Roto & Baller

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TOTAL VISITS
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PAGES VIEWED 50 MM



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Player News



Power your platforms with RotoBaller's news desk and keep your users informed. Add original daily fantasy news and analysis to your site:

- NFL, MLB, NBA, NHL, PGA, MMA, NASCAR
- Easy partner integration via XML, JSON feeds
- Filter via meta tags (e.g. injury, prospects, etc)
- White label options available

RotoBaller's news desks consist of 150+ staff writers and editors, and produce between 50 to 150 pieces of original player news per day

Find out more about our player news



Aaron Judge Scheduled For CT Scan

Share:







6 days ago New York Yankees outfielder <u>Aaron Judge</u> (ribs) is set to undergo another CT scan in a couple of weeks after the results of his March 13 CT scan showed that he was not yet fully healthy. Manager Aaron Boone is optimistic that the additional rest has allowed Judge's ribs to heal, but fantasy owners should remain cautious. Until Judge can swing pain-free consistently and his CT scan comes back clean, there is still a threat that the outfielder will undergo surgery and miss significant time. Fantasy owners should continue to monitor Judge's progress and avoid drafting him in the early rounds before the results of his scheduled CT scan are released. --Sam Chinitz - RotoBaller

Source: Bryan Hoch



Raiders Not Interested In Jadeveon Clowney

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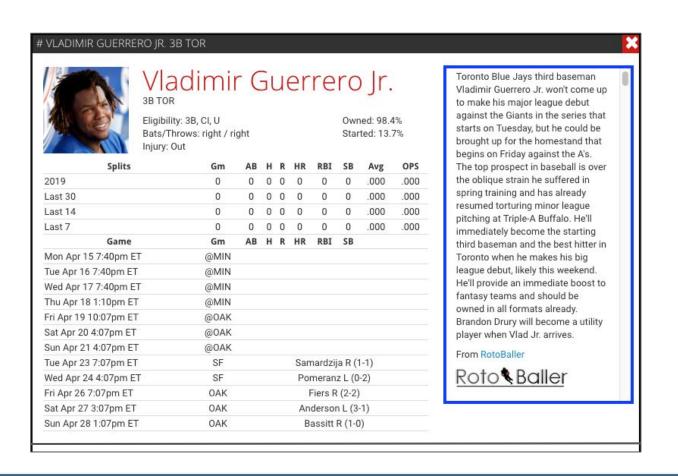


4 days ago The Las Vegas Raiders are not interested in signing free-agent defensive end Jadeveon Clowney, according to sources. Clowney doesn't have many options at this point and has had to drop his asking price of around \$21 million per season on the open market. COVID-19 restrictions have hurt Clowney, as teams haven't been able to take a look at the injury-prone pass-rusher with their own doctors. While Clowney has never had double-digit sacks in his career, he remains a disruptive force in opponent's backfields when he's healthy and on the field. This could drag out into the summer with Clowney ultimately likely to wind up taking a short-term deal for far less than what he was originally seeking. --Keith Hernandez - RotoBaller Source: ESPN - Dianna Russini

Player News



You can read RotoBaller's <u>award-winning</u> fantasy sports player news on FFPC, Sleeper, Fleaflicker, RT Sports, DFS Army, SportsData.io and many other platforms:











Preseason Player Outlooks



In-depth player outlooks for 400+ players, analyzing their fantasy outlooks for the current draft season. Prepare your users for the approaching season:

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Mookie Betts 2023 Player Outlook: Safe And Solid Production Set To Contin...

3 months ago After a bit of a down year in 2021, <u>Mookie Betts</u> bounced back in 2022 hitting .269/.340/.533 with 35 homers, 82 RBI, 117 runs and 12 stolen bases in 142 games. Concerns about his power diminishing were cast aside as he set a new career high in homers, fuelled by a jump in his HardHit% (44.9% up from 41.0%) and Barrel% (9.7% up from 7.8%). You might be concerned by his career-high 16.3% K% but that still ranked in the 81st percentile and his 8.6% BB% still ranked in the 55th percentile despite being its lowest since 2017. Gone are the 20+ stolen base days (something he hasn't achieved since 2018) but the bigger bases might help him creep up to ~15 again and double-digit steals should still be achieved regardless of that. As long as Betts continues to be the Dodgers' leadoff hitter, he will still score an elite number of runs and provide solid RBI in that lineup. Currently, with an ADP ~10, Betts is a perfect late first-round option in your drafts. --Jamie Steed - RotoBaller

