

Ballpark Digest Advertising Rates/Packages

Ballpark Digest, the daily source of news in the baseball world, offers a variety of advertising plans that will bring your marketing message to decision makers in the professional baseball industry. With 7,500 site visitors a day and a readership focused on affluent baseball fans and decision makers, Ballpark Digest is the leading Web resource in the baseball universe.

You can reach this attractive audience through text ads, banner ads, or newsletter advertising, either individually or through a combination of ad formats.

Display Advertising

Ballpark Digest supports five types of Internet Advertising Bureau (IAB) approved banner-advertising formats on the front page of the site: leaderboard ads, BOB, skyscraper, and button ads. Display advertisers also receive one (1) free advertisement in the weekly Ballpark Digest newsletter.

Ad sizes offered:

- Skyscraper ad (120 pixels wide x 600 pixels deep)
- ~~Leaderboard (728 pixels wide x 280 pixels deep)~~ **FRONT PAGE SOLD OUT!**
- BOB/Internet Messaging Unit (336 pixels wide x 280 pixels deep)
- Button 1 (120 pixels wide x 90 pixels deep)
- Button 2 (120 pixels wide x 60 pixels deep)

Examples of ad sizes can be found on the last page of this document.

Text Advertising

The Ballpark Digest Sponsors section is designed to reach your target audience in a cost-effective manner. The section, located on the site's front page, features up to 15 words of text for \$25 per week.

Newsletter Advertising

The Ballpark Digest newsletter is published every Wednesday and goes out to 500 subscribers, all of whom signed up for the newsletter via a form on the Ballpark Digest Web site – no spamming of potential subscribers has ever been done, and no one has been added to this list without their explicit approval. A one-time, 50-word insertion is \$25, with four 50-word insertions priced at \$90. This gives advertisers a way to include detailed information about their products, as well as a link to their Web site. (Because of technical issues, URLs may not exceed 60 characters.) Here is an example of a newsletter ad:

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/-----\  
Advertise your company on Ballpark Digest! A variety of ad plans  
brings your message to the professional baseball community. Check  
out http://www.ballparkdigest.com/advertising for more info.  
\-----adv.-/
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Monthly Ad Rates: Front Page

BOB: \$600 **TOP POSITION SOLD OUT THROUGH MARCH 2006**

Leaderboard: \$550 **SOLD OUT THROUGH FEB. 2006**

Skyscraper ad: \$500

Button 1: \$200

Button 2: \$150

15-word "sponsor" text ad: \$100

30-word "sponsor" text ad: \$200

50-word ad in newsletter (per week): \$25

For rate information on other specific pages of the site, please contact us.

Who Reads Ballpark Digest?

With 40,000 readers and 17,000 unique site visitors per week (on average) and a readership focused on affluent baseball fans and decision makers within the baseball industry, Ballpark Digest is the leading Web resource in the baseball universe. Why do decision-makers come daily to Ballpark Digest? Through quality editorial and a breadth of coverage that includes both the major and minor leagues, Ballpark Digest reaches all aspects of the baseball industry.

Background: Ballpark Digest is updated daily with news regarding ballparks and the business of baseball. Features cover individual ballparks and trends in both minor-league and major-league baseball. Founded in June 2003, Ballpark Digest has grown into the Web publication of record for the business of baseball.

Reader Demographics *

Working Directly for Baseball Teams :

34%

MLB	5%
Class AAA	2%
Class AA	5%
Class A	10%
independent	7%
college/wood-bat	3%
League/MiLB office	2%

Firms Selling to Baseball Industry :

30%

Architecture firm	4%
Engineering firm	4%
Management consulting firm	4%
Construction firm	3%
PR/advertising/marketing	3%
Investment firms	2%
Miscellaneous	2%
Seating companies	1%
Attorney	1%
Accounting firm	1%
Cups	1%
Concessionaires	1%

Equipment vendors	1%
Facilities consultants/Associations	1%
Staffing firms	1%
Scoreboard manufacturers	1%

General Baseball Fans : **29%**

Media : **6%**

Working Directly for NBA Teams : **.4%**

Working Directly for NHL Teams : **.4%**

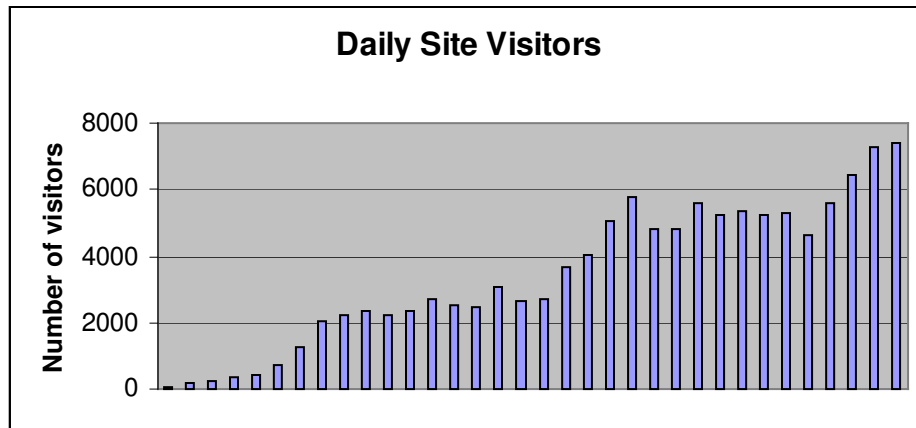
Government : **1%**

Some titles of regular Ballpark Digest readers* :

league commissioner	team owner	managing partner
Chairman	owner/president	President
director of marketing	director of broadcasting	president/executive director
league president	league vice president	VP/GM
VP/concessions	special projects director	league operations director
director of sales	director of group sales	president/commissioner
general manager	director of media relations	head groundskeeper
group sales manager	assistant GM	MLB sales representative
MiLB team owner	director of merchandise	VP/sales
staffing account director	umpire supervisor	director of stadium operations

**These statistics were compiled from an analysis of the 500+ subscribers to the weekly Ballpark Digest newsletter. Subscribers to the weekly newsletter must provide information about their professional titles and employment as a condition of receiving the newsletter.*

Ballpark Digest Daily Visitors : July 2003 – March 2005



Terms

- 10 percent discount for prepayment.
- Display ads must be ready to run on the site. There will be a \$100 charge for setting up any displays ads not ready for insertion. Supported technologies: HTML, Flash, Javascript. Ads can either be served from your server or ours. Please check regarding an as-yet-unsupported ad format.

Any questions? Just call or write!

Ballpark Digest Advertising Examples

BOB

Spring Into Action.

The Complete Guide to
SPRING TRAINING

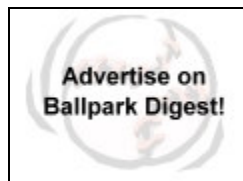
With The Complete Guide to Spring Training, you'll know the best places to score autographs, the most convenient hotels, and the best restaurants near spring-training ballparks. What more do you need?

Only \$19.95!

Warm broncos, blue slides, and cold beer.
Getting the most from your baseball spring training experience.
by Kevin Reichard

augustpublications.com

Button 1



Button 2



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