

Greetings from the **Baseball Bluebook** (www.baseballbluebook.com). We have an outstanding offer to help promote your business to your clientele.

Our unique relationship with over 2000 Baseball programs across the United States allows us to facilitate beneficial partnerships between these programs and quality vendors such as yours.

Our customers include:

- Major League Clubs
- Major League Scouts
- Junior Colleges
- NAIA Colleges
- NCAA Division I, II, III Colleges
- Minor Leagues
- International Leagues
- Independent Leagues
- Summer Leagues
- Youth Programs
- Academies
- Fans

We would like to work with your business in actively marketing your products through our directory as well as provide customized promotions of your company/products directly to thousands of baseball programs at every level!

We can help you reach potential customers!

Our goal is to facilitate the relationships between these programs and vendors of quality products such as yours.

We are offering you an opportunity to market directly to potential buyers of your product(s). We currently provide several direct mailings to over 2000 coaches, athletic directors and baseball academies across the country. This is a service that our customers rely on and look forward to each year. We would like to include your business/product in these mailings.

Our flagship product is our directory-the Baseball Bluebook, which has been printed each year since 1909.

This year marks our 103rd edition purchased by coaches, baseball programs at every level as well as fans.

Get in the Game Promotion - \$400

YOU RECEIVE - Advertisement placed in 1 direct mailing to baseball programs. You will be able to choose which mailing you want to be included in (we currently do 4 direct mailings, each to a different target group).

Advertisement placement in additional targeted direct mailings:

- \$50 each additional mailings
- \$125 additional 3 mailings (savings of \$25)

PLUS - Full page ROP (run of press) advertisement in the Baseball Bluebook, Your choice of edition, College or Professional

You can enhance your AD placement from ROP to one of the following offerings for the additional charge listed/single edition:

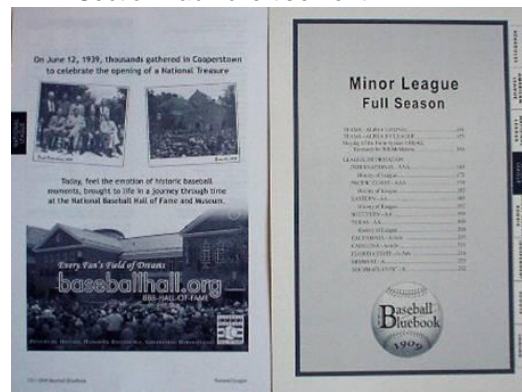
- one of five Section tab advertisements (facing the table of contents) \$250 black/white \$350 full color
AD on back side of Section tab half price!

- main tab (opposite of main table of contents) \$1000 black/white \$1500 full color
SOLD OUT!!

Main Tab Advertisement



Section Tab Advertisement



Hitting for the Cycle Promotion

- With the purchase of the 'Get in the Game' package, Hitting for the Cycle promotion will be discounted 50%.

Hitting for the Cycle promotion is a 4 level direct marketing program giving you the option to target individual states or the entire country. With over 2000 baseball programs to choose from, we can customize your package to meet your business needs.

We currently provide 4 BULLETIN BOARD POSTERS to our contacts throughout the year. Each POSTER has a predetermined theme relating to health, training, practice, diet, performance, and professional advancement. Your business can be included in our promotion through each of these 'bulletin board' advertisements (NOTE: EXCLUSIVITY is available, ask about pricing).

All levels include 4 Bulletin board contacts.

- Level 1 – Single** - includes baseball personnel in a given state. \$100/state
- Level 2 – Double** - includes baseball personnel in 5 states (your Choice!) \$400/Market
- Level 3 – Triple** - includes baseball personnel in a single region (West/Midwest/East) \$1,000/Region
- Level 4 – Homerun** - includes baseball personnel in the Country \$2,500/Country

Thank you for your time and I look forward to discussing your customized marketing plan!

Baseball Bluebook

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