Projections



Help your users make optimal lineup decisions with our in-house player projections:

- Preseason and in-season stat projections
- HR, RBI, R, SB, PA, AVG, OBP, SLG, OPS
- IP, W, L, K, QA, SV, HLD, ERA, WHIP
- Targets, Target %, Catch %
- TD, INT, Rec, Rush, Yards
- Comp, Att, Comp %
- Fantasy Points

Power your platforms.

Our in-house projections are designed and calculated by some of the industry's best and brightest.

RotoBaller Stat Projections													
Player	PA PA	↓ HR	 RBI	R	SB	AVG	OBP	SLG					
Ronald Acuna Jr.	704	38	97	118	39	.277	.360	.506					
Mike Trout	657	44	110	117	15	.299	.446	.625					

RotoBaller Stat Projections													
Player Name	YDS	RB YPC	RUSH	REC	TD	WR YPC	REC / TAR GAME	Points					
Christian McCaffrey 🖽	2045	4.9	242	93	14	9.3	5.8/7.2	335.0					
Saquon Barkley 💷	1885	4.8	265	66	13	9.3	4.1/5.5	299.5					
Michael Thomas	1395	0.0	N/A	118	9	11.8	7.4/9.5	252.5					
Ezekiel Elliott	1825	4.6	285	58	13	9.1	4.1/5.4	289.5					
Dalvin Cook 💷	1555	4.7	240	47	12	9.3	2.9/4.0	251.0					

Rankings

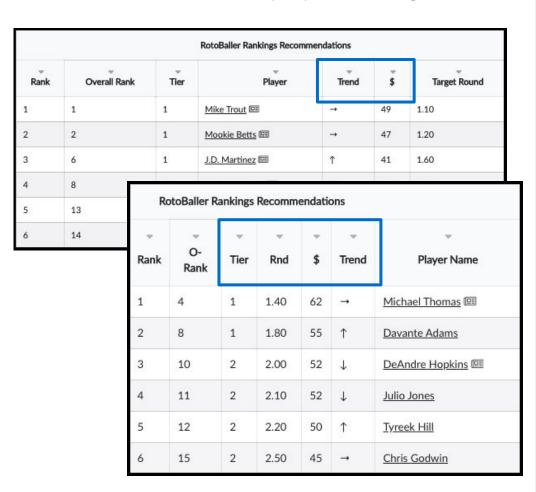


Help your users make optimal lineup decisions with our in-house player rankings:

- PPR, Half-PPR, Standard Scoring
- Superflex, Best Ball, IDP Rankings
- 5x5 Roto, Mixed, Points, AL/NL
- NFL Rookie Rankings
- MLB Prospect Rankings
- Dynasty Rankings
- Easy integration via JSON feeds

Proprietary data points.

Our in-house rankings, tiers, auction dollar values, and trend (risers, fallers) are all available data.



Find out more about our Rankings

Injuries



The latest injury data and updates for NFL, MLB, NBA and NHL. The injuries report API is updated every few minutes, all year long.

<u>Roto & Baller</u>		111								
Name	Status	Status Part		Position		Team				
J.P. Crawford	7 Day IL	7 Day IL Concus		SS		SEA				
Brandon Crawford	DTD	Forea	rm	SS		SF				
Adael Amade Roto & Bo	<u>ller</u>									
Grae Kessing Name Adalberto M			Status		Part			Position	-	Team
Oneil Cruz Jaylen Waddl	Jaylen Waddle				Abdomen		WR			MIA
Willi Castro Michael Woo	ds II		Out		Achilles		WR	WR		CLE
Taylor Walls Tim Patrick			IR		Achilles			WR		DEN
Deon Cain			DTD		Ank	le		WR		PHI
KhaDarel Hoo	KhaDarel Hodge				Ankle		WR			ATL
Tom Kennedy			IR		Arm			WR		DET
Terrace Mars	hall Jr.		DTD		Back			WR		CAR

