

ABCA PRESS BOX

REACH 7,500

BASEBALL COACHES

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the ABCA Press Box website interface. At the top, there are navigation links: Home, Membership, Convention, Governance, Publications, and a date of June 15, 2010. Below the navigation is a 'DEMO HOUSE' banner. The main content area features several articles:

- MLB teams draft 93 California high school baseball players** (CBS Sports): A recap of the Major League Baseball First-Year Player Draft, noting that California finished with a whopping 93 - 27 more than the next closest state Florida.
- TCU clinches first college world series** (ESPN): Aaron Schultz hit a two-run home run to help TCU beat Texas 4-1, advancing to the College World Series for the first time in school history.
- Bizarre play proves to be roadblock to Plano West's title hopes** (The Dallas Morning News): Routine groundouts become errors, and a runner rounding third to collide with a base coach.
- Breaking down super regional matchups** (ESPN): After a rain-soaked Coral Gables Regional was extended into Tuesday, the super regional field is finally set.
- Dodgers snag Ethier's brother in 32nd round** (Major League Baseball): Devon Ethier is skinny, bats right-handed, and has the speed to steal 30 bases.
- Baseball Toughskin Wall / Pad Decals** (Product Showcase): Full-color, photo-realistic digital wall decals.
- Schrage out as Notre Dame baseball coach** (WNDU): Dave Schrage will not be retained as head baseball coach at the University of Notre Dame after four seasons in that position.
- Back from the precipice, Virginia appears poised to return to Omaha** (The New York Times): When Brian O'Connor was the associate head coach of the Notre Dame baseball team, he turned down numerous coaching opportunities elsewhere.

At the bottom, there are three product showcases:

- StatTrak for Baseball & Softball**: Complete baseball software suite program loaded with options and very easy to use.
- Antioch Sporting Goods**: From youth sports to competitive leagues in baseball, football, basketball, soccer, softball and tennis.
- The Baseball Bluebook**: The baseball bluebook is a comprehensive listing of baseball contacts from professional, amateur, and college organizations.

Footer information includes: ABCA Press Box, James Deibel, Director of Advertising Sales, 409.423.2819, 7701 Las Colinas Ridge, Ste. 400, Irving, TX 75063.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 7,500 Baseball Coaches (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1750

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Lorem ipsum dolor
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veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
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Lorem ipsum
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unt ut labore et,
[More](#)

Traditional Text Ad
\$1000

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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ABCA PRESS BOX, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO BASEBALL COACHES NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of high school, college and youth baseball coaches who spend \$40 million a year on products and services - the top-tier people in the industry.

ABCA PRESS BOX
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ABCA PRESS BOX:



CREDIBLE SOURCE

For over 65 years, our members have turned to the association as the informational authority of the industry. Advertising in ABCA Press Box solidifies your place among weekly information provided to ABCA members.



TARGETED DISTRIBUTION

Advertising in ABCA Press Box allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ABCA Press Box have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, ABCA Press Box ensures your ad will be seen every week by our 7,500 subscribers.



AFFORDABLE

Advertising in ABCA Press Box is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ABCA Press Box has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ABCA Press Box.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.