



Dave Arnold Photography

DIGITAL | PRINT
MEDIA KIT
2019

NEW ENGLAND BASEBALL JOURNAL

BASEBALLJOURNAL.COM



Dave Arnold/New England Baseball Journal

OUR MISSION

To inspire and inform amateur athletes and their supporters by sharing compelling stories and insightful advice to help further their development throughout their careers.

WHO WE ARE

Now in its 10th year, New England Baseball Journal continues to deliver the region's most compelling baseball content to one of the world's most knowledgeable, dedicated, passionate audiences of baseball players, parents, coaches, fans and decision-makers.

New England is one of the largest markets in the world in terms of player participation and consumer spending on baseball-related products and services, and New England Baseball

Journal has it covered like no other brand.

With a team of best-in-class writers and photographers, New England Baseball Journal — including our subscription-based website and our glossy print magazine — has become the must-read source for compelling baseball coverage, from recruiting and prep and high schools to colleges and summer collegiate leagues to our region's major-league and minor-league players.

BASEBALLJOURNAL.COM



Dave Arnold/New England Baseball Journal

OUR COMMUNITY

Demographics

New England Baseball Journal is aimed directly at the key audience baseball brands want to reach: baseball consumers. Our content and platforms are geared to a target audience of players and parents, plus coaches and major decision-makers at all levels.

HOUSEHOLD INCOME: Nearly a quarter of readers have an annual household income of \$200K or more, and 53 percent of readers have an annual household income of \$100K or more.

SPENDING HABITS: 34 percent of readers spend \$5,000 or more on baseball annually; and more than half of readers spend \$2,500 or more.

EDUCATION: More than 60 percent of our readers have a bachelor's degree or higher.

(All data based on third-party reader survey)

Readership habits

- 89% of readers rate NEBJ as excellent or good
- 75% of our readers access our content on a mobile device
- More than 60% of readers are more likely to make a purchase from an advertiser
- 100% of readers would recommend NEBJ to a friend

Social media community

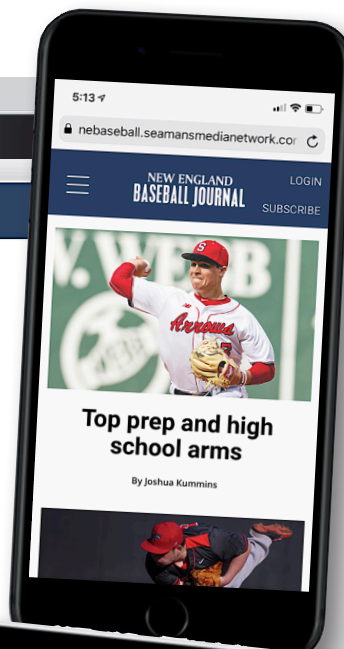
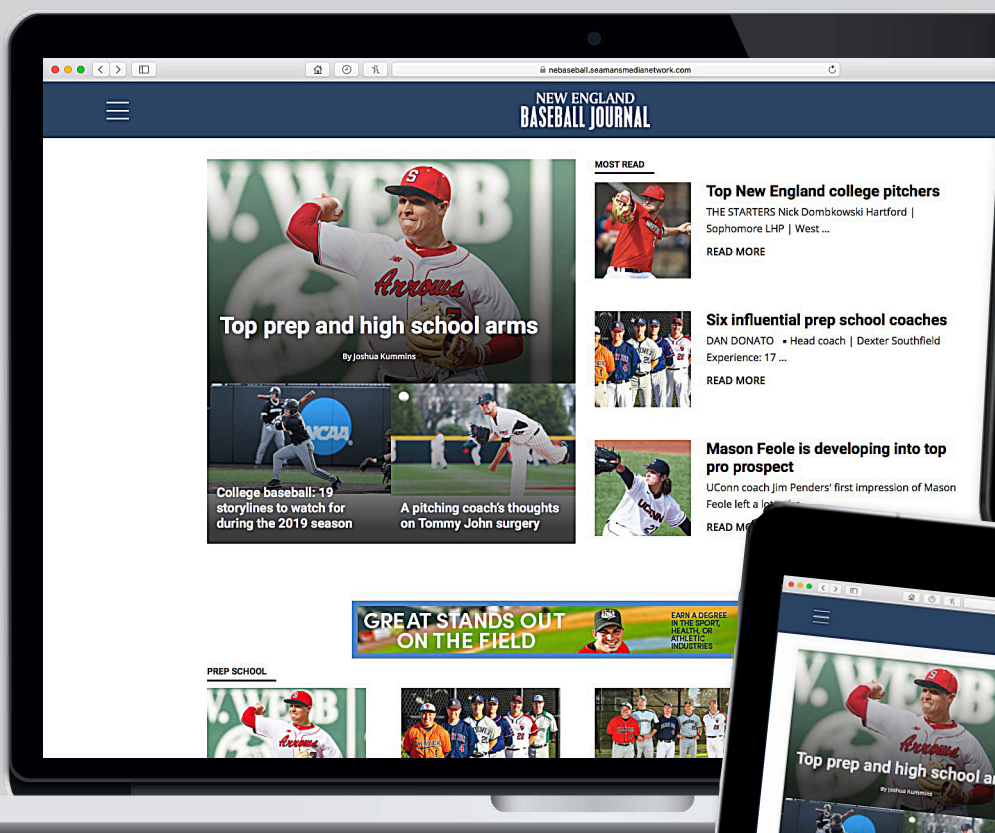
Our engaging presence on Twitter and Facebook shares and extends our content to thousands of followers and fans.



