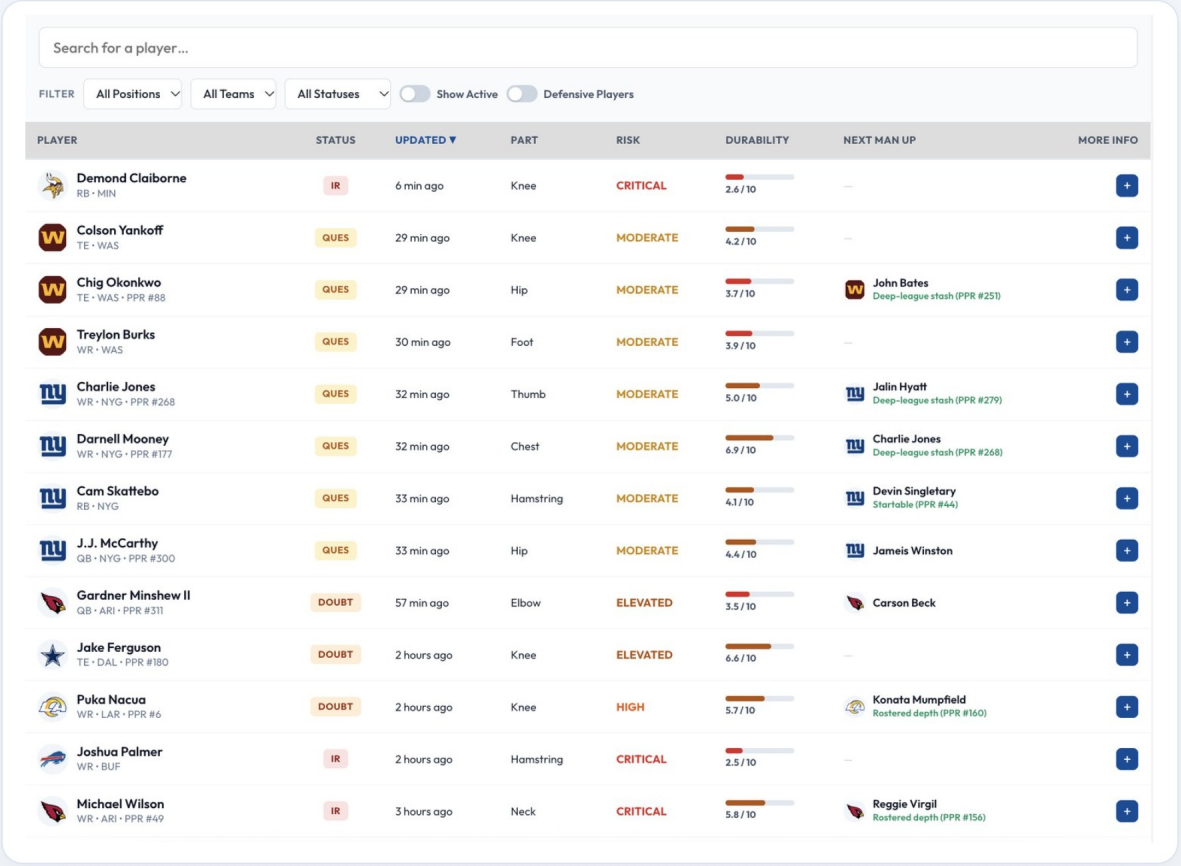
Source: ESPN.com - Jeremy Fowler

Wk 8 Finish / Pts	Wk 9 Rk / Proj Pts	Opp Rk vs Pos	Status
TE25 / 6.5	TE5 / 12.1	@ MIA 30th	Active

ALREADY SYNDICATED BY Sleeper · FTN Fantasy · Fleaflicker · RealTime Fantasy Sports · DFS Army · MyFantasyLeague

NEWS & DATA · INJURIES

REAL-TIME INJURY DATA



CADENCE

Refreshed every few minutes, year round — faster than official team injury reports and the competition.

