

STATIC ADS

vs.

DYNAMIC ADS

User Initiates

Flat Fee per Month or Year

Very Low Cost

Fully Interactive

Auto-Renews Each Interval

Includes Admin Functions

Real Time Stats

Cancellable Prior to Any Renewal

Action, Event or Behavior Driven

CPM Pricing

Slightly Higher Cost But Hyper Targeted

Fully Interactive

Auto Replenishes

Includes Admin Functions

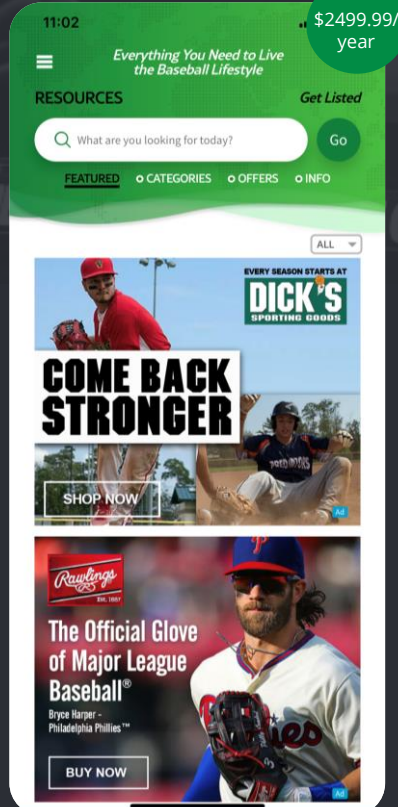
Real Time Stats

Cancellable Prior to Any Renewal

AD/LISTING TYPES - STATIC

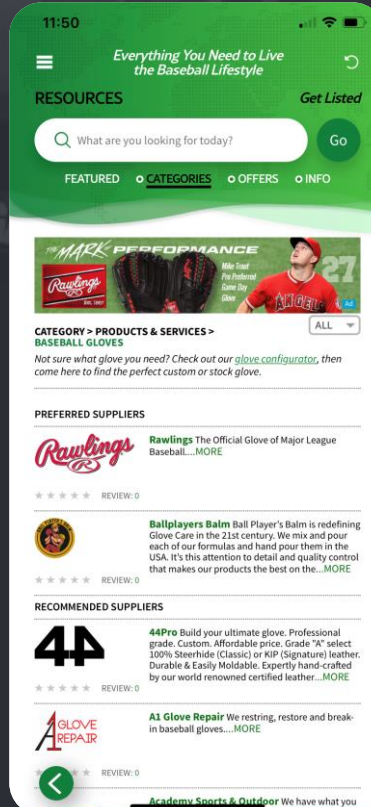
Rate Card rates shown – subject to change for PG sponsors or strategic partners

Sponsor Ad (Main Page)



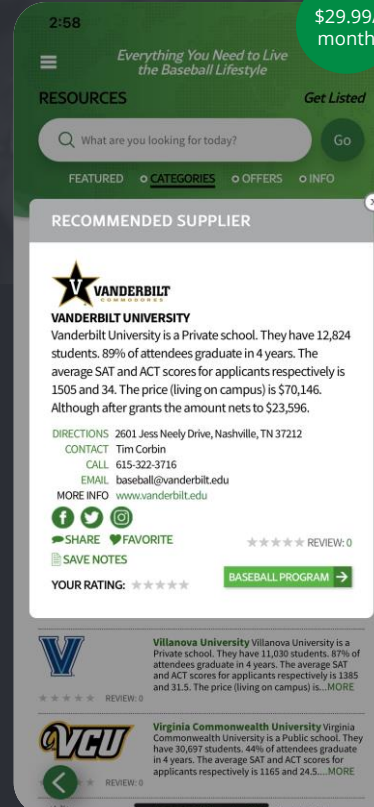
Highest Visibility and Limited Positions Available

Listing Page



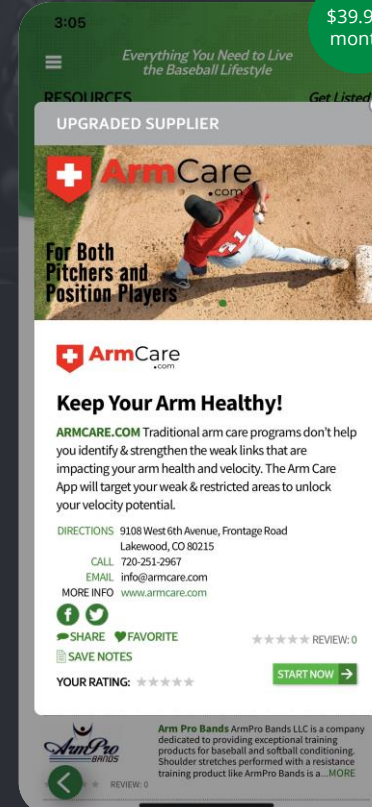
Listings Prioritized by Type of Ad, then Alpha Approx. 200 Categories