@NE_Baseball



/BaseballJournal



OUR WEBSITE BASEBALLJOURNAL.COM

Our enhanced digital experience

THE SITE: Relaunched in February 2019, the NEBJ website offers an improved, mobile-friendly platform for players, parents, coaches and fans to follow every level of baseball in New England.

THE SUBSCRIPTION PLANS: The NEBJ website also introduces for the first time a subscriber-based paywall, meaning the majority of our content is available exclusively to our most valued readers and ensuring that we're able to continue creating the very best baseball content we can provide.

THE AUDIENCE: The immediate response to our website has been outstanding, attracting subscribers from all over the country, including some of the top college and prep school coaches, recruiters and executives.

THE CONTENT: Our website now offers near-daily content on every aspect of baseball in the region, with an emphasis on recruiting, prep schools, colleges and more. The site also includes our popular directories of baseball camps, baseball tryouts and baseball tournaments, as well as the digital edition of every issue of the print magazine.

DIGITAL ADVERTISING

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged baseball audience on baseballjournal.com. Our responsive site is fully optimized to display advertising on mobile devices, as well as tablets and desktop/laptops. Digital display ads can be anchored to the homepage or specific sections and positions.



DESKTOP/TABLET AD

728 x 90 pixels

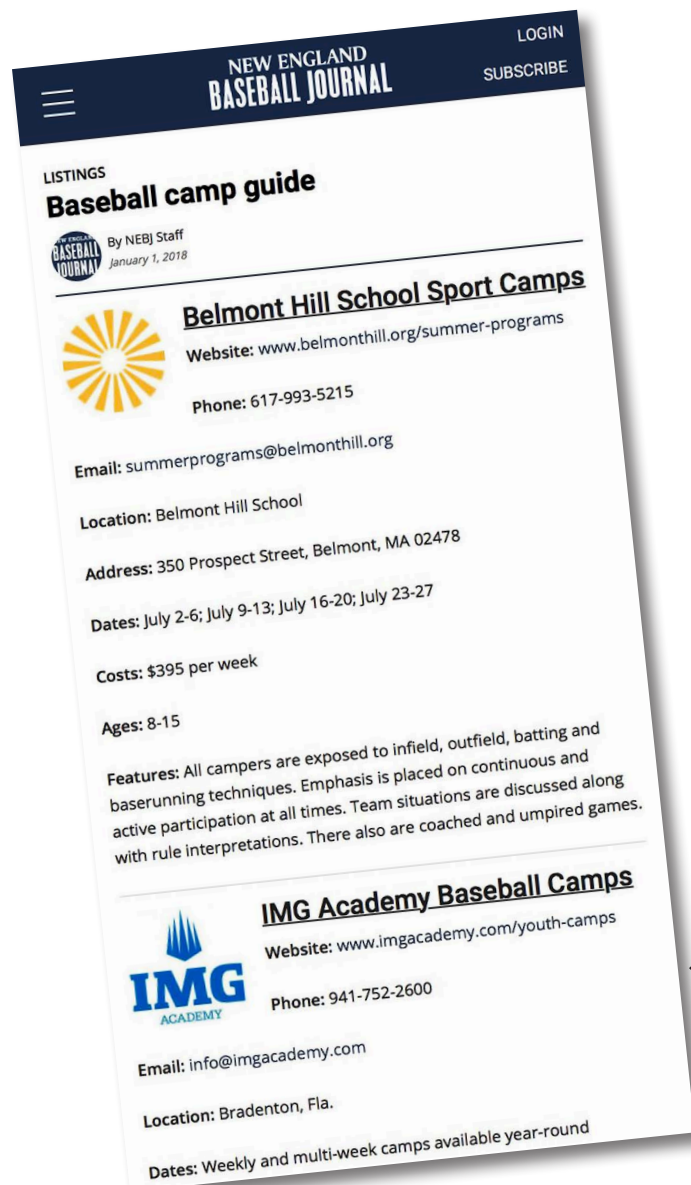
Digital advertising rates

Digital ad rates are quoted upon request and are based on the position, number of months or weeks and the share of audience advertisers wish to reach. One example: A top homepage position exposed to 100 percent of site visitors for one month — on mobile and desktop/tablet — would cost approximately \$1,500.



MOBILE AD

300 x 250 pixels



AD SUBMISSION GUIDELINES

- Advertisers must provide both ad sizes to ensure proper display on mobile and tablet/desktop.
- Provide ad as JPG file, min. 72 dpi.