SPORTS COVERED

NFL · MLB · NBA · NHL

IN THE FEED

Player and team IDs · position · status · start date · expected return · body part · risk level · durability score · next man up · likelihood to play

NEWS & DATA · RANKINGS

TOP 3 IN 2025, TOP-6 LAST 3 SEASONS

RotoBaller

Pos | H-PPR (Wk 9) | Proj | Stats

RK	PLAYER	POS	TEAM	BYE	OPP	TREND	PTS	OPP RK VS POS	P-RK	OWN %	YPC	RUSH	RUSH YDS	RUSH TD	REC	REC YDS	REC TD	YPR	REC/TAR GAME
TIER 1																			
1	Jahmyr Gibbs	RB		6	@MIA	—	25	28	RB1	100	4.6	23	107	1	5	40	—	9.0	4.5/—
TIER 2																			
2	Kenneth Walker III	RB		5	NYJ	—	21	21	RB2	100	4.9	21	102	1	3	25	—	7.8	3.2/—
3	Jaxon Smith-Njigba	WR		11	ARI	—	20	22	WR1	100	5.8	1	3	—	8	112	1	14.6	7.7/—
4	Bijan Robinson	RB		11	CIN	—	21	11	RB3	100	5.1	19	99	1	4	33	—	8.7	3.8/—
5	Christian Mc... QDNP	RB		8	LV	—	19	25	RB4	100	4.5	14	65	1	5	41	—	9.0	4.6/—
6	Puka Nacua	WR		11	@WAS	—	20	20	WR2	100	6.1	1	4	—	8	108	1	13.1	8.3/—
7	Javonte Williams	RB		14	@IND	—	16	26	RB5	99	4.4	17	72	1	2	16	—	6.5	2.4/—
8	Ja'Marr Chase	WR		6	@ATL	—	19	15	WR3	100	—	—	—	—	8	100	1	12.2	8.2/—
TIER 3																			
9	CeeDee Lamb	WR		14	@IND	—	17	9	WR4	100	—	—	—	—	7	93	1	12.7	7.3/—
10	Amon-Ra St. ... QLP	WR		6	@MIA	—	16	3	WR5	100	—	—	—	—	7	86	1	12.7	6.8/—

CADENCE

Updated hourly in-season, weekly in the off-season.

SPORTS COVERED

NFL · MLB · NBA · NHL · CFB · PGA

RANKINGS

PPR, Half-PPR and Standard · Superflex, Best Ball and IDP · dynasty, rookie and prospect · tiers, auction values and risers/fallers

ONE NUMBER, SCALED TO 100

RotoBaller

‹ Week 9 › | All Pos | PPR | $ DK | Find a player or team

PLAYER	WK 9 OPP	OPP RANK VS POS	PROJ PTS	RATING ▾	NEXT 4	ROS	DK	O/U	LINE	FORECAST	PASS YDS
		MATCHUP					VEGAS ODDS				
Puka Nacua WR · LAR	@ WAS	20	23.8	126.2	125.0	124.2	$8.8K	47.5	-243	Clear 9mph	-
Jahmyr Gibbs RB · DET	@ MIA	28	27.3	126.1	124.8	125.5	$10.0K	50.5	-332	Clouds 3mph	-
CeeDee Lamb WR · DAL	@ IND	9	20.8	123.9	124.0	122.9	$8.3K	51.5	-265	Dome	-
Jaxon Smith-Njigba WR · SEA	vs ARI	22	24.1	123.1	123.2	122.2	$9.3K	41.5	-662	Rain 14mph	-
Amon-Ra St. Brown QLP WR · DET	@ MIA	3	19.5	122.5	121.0	121.1	$8.1K	50.5	-332	Clouds 3mph	-
Kenneth Walker RB · KC	vs NYJ	21	22.6	121	121.0	120.9	$9.0K	47.5	-499	Clouds 6mph	-
Malik Nabers WR · NYG	@ PHI	31	16.6	120.9	120.1	119.4	$7.3K	40	-172	Clear 9mph	-
Matthew Golden WR · GB	@ NE	22	16.2	119.8	120.0	121.3	$7.0K	47	+143	Clouds 14mph	-
Bijan Robinson RB · ATL	vs CIN	11	22.8	119.7	118.5	118.9	$8.2K	52.5	+139	Cloudy 4mph	-
Joe Burrow QB · CIN	@ ATL	12	22.0	119.2	119.5	118.9	$7.2K	52.5	-168	Cloudy 4mph	315
Tetairoa McMillan											

CADENCE

Updated hourly in-season, weekly in the off-season.