Matchup Ratings Projections



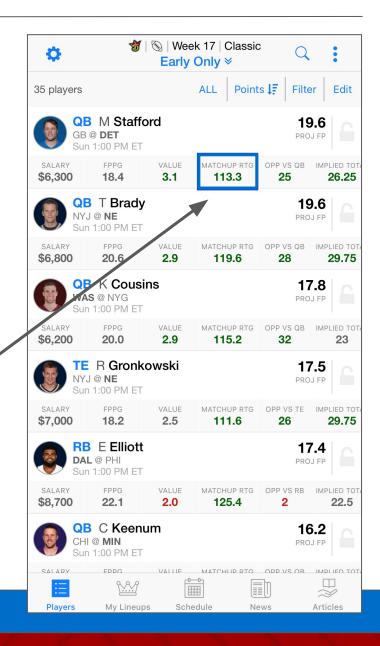
Help your users make easy lineup decisions with our proprietary algorithm for projections:

- Daily, weekly, monthly, season-long Matchup Ratings
- Research and analysis engineered by data scientists
- Intuitive ratings help users set optimal lineups
- Easier to use than traditional projections
- Easy integration via JSON feeds

Find out more about our Matchup Ratings

The higher the number, the better.

Matchup Ratings are a single number, scaled around an average of 100. A rating of 113 means that player is 13% better than average player.



Matchup Ratings Projections



Daily, weekly, monthly, season-long Matchup Rating projections:

Read more about our Matchup Ratings algorithm

	7/28		Oppo	nent	K/9	BB/9	Matchup Rating
			/28 @ STL		11.6	3.6	103
		8/4*		SF	11.6	3.6	106
		8/10)* vs.	LA	11.3	5.2	91
		8/15	* vs. F	HOU	11.3	5.2	91
		8/20)* @ N	NIN	11.6	3.6	102
			Matchup		11.3	5.2	102
Pitcher	0	Орр.		3	11.3	5.2	91
Carlos Martinez	@	BAL	103		11.6	3.6	96
Trevor Williams	VS.	CHC	95	-	11.3	5.2	102
Eddie Butler	@	PIT	89		11.6	3.6	106
Patrick Corbin	@	PHI	99	\	11.3	5.2	97
Jose Quintana	@	TOR	98		11.3	5.2	102
Joe Biagini	vs.	cws	107		* Robi	bie Ray pr	ojected star
Tim Adleman	VS.	. LA	91				•
Alex Wood	@	CIN	111	8			
Max Scherzer	@1	MYN	112				
Daniel Norris	VS.	ТВ	94				

Player Name	Weekly Matchup Rating	Monthly Matchup Rating	Season Matchur Rating		
David Johnson	135	128	123		
Le'Veon Bell	149	132	121		
Jeremy Hill	110	79	82		
Amari Cooper	116	108	114		
Ryan Tannehill	76	111	102		
Alex Smith	99	112	80		
Tavon Austin	87	89	91		
Jordan Reed	115	112	118		
Cam Newton	123	99	98		
Julio Jones	130	128	124		
Paul Perkins	103	84	86		
Matt Forte	87	90	93		

The above table is showing sample data to depict projections

Stats and Data Feeds



Fantasy stats, game data, sports betting and other data feeds to power your platforms:

- NFL, MLB, NBA, NHL, PGA, NCAA, NASCAR, Soccer, eSports
- Scores and schedules, Box scores and injuries, Play-by-play, Projections

Data Feed	FREE TRIAL	POST GAME	LIVE	REAL TIME
Schedules	0	•	0	0
Scores	•	•	0	0
Rosters	0	•	0	0
Box Scores	•	0	0	0
Team Stats	•	•	0	0
Player Stats	•	•	0	0
Projected Stats	•	•	0	0
Depth Charts	•	0	0	0
Injuries	0	•	0	0
Inactives	•	0	0	0
Fantasy Points	•	0	0	0
Projected Fantasy Points	•	0	0	0

Stats and Data Feeds





Powering everything fantasy...

- The property of the property o
- SEASON-LONG CONTESTS
- LINEUP GENERATORS
- A FANTASY TOOLS
- RESEARCH FOR WRITERS & BLOGGERS



Powering everything sports betting...

