

**Package Summary for:
Major League Baseball Targeting Plan**

Team	Stadium	Stadium Capacity	Target Market/ DMA Coverage	# Bulletins/ 25 GRPs	Rate/ Month
American League					
Chicago White Sox	U.S. Cellular Field	45,936	Chicago	24	\$129,360
Detroit Tigers	Comerica Park	40,000	Detroit	15	\$49,500
Kansas City Royals	Kaufmann Stadium	40,625	Kansas City	7	\$23,870
Texas Rangers	The Ballpark in Arlington	49,200	Dallas, TX	10	\$30,800
National League					
Atlanta Braves	Turner Field	74,990	Atlanta	10	\$44,000
Chicago Cubs	Wrigley Field	80,000	Chicago	24	\$129,360
Cincinnati Reds	Great American Ballpark	55,601	Cincinnati	23	\$14,801
Colorado Rockies	Coors Field	43,000	Denver	11	\$46,585
Milwaukee Brewers	Miller Park	43,000	Milwaukee	5	\$15,500
Pittsburgh Pirates	PNC Park	56,000	Pittsburgh	42	\$33,726
San Diego Padres	PETCO Park	46,000	San Diego	8	\$66,000

Total Monthly Campaign Value: \$583,502
Your Monthly Rate: \$495,976
Total Monthly Savings: \$87,525
Your Campaign Rate: \$3,471,834
Total Campaign* Savings: \$612,677

*Campaign flight based on season targeting midMarch-September

