

Atlanta Braves Radio Network Regular Season 2008 & 2009

Play-By-Play Broadcast Sponsorship Packages
Endorsed by the Southeast Tourism Society



Southern-Style Baseball!

This year, why not avoid being predictable? Stand out in a crowded advertising environment and reach your marketing objectives through a unique, STS-member exclusive sponsorship program using the Braves Radio Network. Members earn discounts of 36%-49% of these sponsorship packages integrating radio advertising / online banners / on-site promotion / Braves tickets.

The Braves Radio Network reaches travel prospects in Metro Atlanta and across nine Southeast States!

The Braves Radio Network Atlanta flagship stations reach **1.3-million** unduplicated listeners in the Atlanta market (nearly 40% of all adults 18+, a dual audience 60% male/40% female) and **131,000 listeners per broadcast**. In addition to the Atlanta flagships, the entire Network of over 150 stations across 9 Southeast states reaching **2.1-million** listeners is available for a 25% premium.

Adults 18+ who listen to baseball on the radio are travel lovers!

Played golf on a Domestic Vacation (Past Year) 308 index
Spent \$2,000 - \$2,999 on Domestic Vacations (Past Year) ... 198 index
Spent \$1,500 - \$1,999 on Domestic Vacations (Past Year) ... 167 index (MRI)

Flexible, Affordable Sponsorship Packages:

STS Members can choose from the following packages; also which month(s) they would like to advertise during the 2008& 2009 seasons, April thru September. Members can also mix and match monthly packages throughout the season.
Closing Date: Minimum 5 days in advance of first air date.

Monthly Package #1 "Base Hit"

Total Investment: \$3,750/Net (A \$6,160 Value - A 39% Discount!)

1x :10 prerecorded radio spot in each game (25x total); 1 pair of tickets to 2 home games (dates TBD); Literature distribution game-day at the BRN Turner Field display; Custom creative by Clear Channel's CSG; Optional Online Upgrade \$500 (a \$750 value) for a 30-day online campaign (banners or A/V gateway ads)

Monthly Package #2 "Double"

Total Investment: \$6,450/Net (A \$10,080 Value - A 36% Discount!)

1x :15 prerecorded radio spot in every other game (12x total) and 1x :10 prerecorded radio spot in every game (25x total); 1 pair of tickets to 6 games (dates TBD); Literature distribution game-day at the BRN Turner Field display; Custom creative by Clear Channel's CSG; Optional Online Upgrade \$750 (a \$1,000 value) for a 30-day online campaign (banners or A/V gateway ads)

Monthly Package #3 "Triple"

Total Investment: \$9,375/Net (A \$15,710 Value - A 40% Discount!)

1x :15 prerecorded radio spot in every game (25x total) and 1x :10 prerecorded radio spot in every game (25x total); 1 pair of tickets to 12 games (dates TBD); Includes Online campaign (a \$1,250 value) for a 30-day period (banners or A/V gateway ads) on the flagship station web sites. Literature distribution game-day at the BRN Turner Field display; Custom creative by Clear Channel's CSG.

Monthly Package #4 "Home Run"

Total Investment: \$15,000/Net (A \$26,335 Value - A 43% Discount!)

2x :15 prerecorded radio spot in every game (50x total) and 1x :10 prerecorded radio spot in every game (25x total); plus 1x :05 sponsor "billboard" in every game (25x total); 4 Suite tickets to a game (date TBD); 1 pair of tickets to 12 games (dates TBD); 1 Authentic Braves Jersey; Includes Online campaign (a \$1,500 value) for a 30-day period (banners or A/V gateway ads) on the flagship station web sites. Literature distribution game-day at the BRN Turner Field display; Custom creative by Clear Channel's CSG.

Monthly Package #5 "Grand Slam"

Total Investment: \$26,250/Net (A \$51,550 Value - A 49% Discount!)

2x :15 prerecorded radio spots in every game (50x total) and 4x :10 prerecorded radio spots in every game (100x total); plus 1x :05 sponsor "billboard" in every game (25x total) 1 Suite Night to a game with 16 tickets (date TBD); 1 pair of tickets to 25 games (dates TBD); 2 Authentic Braves Jerseys and 2 Braves Bulova watches; Includes Online campaign (a \$2,500 value) for a 30-day period (banners or A/V gateway ads) on the flagship station web sites. Literature distribution game-day at the BRN Turner Field display; Custom creative by Clear Channel's CSG.



2008-2009



The Run Down ...

Enthusiastic Braves fans are active listeners who seek out game coverage – **your message will be heard.**

Braves Radio Network provides consistent, season-long coverage – **your message will be heard often.**

Uncluttered, Braves play-by-play foreground listening experience offers unprecedented brand association – **which means your message will stand out.**

Fan-favorite Braves broadcasters bring their years of experience to every broadcast – **you can leverage their credibility and local appeal.**



The Braves Radio Network high-profile broadcast team (above left to right) **Chip Carey, Skip Carey, Joe Simpson, and Pete Van Wieren**

For more information contact:

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