- Submit ads by email to: ads@baseballjournal.com

Digital directory listings

Advertise your baseball camp, tryout or tournament in our specialized digital directories, which are open and free even to non-subscribers to ensure maximum exposure.

| Directory | Cost |
|----------------------|----------------|
| Baseball camps | \$599 annually |
| Baseball tryouts | \$599 annually |
| Baseball tournaments | \$599 annually |

OUR NEWSLETTER

Our free email newsletter — NEBJ Insider — is deployed multiple times a week to our list of more than 6,000 email subscribers, offering advertisers even more opportunities to reach our devoted audience. Newsletter ads appear between promos for the best and latest content posted on baseballjournal.com and allow advertisers to drive traffic directly to their own websites.

Newsletter advertising

The NEBJ Insider newsletter includes limited advertising inventory — up to four spots per email. All newsletter ads include a live link to the advertisers' webpage of choice.

Advertising rates

Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$799.

Presenting sponsorship

Ask us about exclusive opportunities to sponsor the NEBJ Insider newsletter, which includes special branding ("Presented by" and your logo at the top of the newsletter), as well as the 800 x 200 newsletter ad. We also offer sponsored content opportunities upon request.

NEWSLETTER AD

800 x 200 pixels



OUR MAGAZINE

The premier baseball publication

HISTORY: Published continuously since January 2010

FORMAT: Full-color, tabloid-sized (11 inches wide x 14 inches high) magazine with glossy wrap

FREQUENCY: Published eight times a year (monthly March through June, plus four bimonthly issues in July-August, Sept.-Oct., Nov.-Dec. and Jan.-Feb.)

DISTRIBUTION: In addition to home delivery to our paid subscribers, thousands of complimentary copies of every issue are distributed to baseball teams, retailers and training facilities throughout New England, where our loyal readers seek out and pick up every issue.

