

Rate Card

The following are suggested advertising banners. We can also accomodate custom sizes if desired.

Homepage:

Internal Page:

MidwestBaseballMagazine.com
Sponsorship Opportunities

About us

MidwestBaseballMagazine.com is a comprehensive website that covers high school, collegiate, minor-league and major-league baseball in eight Midwest states: Illinois, Wisconsin, Minnesota, Iowa, Michigan, Indiana, Ohio and Missouri.

MidwestBaseballMagazine.com caters to Midwestern baseball fans: it provides important instructional advice for little league, high school, and college players, their parents, respective schools, and coaches and extensive journalistic coverage of those levels as well as minor-league and major-league baseball. Traditionally, coverage of high school and collegiate baseball has been largely dismissed due to weather considerations and a perceived lack of off-season facilities available to players. We believe that young Midwestern players, through hard work and good instruction, can aspire to become a professional ballplayer and share the MidwestBaseballMagazine.com spotlight.

MidwestBaseballMagazine.com's coverage area spans 11 major-league teams; 19 minor-league teams between the Midwest, International and Pacific Coast leagues; 53 teams among six NCAA Division I programs and numerous NCAA Division II and III, junior college and high school teams.

MidwestBaseballMagazine.com is indexed at the top of all standard Google and Yahoo searches pertaining to baseball.

Sponsorships

LEVEL 1: "CORE" Sponsorship

- Sponsor of website in its entirety
- Banner or skyscraper ad on HOME page
- Product placement within instructional videos
 - Air-time on select podcasts
 - Rotating Banner ad or skyscraper rotating on ALL page views
- Web-link to sponsor's own homepage
- Advertorial of products
- Monthly reports on web hits and traffic redirected
- Sponsor option to renew at old rate

LEVEL 2: MAJOR Sponsorship

- Limited sponsor of website
- Rotating banner or skyscraper on ALL page views
- Web-link to sponsor's own homepage
- Advertorial of product
- Monthly reports on web hits and traffic redirected

LEVEL 3: MINOR Sponsorship

- Sponsor of specific website component (blogs, podcasts, forum, gallery,
Button ad on selected page views of sponsored component

"Improve your game")

Web-link to sponsor's own homepage
Monthly reports on web hits and traffic redirected

LEVEL 4: THEMED Sponsorship

Sponsor of specific highlight aspect of website
Examples could include " (Company Name) Fireballer of the Week" or " (Company Name) Good Hands Play of the Week";
Sponsor determines form of website display (banner, video, button)

Customization of sponsorships and advertisements always is available and negotiable. Graphics can be provided or generated in-house for an additional fee; campaigns can vary in length, discounts available for long-term advertising.

Alterations to advertisement packages can be done within a 24-hour time period.

Advertising specs:

Referral Buttons:

Large (120x220)
Small (120x110)

Squares:

Large: (250x250)
Small: (200x200)

Rectangles:

Large: (336x280)
Medium: (300x250)
Small: (180x150)

Skyscraper:

Full: (120x160)
Half: (120x80)

Banner:

Large: (468x60)
Small: (300x48)
Leaderboard: (728x90)
Vertical: (120x240)

Text links: (which appear on every page of the site)

Up to 5 links (728x15)
Up to 4 links (728x15)

Product advertorial:

Length and cost are customized per advertiser. Choice of one large referral button or banner included with advertorial and will appear next to advertorial after clicking on the story.

Contact Us

For more information or to arrange a sales meeting with one of our representatives, please contact mailbag@midwestbaseballmagazine.com .