LET'S TALK...

...Texas Rangers Baseball

Giving your Marketing Dollars Major League Strength

KTBB 97.5FM News-Weather-Talk

THE TEAM 92.1FM KRWR-FM • All Sports Radio

TEXAS RANGERS™

Texas Rangers Baseball

The Texas Rangers can "go yard" with your ad dollars.

Your marketing budget goes a long way with one of four outstanding advertising and promotion packages surrounding the Texas Rangers on 92.1 FM The TEAM and KTBB 97.5 FM.

Major League Baseball on Radio

Year after year, some of the most sophisticated and successful advertisers in the country rely on Major League Baseball to deliver their sales messages.

That's because, dollar-for-dollar, Major League Baseball on radio is one of the very best media values.

- Major League Baseball delivers the ***IMPACT*** of a ***SPONSORSHIP.***
- And, unlike any other sport, the number of games played has the effect of delivering the ***FREQUENCY*** of a rotating commercial plan.

Advertising That Works!

Your ***Texas Rangers Baseball*** advertising package is designed to take your advertising investment and stretch it to the max.

Regardless of which package you choose, your investment in sponsoring ***Texas Rangers Baseball*** will deliver your commercial message to the upscale, affluent audience that follows Major League Baseball on radio.

The Right Team

From perennial cellar-dweller to contender. That's the story of today's Texas Rangers. The Rangers played in back-to-back World Series in 2010 and 2011 and have since been a competitive factor in the American League West.

Coming off of an exciting comeback season in 2015 in which they took the Division Title on the last day of the season, the Rangers had another excellent season in 2016, winning 95 games (second highest in franchise history) and winning the Division Title for the fourth time in six seasons.

With pitchers Cole Hamels and Yu Darvish in the one-two position in the starting rotation, and with the acquisition of Andrew Cashner and Tyson Ross during the off-season, the Rangers are expected to have one of the best starting rotations in the team's history going into the 2017 season.

Texas Rangers Baseball

You can "see" baseball on the radio.

Baseball is regarded by many as the best sport for radio. Where the Xs and Os of football are easier seen than imagined; where the spectacular shots of basketball must be seen to be appreciated; baseball is a game of *strategy*…played as much in the mind as on the field.

That's why when you hear the announcer say…

> *"Here's the one-two pitch. Swung on and a line shot to left center. Here comes Beltre around second. They're waving him on. He may score…!*

…you have no trouble at all vividly seeing the action of the game.

And because radio is so well-suited for the game, Major League Baseball attracts a very high quality audience. In fact, professional baseball attracts the highest-caliber qualitative audience of any sport broadcast on radio. Consider these statistics from the Simmons Study of Media & Markets.

- ❑ Listeners to professional baseball on radio are 28% more likely than the market as a whole to hold professional job positions, 35% more likely to be managers or administrators.
- ❑ They are 38% more likely than the market as a whole to own a home worth $100,000 or more.
- ❑ They are 34% more likely to have income exceeding $75,000 annually.
- ❑ They are 58% more likely to own securities worth $10,000 or more.
- ❑ They are 80% more likely to own a sport/utility vehicle.

Your advertising on ***Texas Rangers Baseball*** will deliver you very well-heeled prospects who are capable of becoming your customers.

There are four Texas Rangers Baseball sponsorship opportunities available.
Your KTBB/TEAM Sports Radio Sales Executive has all the details.

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Hitting for The Cycle Sponsorship

Two Available: 1 :60 second & 1 :30 second

Most games will be broadcast on ***92.1 FM The TEAM Sports Radio***.

With this sponsorship package you will receive:

- ❑ ***525 (minimum)*** :60 *or* :30 second commercial announcements
  (5 commercials per broadcast)

The above is based on a minimum of 130 regular season games broadcast on KTBB or The TEAM during the 2017 season. Post-season games will be included at no additional charge for packages purchased *before* the opening of the regular season. *525 (minimum) selling impressions in the season.*

Investment:
For :60s: $665 per month April through September
For :30s: $535 per month April through September

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Grand Slam Sponsorship

Six Available: 4 :60 second & 2 :30 second

Most games will be broadcast on ***92.1 FM The TEAM Sports Radio***.

With this sponsorship package you will receive:

- ❑ ***390 (minimum)*** :60 *or* :30 second commercial announcements
  (3 commercials per broadcast)

The above is based on a minimum of 130 regular season games broadcast on KTBB or The TEAM during the 2017 season. Post-season games will be included at no additional charge for packages purchased *before* the opening of the regular season. *525 (minimum) selling impressions in the season.*

Investment:
For :60s: $365 per month April through September
For :30s: $290 per month April through September

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Home Run Sponsorship

Four Available: 2 :60 second & 2 :30 second

Most games will be broadcast on ***92.1 FM The TEAM Sports Radio***.

With this sponsorship package you will receive:

- ❑ ***260 (minimum)*** :60 *or* :30 second commercial announcements
  (2 commercials per broadcast)

The above is based on a minimum of 130 regular season games broadcast on KTBB or The TEAM during the 2017 season. Post-season games will be included at no additional charge for packages purchased *before* the opening of the regular season. *525 (minimum) selling impressions in the season.*

Investment:
For :60s: $245 per month April through September
For :30s: $195 per month April through September

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