Display advertising rates

| Size | Open | 3x | 6x | 8x |
|--------------|---------|---------|---------|---------|
| Full Page | \$2,500 | \$2,250 | \$2,000 | \$1,875 |
| Half Page | \$1,500 | \$1,375 | \$1,250 | \$1,125 |
| Quarter Page | \$1,125 | \$1,000 | \$875 | \$750 |
| Eighth Page | \$685 | \$625 | \$565 | \$400 |

BONUS: All print ads come with ad and link in the digital edition.

| Glossy ads | Price | Glossy ads | Price |
|-------------------|---------|--------------------|---------|
| Front cover strip | \$2,200 | Inside front cover | \$3,000 |
| Back cover | \$3,000 | Inside back cover | \$2,600 |

Inquire about two-page spread rates.

EDITORIAL CALENDAR

OUR MAGAZINE CONTENT covers every level of baseball in New England with inspirational and informational stories and with a special emphasis on recruiting, prep school and college baseball. Our theme issues, annual guides and buyer's guides always are particularly successful with readers and advertisers alike.

| ISSUE | EDITORIAL HIGHLIGHTS | AD CLOSE | MATERIALS DUE | BUYER'S GUIDES & SPECIAL ISSUES | INFO DUE |
|-------------------------------------|---|----------------|----------------|---|---------------|
| March 2019 | THE HITTERS ISSUE , including hitting trends and the region's top hitting instructor, Prospects Pulse (Bryant's Ryan Ward), top college and prep and high school hitters, Red Sox and more // PLUS: Division 2 and 3 previews | Feb. 10, 2019 | Feb. 15, 2019 | Bats | Feb. 1, 2019 |
| April 2019 | THE FIELDERS ISSUE , including emergence of fielding importance and analytics, top college and prep and high school fielders, Red Sox and more // PLUS: Prep School and High School Preview, Summer Baseball Camp Guide, Prospects Pulse | March 10, 2019 | March 15, 2019 | 10th annual Summer Baseball Camp Guide and Fielding Gloves | March 1, 2019 |
| May 2019 | THE PARENTS ISSUE , including features on raising young players, being the parent of a pro player and navigating the youth baseball landscape, Red Sox and more // PLUS: Prospects Pulse, Prep Schools, High Schools, Colleges, minor leagues (PawSox and Eastern League), Around Campus | April 10, 2019 | April 15, 2019 | — | April 1, 2019 |
| June 2019 | THE MLB DRAFT ISSUE , including an in-depth look at the MLB draft, including current prospects, past top draft picks, Red Sox and more // PLUS: Oral History of the Massachusetts Super Eight, Summer collegiate league preview (CCBL, NECBL, FCBL), New York-Penn League, Prep Schools, College | May 10, 2019 | May 15, 2019 | — | May 1, 2019 |
| Summer 2019 (July-August) | HIGH SCHOOL CHAMPIONS EDITION , including state-by-state roundups of every champion // PLUS: NEBJ College and Prep Players of the Year, MLB draft coverage (including New Englanders selected), Cape Cod Baseball League, NECBL, FCBL | July 1, 2019 | July 6, 2019 | 3rd annual Prep School Guide and Accessories | June 20, 2019 |
| Fall 2019 (Sept.-Oct.) | COLLEGE RECRUITING ISSUE // PLUS: Summer collegiate league champions (CCBL, NECBL, FCBL), Around the Minors, Youth Baseball Roundup | Sept. 1, 2019 | Sept. 6, 2019 | — | Aug. 15, 2019 |
| November-December 2019 | ENTERPRISE TBD // PLUS: Tales from the Minors and updates on every New Englander in the minor leagues | Oct. 15, 2019 | Oct. 20, 2019 | Holiday Gift Guide | Oct. 1, 2019 |
| January-February 2020 | THE PITCHERS ISSUE , including features/advice on pitching, Prospects Pulse, top college and prep and high school pitchers, Red Sox and more // PLUS: Division 2 and 3 previews | Jan. 10, 2020 | Jan. 15, 2020 | — | Jan. 1, 2020 |

EVERY ISSUE ALSO INCLUDES Tyler's Journal, Volunteer Coach by Chris Fay, Recruiting by Wayne Mazzoni, Mental Edge by Landon DuMar, Baseball Nutrition by Sarah Gilbert, Around the Region and Hangin' Out With . . .