Recommended Listing



Default Listing – Base Ad (Vast Majority of Listings)

Upgraded Listing



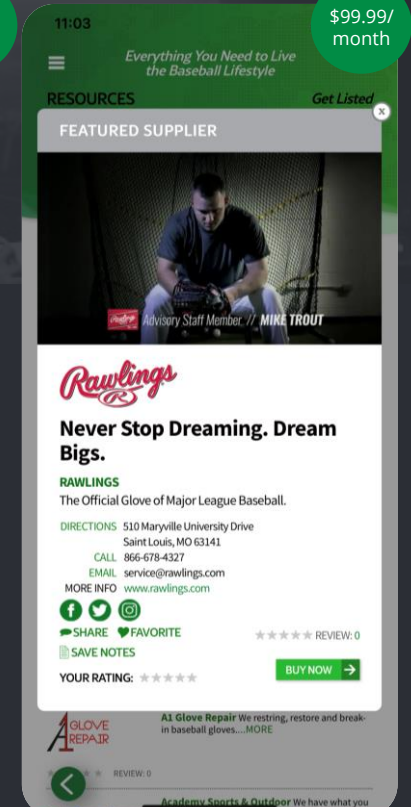
Adds Slideshow (up to 9 Images max)

Preferred Listing



Adds Half Page Custom Photo/Ad

Featured Listing

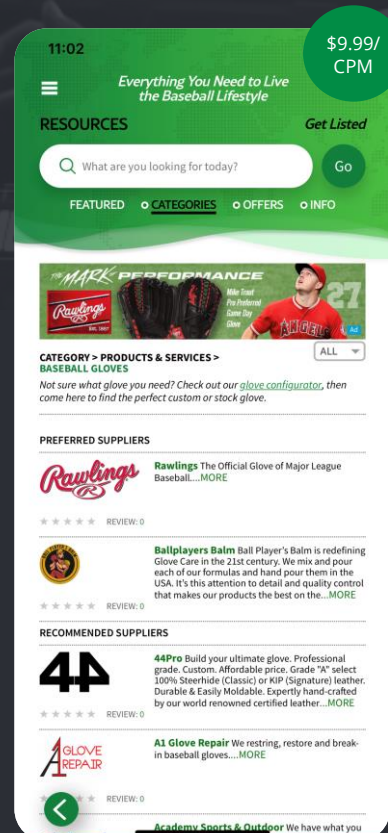


Adds Video – (player pops out to full screen)