SPORTS COVERED

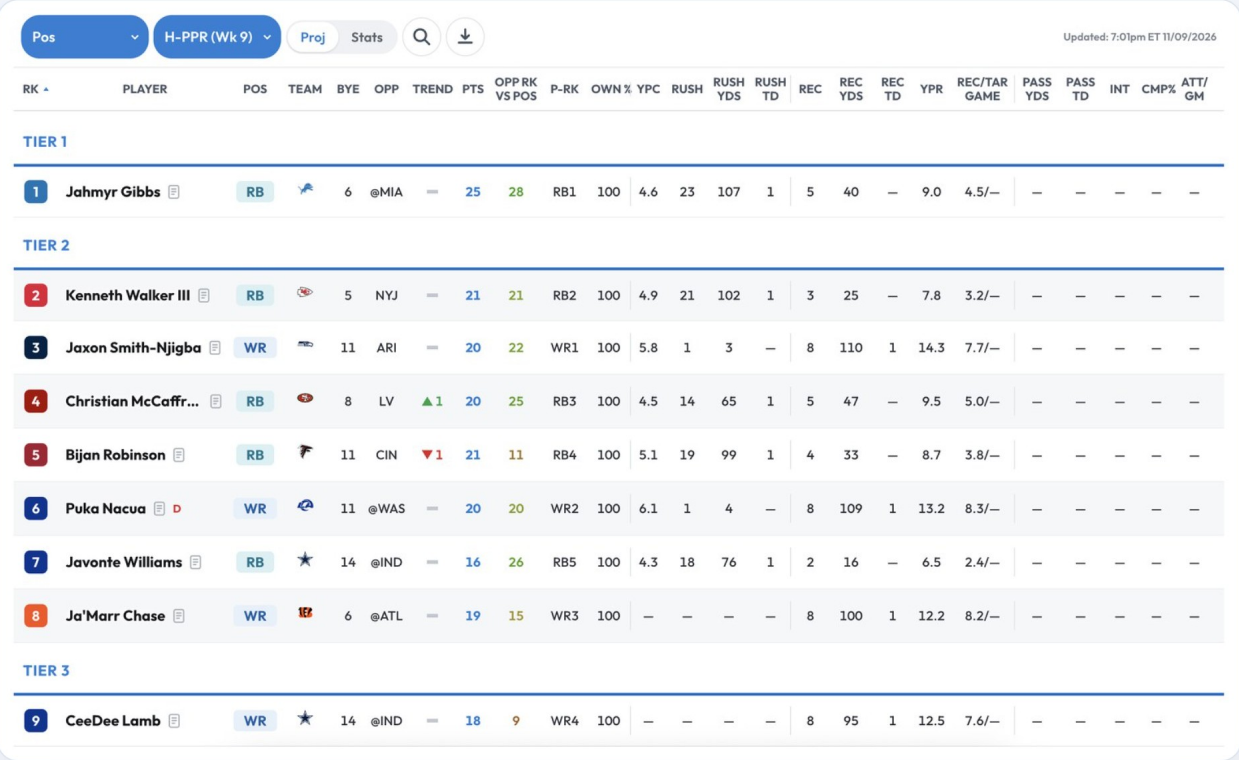
NFL · MLB · NBA · NHL

HOW IT READS

A rating of 113 means that player is 13% better than average this week. One number, no legend needed.

