

✕ LET'S TALK...

...Texas Rangers Baseball



***Giving your Marketing Dollars
Major League Strength***

KTBB
97.5FM
News-Weather-Talk

THE TEAM
92.1 FM
KRWR-FM • All Sports Radio



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

The Texas Rangers made MLB free agent history in 2021 by committing more than \$500 million on All Star shortstop and 2020 World Series MVP Corey Seager, All Star second baseman Marcus Semien, outfielder Kole Calhoun and pitcher Jon Gray.

With those acquisitions completed, the Rangers continue to keep the checkbook open as they look to make roster improvements.

All of this, coupled with the prospect of a breakout season for young players like third baseman Josh Jung and pitcher Jack Leiter, means that 2022 could be a very exciting season for Texas Rangers fans.



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.*





Texas Rangers Baseball

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





Texas Rangers Baseball

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





Texas Rangers Baseball

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