AD/LISTING TYPES - DYNAMIC

Rate Card rates shown – subject to change for PG sponsors or strategic partners

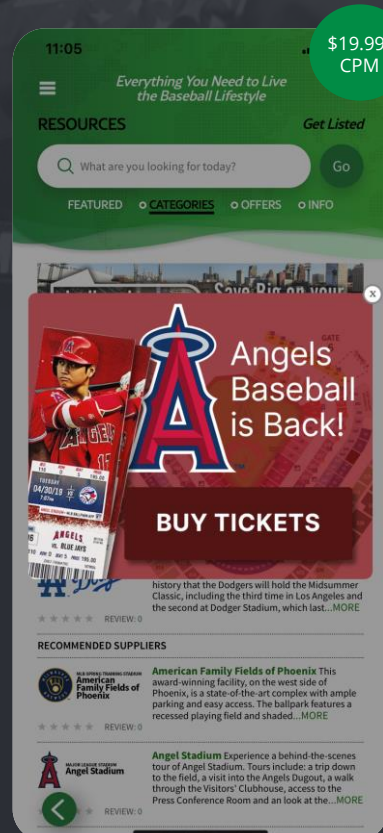
Leaderboard Banner



\$9.99/
CPM

Targeted by **Category**
Position Rotates

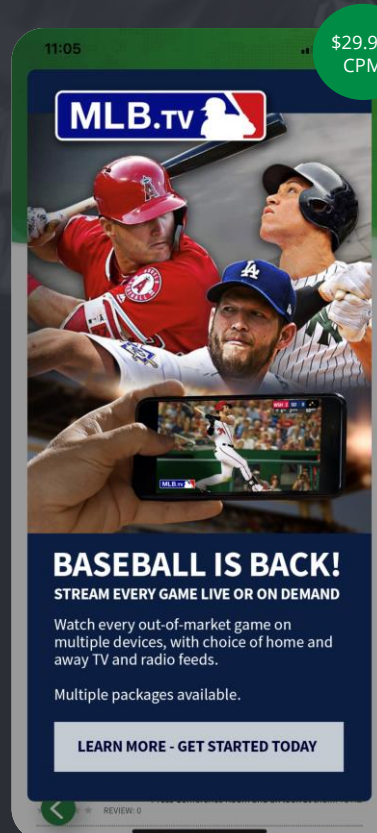
Half Page Banner



\$19.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

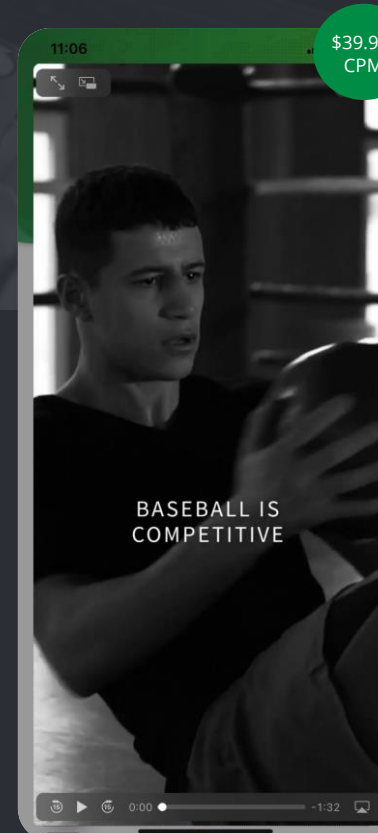
Interstitial Image



\$29.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

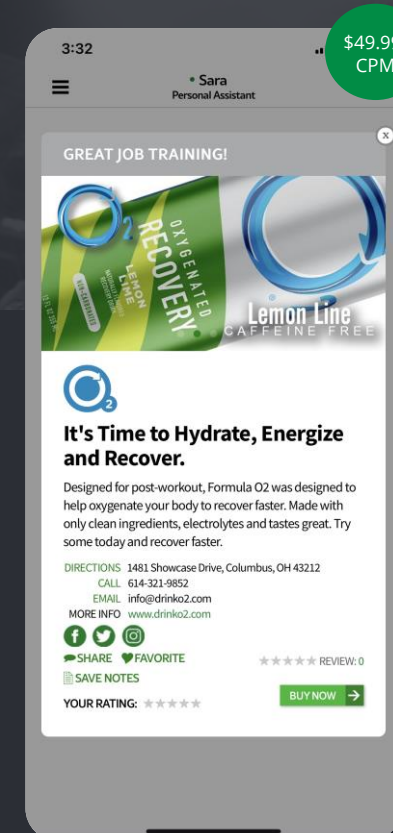
Interstitial Video



\$39.99/
CPM

Targeted by **Category**
Pops-Up; Position Rotates

Special Pop-Up Ad



\$49.99/
CPM

Triggered by **Activity, Events, Behavior**
Pops-Up; Position Rotates

AD/LISTING TYPES - CONTENT

Rate Card rates shown – subject to change for PG sponsors or strategic partners


Paid Content


11:03

Everything You Need to Live the Baseball Lifestyle

RESOURCES Get Listed

INFO


Easton Introduces New Batting Helmet
 ALPHA BATTING HELMET, WITH NEW DESIGN FOR A BETTER AND LONGER-LASTING FIT



THOUSAND OAKS, CA. (September 5, 2019) – Easton Diamond Sports, the industry leader in equipment innovation and technology, today announced the launch of its Alpha Batting Helmet featuring a revolutionary fit design and new shell that offers even pressure around the head and proper jaw coverage. The introduction of Alpha is an achievement in batting helmet design, providing better and longer-lasting fit for players of all ages, skill levels and head shapes than ever before.

The Alpha Batting Helmet is the best looking, best fitting, and most comfortable entry-level batting helmet on the market. Easton engineers developed a more consistent, continuous fit for Alpha to allow players to transition in size from tee ball to adult (from as small as 6 1/4", to as large as 7 1/4").