NEWS & DATA · PROJECTIONS

PROJECTIONS BUILT IN HOUSE



Pos | H-PPR (Wk 9) | Proj | Stats

Updated: 7:01pm ET 11/09/2026

RK	PLAYER	POS	TEAM	BYE	OPP	TREND	PTS	OPP RK VS POS	P-RK	OWN %	YPC	RUSH	RUSH YDS	RUSH TD	REC	REC YDS	REC TD	YPR	REC/TAR GAME	PASS YDS	PASS TD	INT	CMP%	ATT/ GM
TIER 1																								
1	Jahmyr Gibbs	RB		6	@MIA	—	25	28	RB1	100	4.6	23	107	1	5	40	—	9.0	4.5/—	—	—	—	—	—
TIER 2																								
2	Kenneth Walker III	RB		5	NYJ	—	21	21	RB2	100	4.9	21	102	1	3	25	—	7.8	3.2/—	—	—	—	—	—
3	Jaxon Smith-Njigba	WR		11	ARI	—	20	22	WR1	100	5.8	1	3	—	8	110	1	14.3	7.7/—	—	—	—	—	—
4	Christian McCaffr...	RB		8	LV	▲1	20	25	RB3	100	4.5	14	65	1	5	47	—	9.5	5.0/—	—	—	—	—	—
5	Bijan Robinson	RB		11	CIN	▼1	21	11	RB4	100	5.1	19	99	1	4	33	—	8.7	3.8/—	—	—	—	—	—
6	Puka Nacua D	WR		11	@WAS	—	20	20	WR2	100	6.1	1	4	—	8	109	1	13.2	8.3/—	—	—	—	—	—
7	Javonte Williams	RB		14	@IND	—	16	26	RB5	100	4.3	18	76	1	2	16	—	6.5	2.4/—	—	—	—	—	—
8	Ja'Marr Chase	WR		6	@ATL	—	19	15	WR3	100	—	—	—	—	8	100	1	12.2	8.2/—	—	—	—	—	—
TIER 3																								
9	CeeDee Lamb	WR		14	@IND	—	18	9	WR4	100	—	—	—	—	8	95	1	12.5	7.6/—	—	—	—	—	—

RotoBaller

CADENCE

Updated hourly in-season, weekly in the off-season.

WHAT YOU GET

- RotoBaller Projections — NFL, MLB, NBA, CFB
- RotoBaller Plus — advanced projections, 20+ stat categories projected days and weeks ahead

PROPRIETARY AND MACHINE LEARNING-BACKED

Rebuilt on injuries, lineups, trades, weather and usage

NEWS & DATA · STATS AND FEEDS

LIVE AND HISTORICAL SPORTS DATA

RotoBaller provides historical and live-game sports, betting and fantasy data through partnerships with multiple data providers — one relationship instead of several.

Feed	What it carries
Scores & schedules	Live, final and upcoming
Box scores	Team and player, all sports
Play-by-play	Event-level game data
Betting	Odds, line movement, props, futures
Projections	Stat and fantasy-point projections
Historical	Multi-season archives for modelling

SPORTS COVERED

NFL · MLB · NBA · NHL · PGA · NCAA football & basketball · NASCAR · Soccer · eSports

CADENCE

Live stats or historical stats, updated in real time.

BUILT FOR EARLY STAGE TOO

Low-cost options available for startups — scope the feeds you need and scale as you grow.