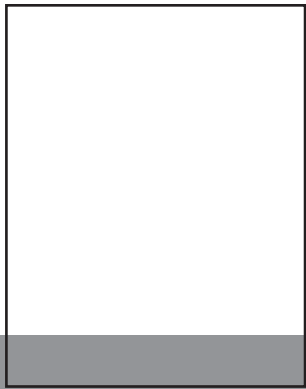
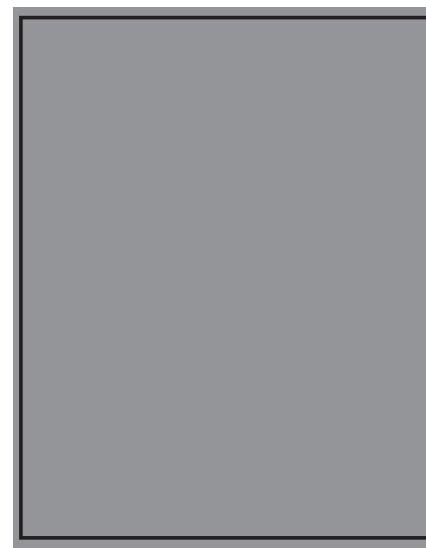
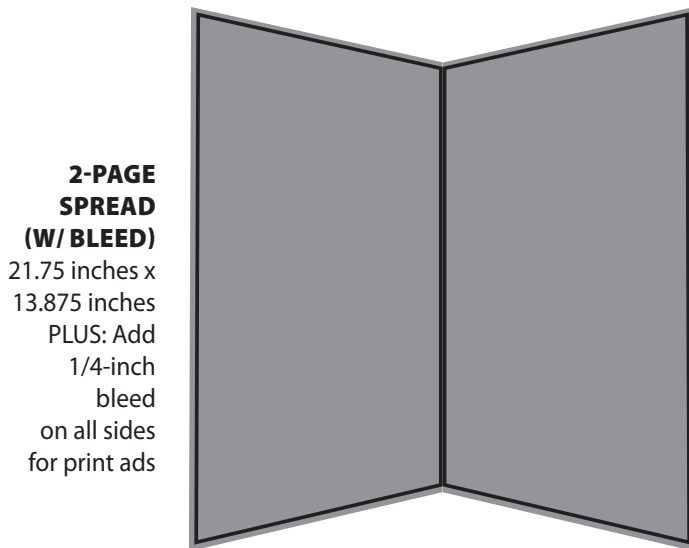
NOTE: Editorial schedule subject to change.



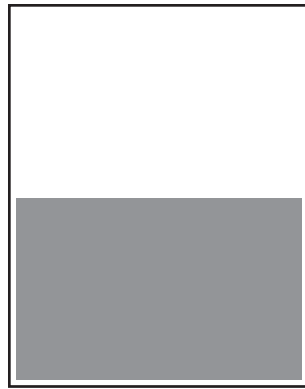
PRINT AD SPECS

NEW ENGLAND
BASEBALL JOURNAL

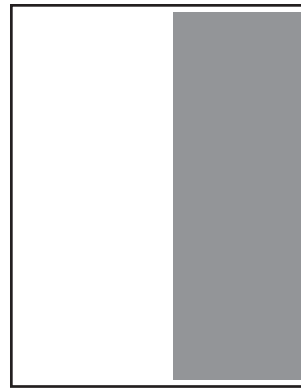
We offer an array of compelling ad spaces to effectively deliver your message — from expansive two-page spreads and full-page canvasses to smaller opportunities to fit any budget.