- ONLINE SPORTSBOOKS
- LAND CASINOS
- FRIENDLY SOCIAL WAGERING APPS
- A HANDICAPPING TOOLS
- RESEARCH FOR WRITERS & BLOGGERS

Roto & Baller

ADVERTISING



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Advertising



RotoBaller has helped many new and established sites get the word out. We create customized integrated marketing solutions for your platform:

- New user referrals
- Brand ambassadors
- Social media campaigns
- Banner advertising
- Discord chat sponsorship
- Original custom content
- Custom editor's notes
- Email campaigns
- Tools integration
- Radio/podcast sponsorship
- SiriusXM advertising/live reads

In 2022, there are 62.5 million people playing fantasy sports

64% Male	35% Female
Average Age	32
College Degree or More	84%
Have a household income of \$50K	65%
Have full-time employment	67%
Avg Annual Spending Per Fantasy Player	\$653
Favorite Fantasy Sport	Football
Fantasy Sports Players that Pay League Fee	70%

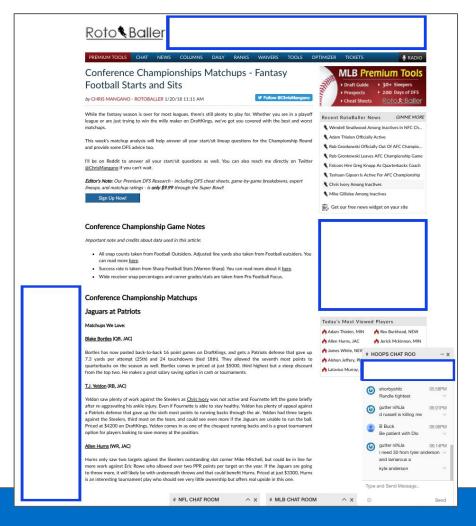
Source: Fantasy Sports Trade Association https://thefsga.org/industry-demographics/

Banner Advertising



Expose your brand and platform to RotoBaller's users with banner advertising, in various places throughout the site:

Banner Ad Type	СРМ
728 x 90: Leaderboard	\$3.00
300 x 600: Large Skyscraper	\$3.00
160 x 600: Skyscraper	\$2.50
300 x 250: Rectangle	\$2.50
256 x 50: Chatroom	\$2.50



Email Campaigns



Tell our entire list of email subscribers all about your platforms or latest promotions. This is one of our most effective methods of converting users:

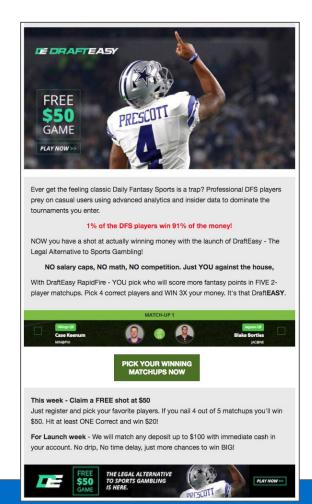


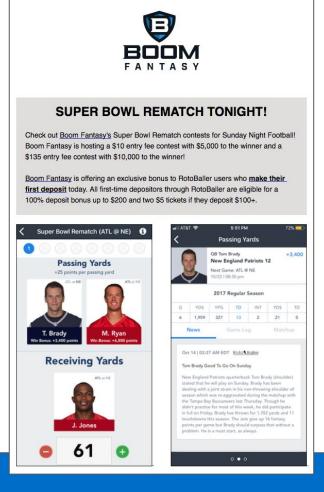
With NO SALARY CAP and NO DRAFT to worry about, simply choose 10 players to make up your team's roster. But there's a catch: you're only allowed to use one player from each NFL team. That means if you choose Tom Brady as your QB, you may not have any other Patriots on your roster.

This will be your roster for the duration of the entire playoffs including the Superbowl. There will not be any changes, substitutions or free agent pickups once rosters are locked. As NFL teams get knocked out so will your players, so choose your team wisely!

The contest is now over 75% full and is capped at 3,500 total entries, so it will sell out as it does every year! Registrations will close on Saturday January, 6th at 4:30pm ET. Don't wait - get your team now and end your fantasy football season with a bang!