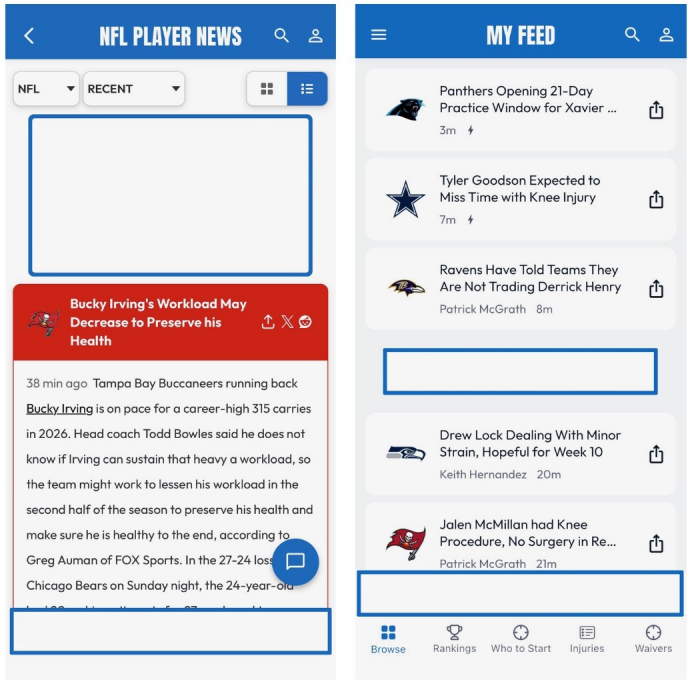
INTEGRATED MARKETING

We drive conversions across content, email, display, video, chat and creators, tailored for your platform and audience — built for acquisition, not just impressions.

ROTOBALLER.COM

INTEGRATED MARKETING · MOBILE APP

THE CHANNEL THEY KEEP ON THEIR PHONE



4.8★
App Store, 4,967 ratings

4.7★
Google Play, 1,420 reviews

Our stickiest surface

- Free, no account required, 80% daily active user return rate
- Average user opens 10+ push notifications per day

WHAT YOU CAN BUY HERE

Sponsored push notifications · in-app 320 × 50 and 300 × 250 · full-screen interstitials · section sponsorship

INTEGRATED MARKETING · CHANNELS

PICK YOUR MIX

RotoBaller

ACQUISITION

- New user referral programmes
- Dedicated partner page
- Promo codes and offers

CONTENT

- Custom branded articles
- Editor's note
- Mobile app push notifications

EMAIL

- Dedicated brand blasts
- Placement in daily sends
- Offer and promo drops

DISPLAY

- Banner inventory site-wide
- Chat room sponsorship
- Tool-page placements

SOCIAL & COMMUNITY

- Promotion across RotoBaller X
- Posts in the Premium Discord
- Brand ambassadors

