

Sports Media, Inc

Minor League Baseball Jumbotron Network

The entertainment package at stadiums provides creative, high powered, and entertainment concepts. Thirty second commercials dedicated to offering audiences the best entertainment experience in sports.

Stadium Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Stadium Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots at 120 MiLB Ballparks through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in ballparks. Placed strategically on the largest scoreboards in baseball, advertisers receive thirty second trailers approximately ten minutes prior to the start of the game.

In-Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at MiLB Stadiums. Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty second trailers with audio during inning breaks.

In-Game Feature*

Advertisers receive an interactive video board feature that will take place during an inning break. Some possible features include: greatest plays, attendance quiz, bloopers, league highlights. Run time thirty to ninety seconds with advertisers logo displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the outfield video board. A customized message promoting the advertiser would be displayed via LED/Matrix board during the feature accompanied by the advertisers logo on the LED boards.

MiLB FAN DEMOGRAPHICS:

- 56% of our fans are male and 44% are female.
- 57% are between the age of 18 and 44 years old.
- 78% of adult MiLB Fans are homeowners
- 59% of our fans are from households with an income above \$75,000.
- 52% of MiLB fans have children under the age of 17 living at home (30% have 2 or more children at home)
- More than 110 New stadiums built since 1990 (44 since 2000)

Minor League Baseball Jumbotron Network

- 118 Teams
- Over 7,000 total games played
- 38 U.S. States and 2 Canadian Provinces represented
- Annual attendance over 31 million

*Notes: In-games thirty second trailer and Features cannot run without a pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on a Beta SP-1 and VHS tape. All Creative subject to team approval.

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