



### **Official Team Brand Association**

Officially align your brand and leverage one of the most popular sports in America. Use the power of your home team to deliver your advertising message.

### **Great Editorial**

These high-quality publications are packed with feature stories, team and player profiles, statistics, history, and most importantly, great photography.

### **Repeat Exposure**

Souvenir publications are collectibles that are taken home and used as a reference piece throughout the season, providing repeat exposure for your advertising message.

### **High-Quality, Pre-Qualified Audience**

Your advertising message is delivered to a pre-qualified audience of avid home team fans in a positive, receptive environment.

***Reach some of the most loyal and dedicated fans in sports!***

### **Package and Summary Pricing**

Full-page, four-color advertisement in the **San Francisco Giants Yearbook**. (Advertising package includes a customized merchandising allowance.)

### **Rate:**

Full Season Package: \$29,500 net



# MLB Audience Profile

## GENERAL DEMOGRAPHICS

	% Comp	Index
Men	59	122
Manager/Professional	39	170
Attended/Graduated College	76	132
Median HHI	\$97,000	
Median Respondent Age	44	

## AUTO/TRAVEL

	% Comp	Index
Intend to Purchase/Lease Automobile	33	106
Decision Maker for New Vehicle	53	137
3+ Domestic Trips	26	189
Member of Frequent Flyer Program	35	212
5+ Nights in Hotel/Motel	43	187

## SPORTS ACTIVITIES (in the last 12 months)

Baseball	12	256
Basketball	16	190
Football	10	211
Golf	25	278
Jogging/Running	24	186
Swimming	26	174
Tennis	10	272

## APPAREL/SPORTING GOODS

Purchased \$1,000+ in Clothing	15	163
Purchased \$100+ in Sports Clothing	33	215

## LEISURE ACTIVITIES

Goes to Bars/Nightclubs	34	205
Dines Out	69	155
Entertains Friends or Relatives at Home	56	158
Attend Music Performances	43	198