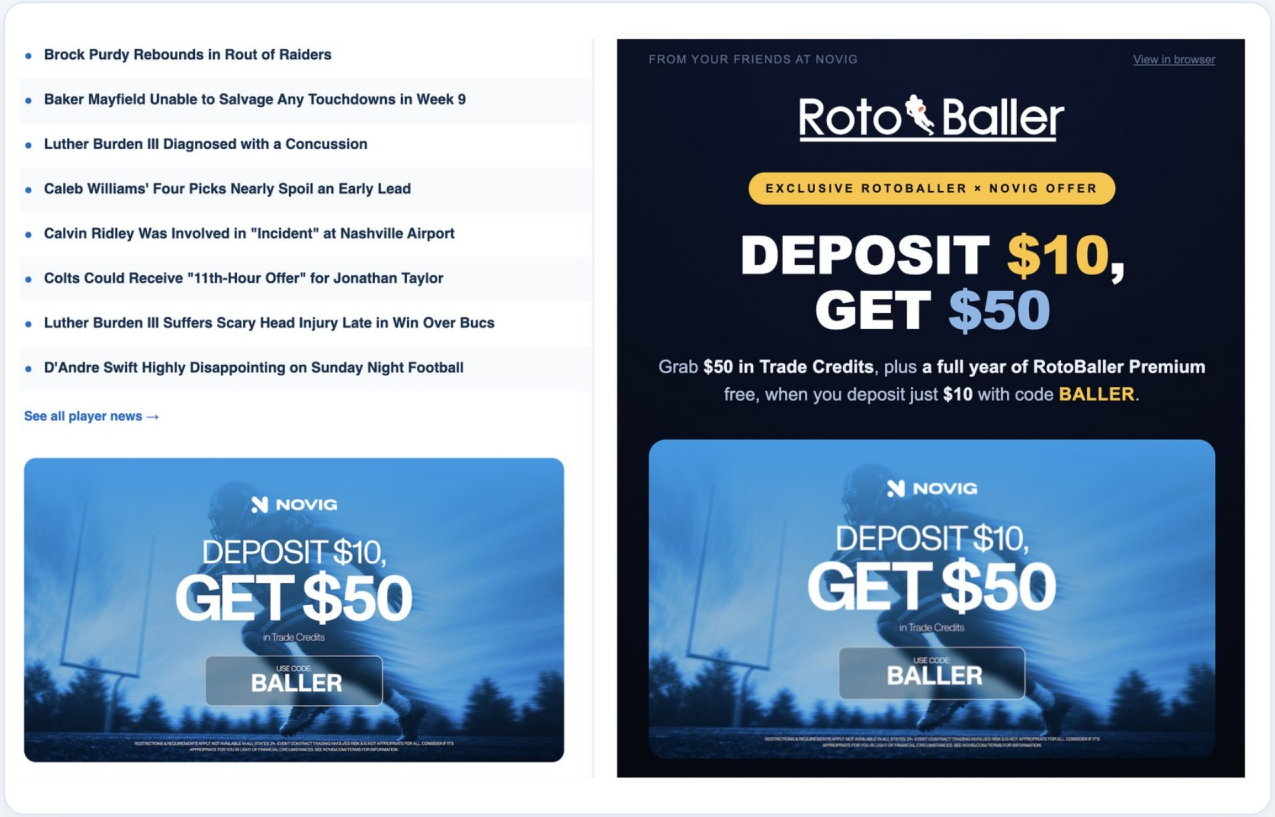
VIDEO

- YouTube show integrations
- In-video product mentions
- Segment and series branding

Campaigns are built to a goal and a budget — these are the components, not a fixed package.

INTEGRATED MARKETING · EMAIL

STRAIGHT INTO THE INBOX



In the content newsletter

Your creative sits under the player news our readers opened the email for — bought by placement, sent on our schedule.

Dedicated campaign

The whole send is yours — offer, creative and call to action, written with our desk so it reads as a RotoBaller recommendation.

WHY IT CONVERTS

An opted-in list that came for the analysis, with your promo code tracked end to end.

INTEGRATED MARKETING · DISPLAY

DISPLAY INVENTORY

Format	Size	Placement
Leaderboard	728 × 90	Above the fold, site-wide
Large skyscraper	300 × 600	Article and tool sidebars
Skyscraper	160 × 600	Article rail
Rectangle	300 × 250	In-content, sidebar, Mobile App
Mobile banner	320 × 50	Mobile App
Interstitial	Full screen	Mobile App

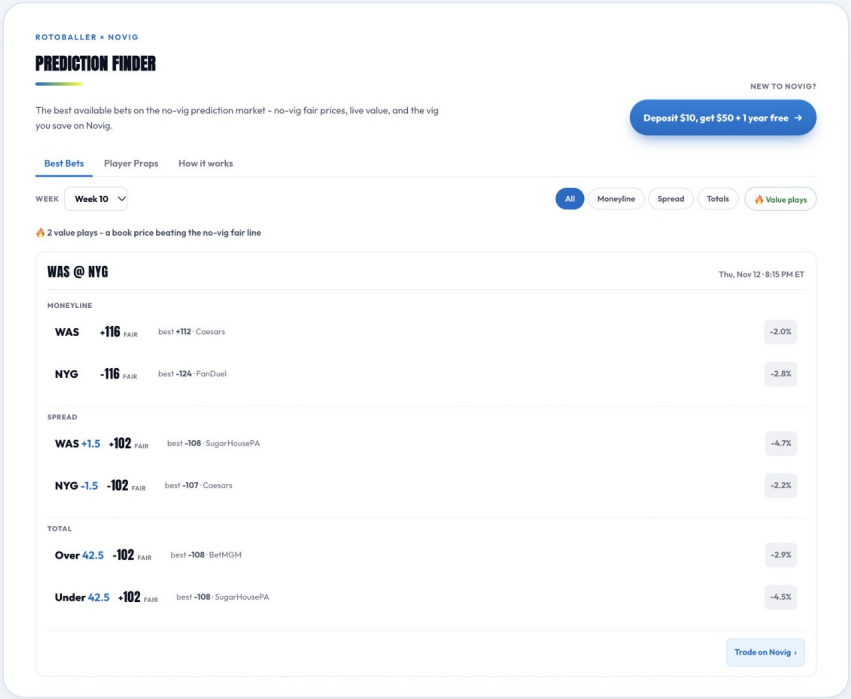
MOBILE APP

Our stickiest surface and fastest-growing channel — installed users come back far more often than web visitors, and interstitials get full attention.