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Custom Content



Our experienced writing team creates custom content for your platform - exposing it to readers on RotoBaller, on social media, and through our daily email blasts:

FantasyDraft Lineup Picks (Week 15) - NFL DFS Advice

by JUSTIN BALES - ROTOBALLER 12/15/17 3:03 AM

¥ Follow @BalesSJustin

It is finally time for NFL Week 15! If you're a FantasyDraft DFS player, then this article is for you.

Each week, I will be providing you with my daily fantasy football **lineup picks for FantasyDraft**. The lineup picks will range from some of the elite players to mid-priced options and value plays.

If you have any questions or comments, feel free to hit me up on Twitter @BalesSJustin.

Editor's Note: Our Premium DFS Research - including DFS cheat sheets, game-by-game breakdowns, expert lineups, and matchup ratings - is only \$9.99 through the Super Bowl!

Sign Up Now!

FantasyDraft - DFS Quarterback Pick

Russell Wilson vs LA (\$13,900)

Can no offensive line stop Wilson? No. Can no running game stop Wilson? No. Can average receivers stop Wilson? No. Can the Jacksonville defense stop Wilson? No. Can anything stop Wilson? Absolutely not. He is an elite option against anyone, including the Los Angeles Rams. Wilson has taken over the Seahawks offense, scoring at least 24 fantasy points in nine of his last 11 games, including two games with 35 or more fantasy points. The Rams feature an above average defense, but the Seahawks have an implied team total of 25 points, meaning Wilson will once again enjoy a great week.



FantasyDraft Daily Fantasy Football Lineup Picks (Conference Championships): NFL DFS Advice

It is finally time for NFL Conference Championships! If you're a FantasyDraft DFS player, then this article is for you. Each week, I will be providing you with my daily fantasy football lineup picks for FantasyDraft. The lineup picks will range from some of the elite players to mid-priced options and value plays. If you have any questions... Read More



<u>DraftKings Daily Fantasy Football Lineup Picks (Conference Championships):</u> <u>NFL DFS Advice</u>

RotoBallers, welcome to the Conference Championship Round of the daily fantasy football season. In this column, you will find my

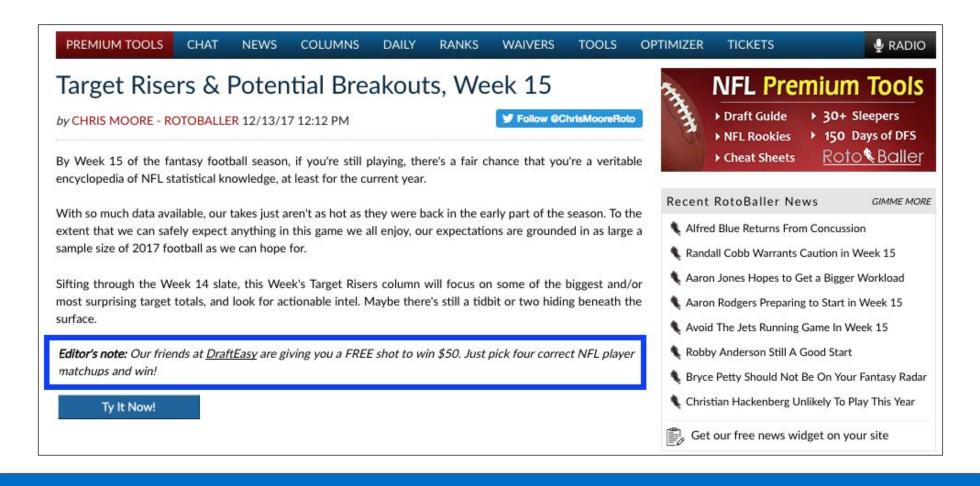
recommended DraftKings DFS Lineup Picks to target for the Conference Championships of the NFL season. The goal is to identify players to start on

DraftKings this week based on various factors including the opponent, the player's opportunity, analysis of... Read More

Editor's Notes



Feature your platforms and best offers in highly visible placements. Our editor's notes appear on all sport-specific columns, ensuring maximum visibility:



Player News Integrations



Display your platform's player pricing, with links back to your specific game contests, on every player news article that is seen by RotoBaller's readers:

