



# Otterline Media Kit

Model-driven sports betting content for a high-intent audience.

Otterline is a modern sports betting media brand built around daily model-driven picks, consensus boards, record tracking, and multi-surface content distribution across website, social, podcast, and community channels.

- AI-assisted picks, consensus boards, and tracked records across NHL, NBA, and MLB
- A betting-first audience already primed for sportsbook calls to action
- Multiple content surfaces: website, podcast, TikTok, Telegram, Discord, and X

WEBSITE

**1,000+ monthly  
website visitors**

FOCUS

**NHL · NBA · MLB**

PRIMARY CTA

**Picks + partner traffic**

CONTACT

**team@otterline.club**

# Channels & Reach

Every partner gets access to a sports-first audience across Otterline's owned surfaces.

## Website

[otterline.club](https://otterline.club)

Daily NHL, NBA, and MLB picks, consensus boards, articles, and premium tools.

## TikTok

[@otterlinesports](https://www.tiktok.com/@otterlinesports)

Short-form picks, recaps, betting angles, and sports-first audience growth.

## X / Twitter

[@OtterLineBet](https://twitter.com/OtterLineBet)

Daily picks, live board context, record updates, and social amplification.

## Podcast

[The Otterline Report](#)

Regular audio/video betting content covering slate context, strategy, and daily picks.

## Telegram

[Insiders Enclave](#)

Direct audience touchpoint for alerts, community visibility, and partner mentions.

## YouTube

[@OtterlineSports](https://www.youtube.com/@OtterlineSports)

Podcast hosting, clips, and long-form sports betting content distribution.

## Discord

[Otterline Community](#)

Community access, premium tie-ins, and repeat touchpoints with engaged bettors.

## Substack

[Otterline on Substack](#)

Editorial runway for explainers, strategy, and evergreen brand-led content.

# What Otterline Can Offer

Flexible sportsbook partnership inventory across content, traffic, and community touchpoints.

## PARTNERSHIP INVENTORY

- Featured sportsbook placement on picks pages and campaign landing pages
- Podcast reads and episode sponsorship around daily betting content
- TikTok and short-form social callouts tied to slate-based content
- Telegram or community placements for launches, promos, and educational campaigns
- Co-branded articles, explainers, and evergreen SEO content
- Custom CTA routing, tracked links, and collaborative campaign testing

## WHY OTTERLINE

- Daily returning sports bettors looking for NHL, NBA, and MLB edges
- Model-curious audience that values confidence, consensus, and record tracking
- High-intent traffic clustered around picks pages, consensus boards, and slate content

## CONTACT

Website: <https://otterline.club>

Email: [team@otterline.club](mailto:team@otterline.club)

X: <https://x.com/OtterLineBet>

TikTok: <https://www.tiktok.com/@otterlinesports>

Podcast: <https://otterline.club/podcast>

Telegram: <https://t.me/insidersenclave>