SEASONALITY

August through January is peak NFL demand. Book early for draft season — the highest-intent window of the year.

CUSTOM TOOLS FOR PARTNER INTEGRATIONS



Built around your product

The Prediction Finder prices every market against Novig's no-vig lines — their edge, made usable.

Co-branded and tracked

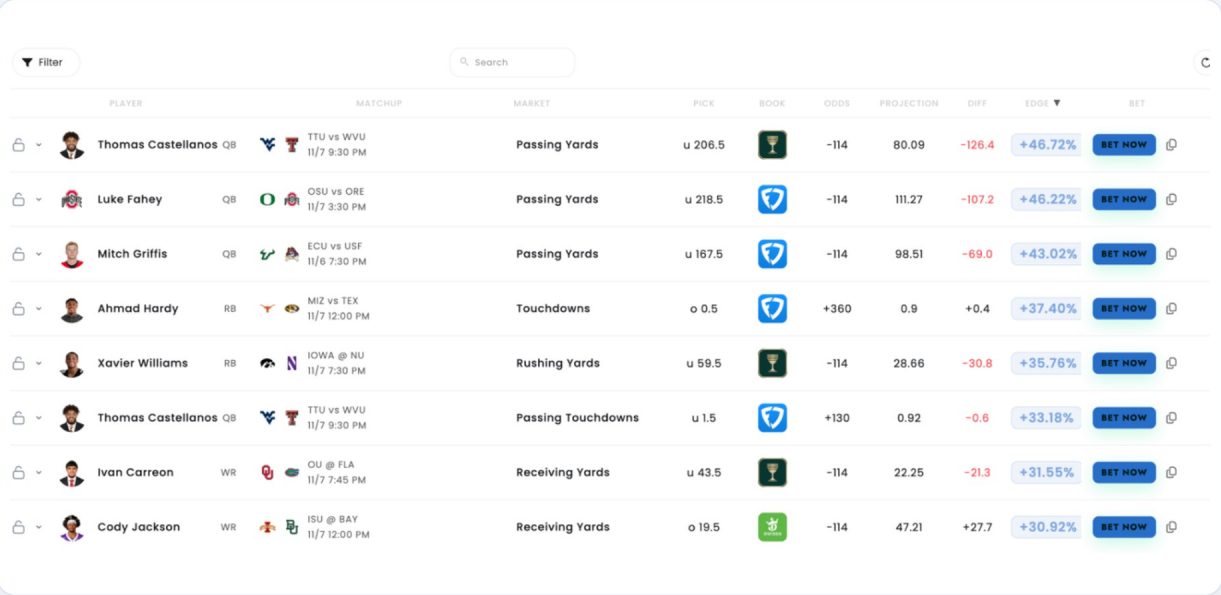
Your name in the header, your offer in the corner, and every hand-off carrying your parameters.

WHAT WE CAN BUILD

Finders and research tools · rankings and projections views · start/sit and waiver decision tools

INTEGRATED MARKETING · TOOL PLACEMENTS

YOUR BRAND INSIDE THE TOOLS



Your pricing in the pool

Salaries, prop lines or contest pricing beside every player.

A bet button per row

Edge-ranked props hand off to your book with your tracking.

Deep links to contests

A built lineup exports into your game carrying your parameters.

Native placements

Long research sessions, with room beside the data tables.

These are **intent placements**, not impressions — a user inside an optimizer on Sunday morning is minutes from entering a contest or placing a bet.