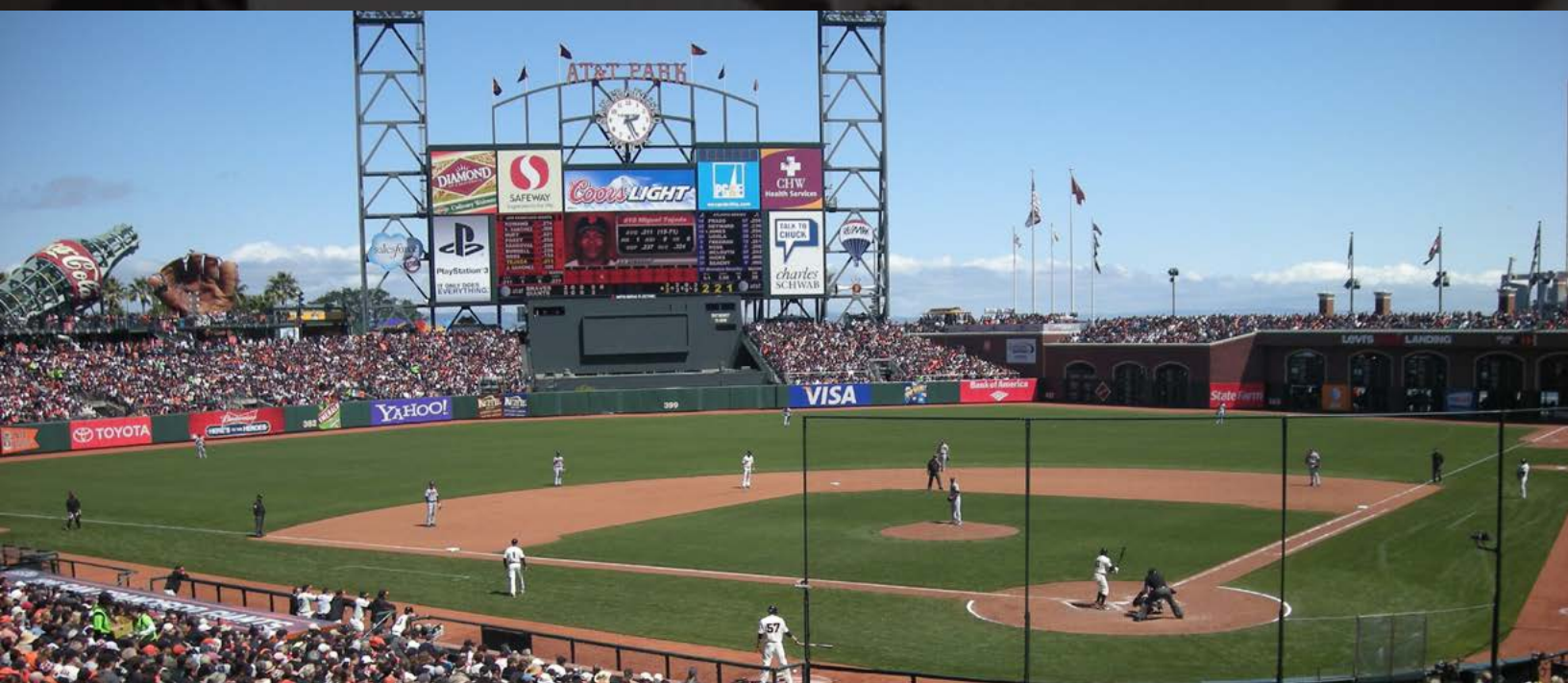
## CONSUMER ELECTRONICS

Has Access to the Internet	94	114
Owns Cellular/Mobile Phone	97	105
Owns a Digital Camera	55	167
HH Owns MP3 Player	48	166
HH Owns LCD/Plasma TV	77	121
HH Owns DVD or Blu-ray Player	74	122
HH Owns Video Game System	63	123
HH Owns a Personal Computer	92	113

## FINANCIAL

Intend to Invest in Stocks, Bonds or Mutual Funds	26	134
Has a Retirement or College Savings Plan	41	181
Owns Stocks	24	209

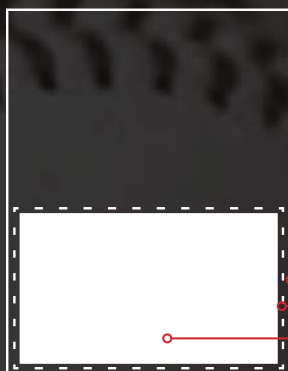
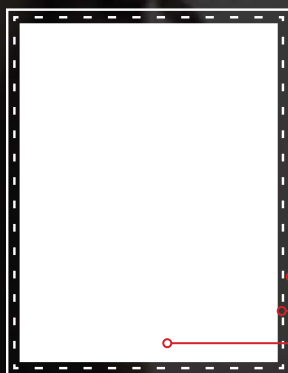
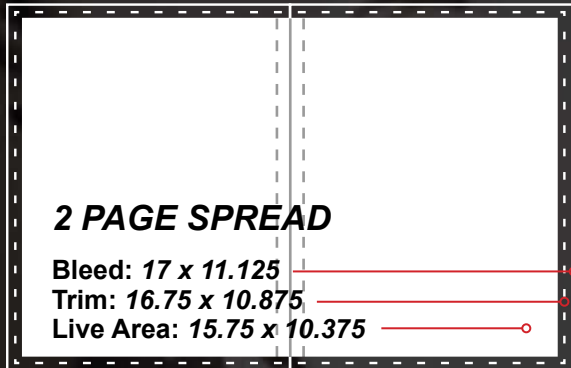
Source: 2014 Spring GfK MRI  
Base: Adults, Attend MLB Games



# Ad Specifications

\*PLEASE AVOID REFERENCING ANY TEAM NAMES, LOGOS, PLAYERS, LIKENESSES, VENUES, OR LEAGUE MARKS WITHOUT PROPER WRITTEN CONSENT.

## AD DIMENSIONS: (W X H)



## GENERAL REQUIREMENTS

Final Trim Size: 8 3/8" x 10 7/8"  
Binding Method: Perfect Bound  
Colors: Four-Color Process

**LIVE AREA:** Keep live matter 1/4" from final trim crop (text should be kept within the live area).

**BLEED AREA:** 1/8" bleed from final trim crop is necessary for all ads that bleed.

**\*2-PAGE SPREAD:** For ad spreads, please keep live material 1/4" from trim-size edges and 3/8" minimum from gutter for spread ads. Please do not place text across the gutter. Publisher cannot assure results on across gutter text placements.

## NATIVE FILES

- Artwork done using Indesign CS5, Photoshop, and Illustrator is preferred. Please make sure to include all fonts and images.
- All image resolution must be at least 300 dpi.

Please indicate the ad name, along with the publication it is intended for when sending any materials.

## PDF

- All files must be supplied as print ready high resolution PDFs, or complete files collected for output.
- All fonts and images must be embedded.
- Offset crop marks of at least 16 pts must be included to show trim and a minimum of 1/8" bleed.
- Minimum resolution of 300 dpi when being created.

## WEB FILE TRANSFER

- Digital files under 15MB may be emailed. All files exceeding 15MB must be delivered electronically over FTP. Instructions may be provided upon request.
- We can pull the ad off your FTP site if provided access information. (Username, Password, Etc.)
- We can also accept ads via links. (Hightail, Dropbox, WeTransfer, Google Docs, Etc.)

Please e-mail your sales representative once the file has been uploaded.