Howie Kendrick Batting Fifth, Looks To Continue Hot Streak 5/3: Washington Nationals infielder Howie Kendrick will start at second base and bat fifth in Thursday's afternoon contest against the Pirates. He's had a hot start to the season and filled in nicely for the injured Daniel Murphy (knee). Over his last seven games, he's 10-for-27 with two home runs, three doubles, three RBI and five runs scored. He's never faced Wednesday's starter, Trevor Williams, but has an OPS of .911 against right-handed throwers. The veteran makes a fabulous daily pick and should be rostered in leagues of all sizes while he's hot and getting starts. -- Mario Hernandez -Jeff (a) RotoBaller Source: Washington Nationals \$4,000 COL Hoffman Next Matchup: 5/3 | vs. PIT (Trevor Williams - RHP) | 1:05 PM ET Michael Matchup Rating: 107 \$\,\sigma_{\pma} \, 3,000 \rightarrow \, \, \, 3,900 \$4,000 MIN Pineda Howie Kendrick, 0 Jeff 11.6 WSH OF COL Hoffman

Ketel Marte, ARI

Alex Verdugo.

LAD OF

(a)

PIT

CHC

11.8

8

Trevor

José

Williams

Quintana

\$3,900

\$3,900

Tool Integrations



Feature your platforms in RotoBaller's tools, used daily by our large user base to research and set optimal lineups:

				HI	TTER IN	FO .						es							
NAME	POS	L/R/S	CASH / GPP / SALARY RELIEF	FanDuel	DrafKings	Yahoo!	Fantasy Draft	H/A	vs.	OPP PITCHER	VS. L/R	PARK RATING	WEATHER	TREND	RISK				
Welington Castillo	С	R	Cash/GPP	\$3,300	\$3,300	\$16	\$6,600	Home	TOR	Marco Estrada	R	106		t					
Jesus Aguilar	18	R	GPP	\$2,500	\$3,600	\$10	\$7,200	Home	WAS	Gio Gonzalez	L	108		1					
Jonathan Schoop	28	R	Cash/GPP	\$3,900	\$4,600	\$19	\$9,000	Home	TOR	Marco Estrada	R	106		+					
Derek Dietrich	38	L	Salary Relief/GPP	\$3,300	\$3,300	\$14	\$6,400	Home	PHI	Ben Lively	R	95		-					
Javier Baez	28	R	Cash/GPP	\$3,200	\$3,400	\$19	\$6,800	Home	LAD	Sean Newcomb	L	97		•					
Christian Yelich	OF	L	Cash/GPP	\$3,800	\$4,600	\$19	\$8,800	Home	PHI	Ben Lively	R	95		1					
Trey Mancini	OF	R	Cash/GPP	\$3,500	\$4,500	\$17	\$8,700	Home	TOR	Marco Estrada	R	89		-					
Jarrett Parker	OF	L	Salary Reliet/GPP	\$2,700	\$3,800	\$13	\$7,600	Home	STL	Michael Wacha	R	86		1					
Keon Broxton	OF	R	Salary Relief/GPP	\$2,600	\$2,500	S14	\$4,800	Home	WAS	Gio Gonzalez	Playe	r	Tea	am POS	Lineup	FantasyDraft	FanDuel	₩ DraftKings	Yahoo!
Eduardo Nunez	3B	R	Cash/GPP	\$3,300	\$4,500	\$20	\$8,800	Away	@NYY	CC Sabathia	J.D. N	/artinez	A	RI OF	5th	\$10,400	\$4,100	\$5,300	\$20
Josh Donaldson	38	R	Cash/GPP	\$3,400	\$4,800	\$27	\$9,200	Away	@BAL	Jeremy	Nicky	/ Delmonic	<u>o</u> CV	VS 3B	4th	\$6,800	\$2,900	\$3,500	\$22
			15		A to					Hellickson	Austi	n Jackson	CI	E OF	2nd	\$7,200	\$3,000	\$3,700	\$14
											Dixor	Machado	DI	ET SS		\$5,600	\$2,200	\$2,900	\$7
											Lonni	ie Chisenha	<u>II</u> CI	E OF	2	\$6,800	\$3,000	\$3,400	\$14
											Charl	ie Blackmo	n CC	OL OF	8	\$10,400	\$4,300	\$5,400	\$26