INTEGRATED MARKETING · ACTIVATION

AMBASSADORS, REACH AND DISCORD

RotoBaller

Ambassadors & brand reach

200K combined followers across RotoBaller and our ambassador accounts — named analysts posting to audiences that already follow them for picks.

Premium Discord & live chat

Sponsored rooms and promo posts in front of paying subscribers — the most engaged slice of the base.

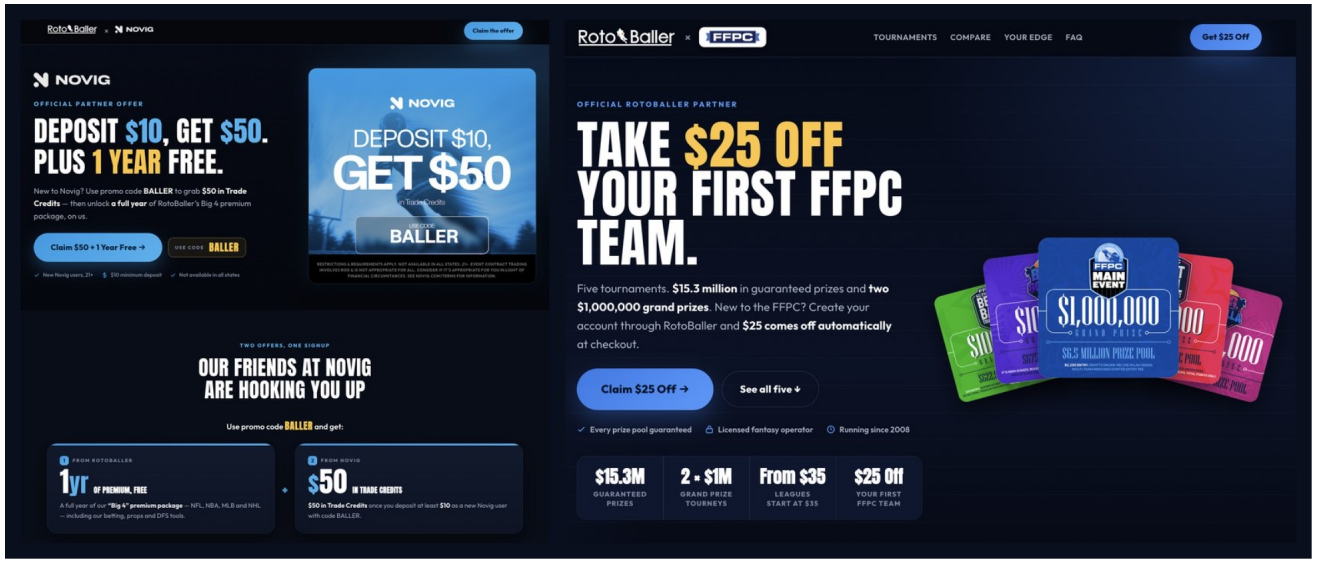
Banner ad placements

Run-of-site display across articles, tool pages and the mobile app — the always-on layer under a campaign.

Every activation carries its own tracking link and promo code, so you can see which channel produced the signup rather than inferring it.

INTEGRATED MARKETING · PARTNER PAGES

A PAGE OF YOUR OWN ON ROTOBALLER



Built and hosted by us

Designed to your brand, written with our desk, live on a RotoBaller URL that carries our search and email traffic.

The landing point for everything

Email, push, ambassadors and display all drive here, so the whole campaign converts in one place.

LIVE TODAY

Novig and FFPC both run dedicated RotoBaller pages with their own offer and promo code.

WHO WE WORK WITH

TRUSTED BY THE INDUSTRY

RotoBaller



50+
Platforms running RotoBaller content or data today

7 years
Consecutive FSWA finalist nods for our player news desk

Books to hosts
Fantasy platforms, DFS games, betting and prediction markets



LET'S TALK

PARTNER WITH US

Tell us the goal — users, deposits, installs or awareness — and we will come back with a scoped plan across data, tools and media.

BUSINESS DEVELOPMENT

info@rotoballer.com

rotoballer.com/partners · @RotoBaller

Roto Baller