



The Southern Voice of the BOSTON RED SOX



Join the Team!

Be part of the
POWER and **PASSION**
of the 2010 Season.

Your Game Plan is
attached!

- * **SATURATION!** ALL 162 Regular Season Games
(including 18 games versus the New York Yankees!)
- * 11 Spring Training Games
- * Pre-game/In-Game/Post-Game Spots
- * **BONUS SPOTS**
- * Season long promotions
- * 8 Months of Exposure to South Florida
- * On-air "Cup of Joe Morning Show" exposures
- * On-air "live" interviews promoting your product/
services season long
- * On-site promos at spring training headquarters in
Ft. Myers, Florida.
- * **BRANDING** with a **WINNER!** The Red Sox won the
World Series in 2007 and are considered a major
contender in 2010.





ALL 162 Game Season PLUS
Spring Training

THE MVP PACKAGE

1,038 :30 Spots PLUS 346 Billboards

Opening and Closing Billboards (:15 seconds)

Four (4) :30 spots in every game

One (1) :30 Pre-Game / One (1) :30 Post-Game Spot

One (1) FREE Remote prior
to a Red Sox/Yankees Game

\$21,959 total investment

\$625.00 weekly

THE HOME RUN PACKAGE

692 :30 Spots PLUS 346 Billboards

Opening and Closing Billboards (:15 seconds)

Two (2) :30 spots in every game

One (1) :30 Pre-Game / One (1) :30 Post-Game Spot

FREE Remote prior to Red Sox/Yankee Match

\$17,290 total investment

\$494.00 weekly

THE GREEN MONSTER PACKAGE

346 :30 Spots PLUS 173 Billboards

One (1) Billboard Mention Per Game

One (1) :30 spot in every game

One (1) :30 Pre-Game or Post-Game Spot

\$9,065 total investment

\$259.00 weekly

Sports on
SeaView Radio?

Why do you listen to
radio?

For local news?

Local weather?

Local traffic reports?

Updates on local
happenings in your
community?

How about the music?

SeaView Radio
HAS IT ALL!





Marketing Schedule for First Half of Season

Broadcasting on
95.9FM and 960AM

Coverage

North past Vero Beach
South to Boca Raton
West to Ft. Meyers
East to the Bahamas

RED SOX NATION
are passionate

SeaView LISTENERS
are loyal

Team up with
Winners!

SeaView Radio
Has It All!

THE ALL-STAR PACKAGE

81 Regular Season Games + 11 Spring Training
1 Pre/1 Post/4 in-game spots \$11,184
1 Pre/1 Post/2 in-game spots \$7,600
1 Pre or Post and 1 in-game spot \$3,760



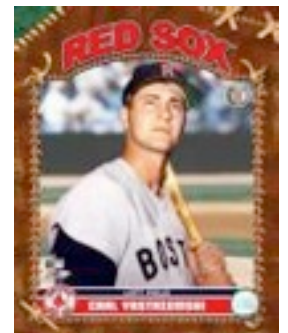
THE TED WILLIAMS PACKAGE

40 Regular Season Games + 11 Spring Training
1 Pre/1 Post/4 in-game spots \$5,592
1 Pre/1 Post/2 in-game spots \$3,800
1 Pre or Post and 1 in-game spot \$1,880



THE YAZ PACKAGE

374 :30 Spots PLUS 374 Billboards
20 Regular Season Games + 11 Spring Training
1 Pre/1 Post/4 in-game spots \$2,796
1 Pre/1 Post/2 in-game spots \$1,900
1 Pre or Post and 1 in-game spot \$940



BEAT THE YANKEES REMOTE!

Two-hour pre-game remote from your location prior to the first pitch of any RedSox/Yankees battle. Only 18 opportunities.

Twenty (20) :30 spots to promote remote in advance of event.

\$600 per game

Only \$200 with a package purchase

