



Print Advertising

SOUVENIR PROGRAM:

The RailCats' gameday souvenir program is a magazine sold at every RailCats home game. This collector's item is filled with stories, pictures and in-depth descriptions, complete with all the information fans need to get through the 2012 season. The program contains an official RailCats scorecard, player and coach features, and information on Rusty and Rascal, the team's fan-friendly mascots.

Looking for a better way to feature your business in the gameday program? Try an interactive lucky-number giveaway, drawing fans to your ad for a chance to win prizes. RailCats fans walk out of U. S. Steel Yard with a gameday program every night, taking your ad home with them.

Back Cover (\$4,000), Inside Front or Back Cover (\$3,000)

Full-Page Ad (\$2,500), Half-Page Ad (\$1,500), Quarter-Page Ad (\$1,000)



SCORECARD:

Baseball fans have been keeping score at the ballpark for three centuries, and we offer RailCats fans a full-color scorecard at every home game to keep that tradition alive. The scorecard includes not only an area for tracking the game, but updated player rosters for each team, ticket information and brief features on RailCats players. The scorecard is one of the most affordable ways advertisers can place their business in front of thousands of fans each year.

Back Cover (\$3,500), One-Third Page Ad (\$1,500), One-Sixth Page Ad (\$1,000)

ROSTER INSERT:

Available inside the RailCats gameday program and scorecard, the daily roster insert provides up-to-date information on team rosters, stats and standings. Even fans who don't buy a program or scorecard can get their hands on one of these inserts, which are available free of charge inside the SouthShore Depot Merchandise Store. The RailCats and distribute print several hundred each game.

Back Cover (\$1,000), Quarter-Page Ad (\$750)

MEDIA GUIDE:

Another great collector's item is the RailCats annual media guide, a detailed history of the RailCats on-field prowess and in-depth biographical information on RailCats players and coaches. Distributed to media across the American Association including Northwest Indiana, RailCats Media Guides are also for sale at the SouthShore Depot Merchandise Store and given to all season ticket holders.

Back Cover (\$1,500), Full-Page Ad (\$1,000)