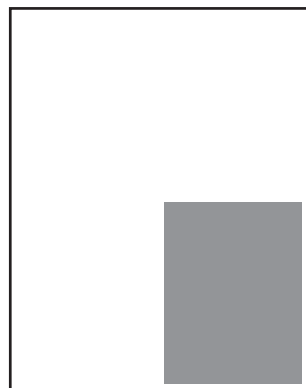
COVER STRIP (W/ BLEED)
10.875 inches x 1.5 inches
PLUS: Add 1/4-inch bleed on sides and bottom



HALF-PAGE HORIZONTAL
9.875 inches x 6.25 inches



HALF-PAGE VERTICAL (SKYSCRAPER)
4.875 inches x 12.875 inches



QUARTER-PAGE VERTICAL
4.875 inches x 6.25 inches



QUARTER-PAGE HORIZONTAL
9.875 inches x 3 inches



EIGHTH-PAGE HORIZONTAL
4.875 inches x 3 inches

AD SUBMISSION GUIDELINES

- Ads are due on the 15th of the month prior to publication date.
- Bleed margin: Add .25" to all outside edges for full-page, spread and cover strip ads.
- Keep all text and graphics 0.25" from outside edges.
- Do not include crop marks.
- Provide ad as a PDF or JPG file, 300 dpi.

Submit ads
by email to:
ads@
baseballjournal.com

THE SOCIAL SHOWCASE

■ Firecracker Baseball helps build relationships

The main ingredient to watching baseball always is great talent, but it's not the only aspect that makes the sport America's pastime. There's the atmosphere of being outside on a nice summer day. The time between pitches and innings allows for conversation with fans sitting nearby. There's the world-renowned ballpark food. There's the quintessential image of a family enjoying a game together. Baseball isn't just about the competition itself; that's what makes Firecracker Baseball a premier showcase event for baseball teams.

"We believe that we supply an event that is not only about baseball but creating relationships on and off the field," said Mark Cooke, the owner and president of Firecracker Baseball. "I've always had a passion for helping people enjoy their lives. I wanted ours to be different. We do something different with the social events. Some of these people, I'll see once a year, but I've known them for 12 years."

With Firecracker Baseball, Cooke — also an assistant baseball coach at Johnson and Wales University — was able to combine his loves of baseball and helping people.

Cooke said Firecracker Baseball was founded 11 years ago when he was coaching an American Legion team. He said the kids didn't have much in the ways of equipment or apparel, so he decided to run a fundraiser tournament over the Fourth of July. He said six teams signed up, and he was able to buy the kids batting practice jerseys and T-shirts.

The tournament has exploded since then. Cooke said it doubled in size over the next couple years and now there are three tournaments and college showcase camps that take place prior to the tournaments for coaches to get a look at as many players as possible. According to Cooke, Firecracker Baseball hosted 200 teams at five events alone in 2018.



"We do showcase camps at every one of our tournaments," Cooke said. "As long as it's in the NCAA recruiting calendar, we'll do a showcase. We've serviced over 300 kids this year."

"Our Fourth of July event had 120 teams this summer," he added. "We said, 'Where can we do something similar? Not as big, but provide the same experience. Down in New York, there's a need for quality tournaments like this. Last year, we did it as a pilot and we got 30 teams. That area wanted it.' The competition at the tournaments is at the top level. Fourteen different states were represented in the past year, and a team from Puerto Rico was supposed to come before they experienced complications due to the hurricane."

According to Cooke, Firecracker Baseball tournaments have hosted the runners-up for the senior Babe Ruth World Series in 2017, the 2012 American Legion national champions, and runners-up for four regional American Legion championships.

"We just want everyone to have good competition," Cooke said. That competition involves several players who have gone on to play professionally, including former New England Patriots players Rhett Wiseman (Manchester, Mass.; Washington

Nationals organization), Austin DeCarr (Foxboro, Mass.; New York Yankees organization), Joe Napolitano (Hollis, N.H.; New York Mets organization), and Ricky Surum (New York Yankees organization). Another recent draftee is Orange Post 127's Pat Winkel (Orange, Conn.), who was selected by the New York Yankees this year but instead is honoring his commitment to play at UConn.