"Good fit equals effective protection," said Easton Category Manager Ian Fung. "That is a fact that gets overlooked too often. We see a lot of players on the field using a helmet that has the right construction and features, but leaves much to be desired from a fit perspective. We found that children, especially, are..." [MORE](#)

SHARE FAVORITE ★★★★★ REVIEWS: 26
SAVE NOTES
 YOUR RATING: ★★★★★

REVIEW 0
 Academy Sports & Outdoor We have what you

\$199.99
1-time


Purely Commercial Interest
One Time Fee
Includes Logo

Byline Content

11:07

INFO

Where the Sidewalk Terminates
FIRST IN A SERIES



by Ron Wolforth, Principal Texas Baseball Ranch
Where the Sidewalk Terminates
 Several years ago, while traveling to Ft. Lauderdale to watch our then-21-year-old son play baseball, I ran across this very peculiar sign.
 Every morning and every evening my wife, Jill, and I go for a 15-45-minute walk. One morning, while walking to breakfast, we ran across this sign. The next morning, I made sure we walked the same way so I could take a picture of it.
 My initial reaction to the sign was, 'Why on Earth would we spend tax-payer money on such a sign? After all, don't almost all sidewalks terminate into a street or another sidewalk at some point? Do we really need to have a sign which points out the obvious?'
 The more I thought about this, it occurred to me that common sense is really often nothing more than the behavior of recognizing and respecting the obvious. I thought the sign was a perfect metaphor for what I wanted to share in this series.
 In this series, I endeavor to point out the obvious things that are critically important to the development of an athlete's throwing tool. As a vast majority of readers would attest to, there are no shortages today in terms of velocity enhancement programs, weighted ball programs, as well as various tools and processes that promise spine-tingling improvements in a very short period of time.
 I will not berate nor chastise any philosophy, tool, process

\$29.99
1-time

Moderate Commercial Interest
Lower One Time Fee

Subject Content

3:36

INFO

Pitch Smart
GUIDELINES FOR YOUTH & ADOLESCENT PITCHERS by MLB and USA Baseball

As the health and safety of athletes continues to be a priority within amateur baseball, the following Pitch Smart Compliance program has been developed to assist the public in identifying the organizations that have adopted Pitch Smart guidelines and principles. If your organization would like to become Pitch Smart Compliant, please complete the application and submit it to pitchsmart@usabaseball.com.

Ages 8 and Under (Typically 46' Pitching Distance)

- Focus on athleticism, physical fitness, and fun
- Focus on learning baseball rules, general techniques, & teamwork
- Do not exceed 60 combined innings pitched in a 12-month period
- Take at least 4 months off from throwing every year, with at least 2-3 of those months being continuous
- Make sure to properly warm up before pitching
- Set and follow pitch-count limits and required rest periods
- Avoid throwing pitches other than fastballs and change ups
- Avoid playing for multiple teams at the same time
- Avoid playing catcher while not pitching
- Players should not pitch in multiple games on the same day
- Play other sports during the course of the year
- Monitor for other signs of fatigue
- Pitchers once removed from the mound may not return as pitchers
- No pitcher shall appear in a game as a pitcher for three consecutive days, regardless of pitch counts

Ages 9-12 (Typically 46-50' Pitching Distance)

- Focus on athleticism, physical fitness, and fun
- Focus on learning baseball rules, general techniques, & teamwork
- Do not exceed 80 combined innings pitched in a 12-month period
- Take at least 4 months off from throwing every year

