



212 Third Av. N., Suite 354 • Minneapolis, MN 55401 • 612.343.5207
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Spring Training Online 2007-2008 Advertising Rates / Packages

When Internet users want detailed information on MLB's spring-training season, they turn to Spring Training Online, the Web's preeminent guide to spring training. They're not just looking for game schedules: they're looking for leads on where to stay, what packages are available, entertainment and restaurant options near the ballpark, and how to spend their time while on the road. With more than three million people slated to attend spring-training games in Florida and Arizona, Spring Training Online taps into the passion for March baseball played in a warmer climate.

Talk about a motivated readership!

You can reach this motivated readership through an advertising package combining display or text advertising on Spring Training Online, which served **1.6 million pages** in November 2006-March 2007.

Display Advertising

Spring Training Online offers display advertising on the complete run of the site – all team pages and schedule pages – or on specific pages. We can serve the ads for you or link to your ad server. All supported ad sizes are Internet Advertising Bureau standard ad sizes; we can also produce these ads for a negotiable fee.

Ad sizes offered:

- Skyscraper ad (120 pixels wide x 600 pixels deep)
- Leaderboard (728 pixels wide x 90 pixels deep)
- Messaging Unit Plus (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.

How well do display ads on Spring Training Online perform? Very well. We know because we track ad clickthroughs, which are specific responses to online advertising. In October 2004, we served 36,753 ads with 1,812 clickthroughs, for an impressive clickthrough rate of **4.9 percent**. No other spring-training Web site – and very few Internet ad resources – can show a month-long performance at that level. Our ads work: the results don't lie.

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Monthly Display Ad Rates

Skyscraper ad on front page: \$600
Skyscraper ad on specific inside page: \$200
Leaderboard on front page: \$600
Leaderboard on specific inside page: \$200
Messaging Unit Plus on front page: \$600
Messaging Unit Plus on specific inside page: \$200
Button 1 on front page: \$300
Button 1 on specific inside page: \$100
Button 2 on front page: \$150
Button 2 on specific inside page: \$75

- We also offer price breaks if you purchase ads on multiple pages. Please contact us for pricing on a total package that fits your needs.
- We offer 10 percent discount for prepayment.
- These rates do not guarantee exclusivity for your industry. Call for pricing information about exclusivity; for instance, being the only hotel advertiser on the New York Yankees pages.

Spring Training Online 2007-2008 Advertising Rates / Packages Advertising Examples

Leaderboard (not at full size)



Messaging Unit Plus

Spring Into Action.

The Complete Guide to
SPRING TRAINING



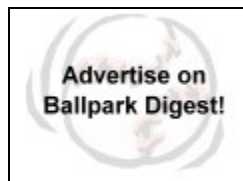
With The Complete Guide to Spring Training, you'll know the best places to score autographs, the most convenient hotels, and the best restaurants near spring-training ballparks. What more do you need?

Only \$19.95!

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

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Button 1



Button 2



 **August Publications**

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