"I was looking in the last issue of the draft recap (in New England Baseball Journal), and there were three kids that played in our event," Cooke said. "Over the course of the last 11 years, we've had nine players make it to the professionals, and that's before 2018. Players going into college, the last count was over 300. The amount of teams, we've grown from six teams to 140 in 2017. Considering that the number has really skyrocketed, that shows the type of talent we've had."

Firecracker Baseball is a wood bat only event. The tournament partners with D-Flat, a bat company that provides trophy bats for champions and finalists and sells its wood bats over the course of the weekend. Additionally, while teams have to provide their own baseballs at the moment, Firecracker Baseball's partnership with Proline Sports soon will provide

baseballs for all teams at the tournaments.

Not only do players get to play in front of college coaches, but they also get to travel and play at different college venues, providing them an opportunity to see what may be ahead in their baseball futures. Tournament games are played at Assumption, Brown, the University of Rhode Island, Johnson and Wales, Concordia College, Southern Maine and St. Joseph's College.

"They're getting the feel for different venues as they get ready for the next stage," Cooke said.

In addition to the competitive baseball and the showcase element, Cooke said a big part of Firecracker Baseball events is the social outings.

Cooke said the organization coordinates beer and wine socials and nights out at Pawtucket Red Sox and Portland Sea Dogs games.

"We're combining everything they could want in a summer showcase in four or five days, all for under a thousand dollars," Cooke said. "To have a hot dog and a beer at the Paw Sox game and catch up, it's about the relationships."

Firecracker Baseball will continue to expand.

Cooke said they will be adding events in Saratoga, N.Y., and Hartford. There also are plans to host a World Series event. Firecracker Baseball is expanding into the Mid-Atlantic states and the Carolinas by 2022 with 10 overall events.

With more than a decade of experience and the social experience at the heart of what Firecracker Baseball does, the tournaments and showcases are must-attend events.

"We will keep trying to stay strong and maintain relationships to play at their facilities," Cooke said. "We keep looking for ways to bring people in and build relationships off the field. We want to be your home for showcase baseball, college recruiting and great value in travel destinations."

Content produced by New England Baseball Journal in conjunction with Firecracker Baseball.

YOUR HOME FOR COLLEGE RECRUITING, SHOWCASE BASEBALL AND GREAT VALUE IN SUMMER DESTINATIONS

FIRECRACKER

BASEBALL SHOWCASE TOURNAMENTS

2019 TOURNAMENT REGISTRATIONS NOW OPEN



WORLD SERIES

FIRECRACKER

BASEBALL SHOWCASE TOURNAMENTS

Columbus Day BASH

Coming August 2019 to top 8 teams for 15U; 17U and 19U; grand prizes include FREE REGISTRATIONS for 2020 season and more than \$4,000 in savings!

October 6-8, 2018
Hartford, Conn. | Ages 15U & 18
20+ teams for first year

FIRECRACKERBASEBALL.COM

For more information, call or email Mark Cooke, president, at 401-595-0233 or mark@firecrackerbaseball.com

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The first baseball showcase tournament provider in the nation to provide a mobile app. Now available on Apple Store.



MOBILE APP NOW AVAILABLE

BRANDED EDITORIAL SPONSORSHIP

Promote your company or organization

Seamans Media will write, edit and design an 800- to 1,000-word branded editorial experience presented as sponsored content about your company or organization, which will appear in our print and digital editions

Sponsorship includes:

- ▶ Story on what your company or organization offers written by Seamans Media
- ▶ Editing and design by Seamans Media
- ▶ Full-page advertisement appears opposite page of content, creating a two-page spread
- ▶ Social media push to communities where your customers live
- ▶ Story and advertising assets provided to you to use in perpetuity

Total investment

▶ \$3,500 net

NEW ENGLAND BASEBALL JOURNAL



Dave Arnold/New England Baseball Journal

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