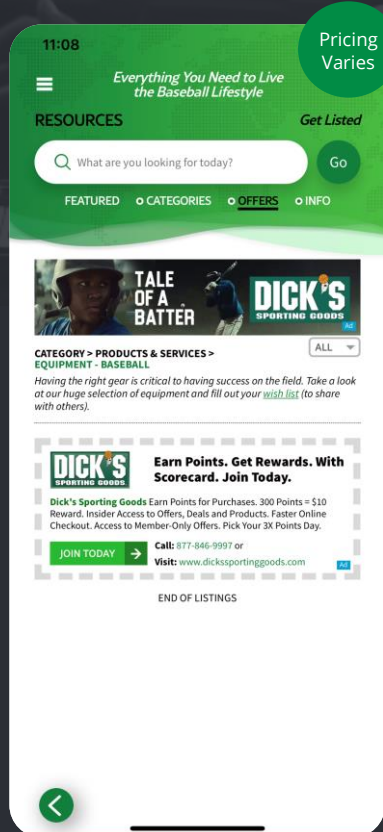
Free of Charge

No Commercial Interest
Free of Charge

AD/LISTING TYPES – OTHER OFFERS, EMAIL + TEXT BLASTS

Rate Card rates shown – subject to change for PG sponsors or strategic partners

Offers



Provides Value to Customers
Discounted Rate or Free

Email Blasts



Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

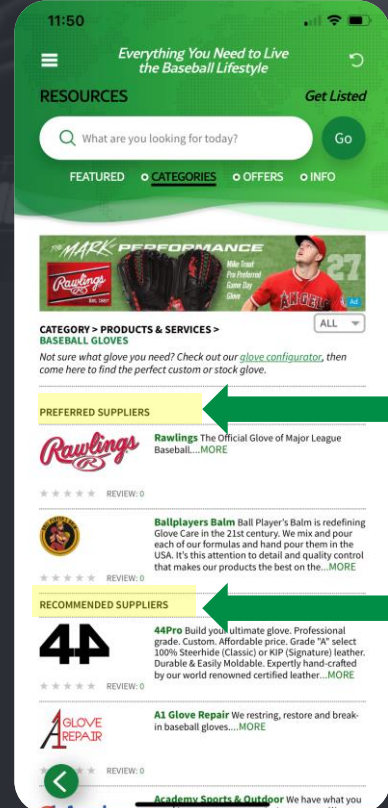
Text Blasts



Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

AD LISTING PLACEMENT + PRIORITIZATION

Static Ads

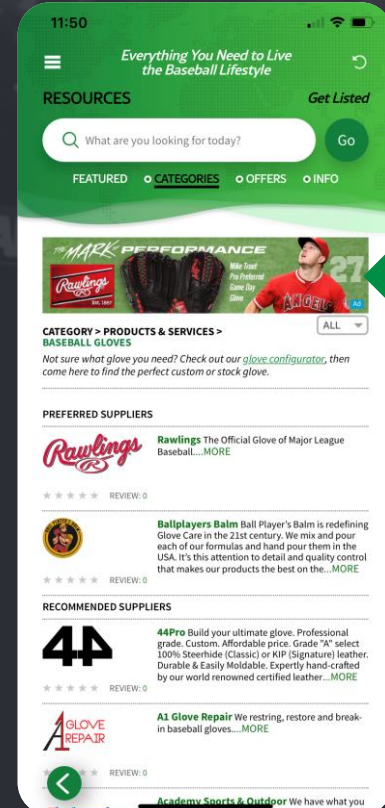


A
thru
Z

A
thru
Z

Static Ads are placed in either the **RECOMMENDED** section (Alphabetically) or **PREFERRED** section (in order of AD TYPE (then Alphabetically))

Leaderboard Banners

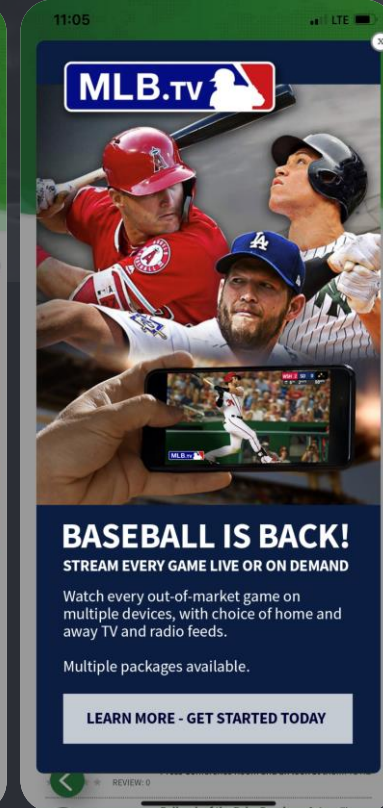


Rotated at the top of a Category (up to a max of 5 categories per ad) and/or Main Sections

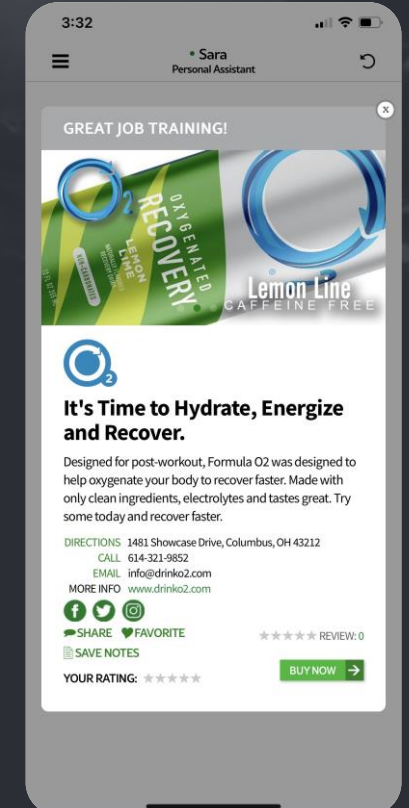
Half Page Banner + Interstitial Full-Page Ads



Pop-Up; Rotated by Category (up to a max of 5 categories per ad)



Special Pop-Up Ads

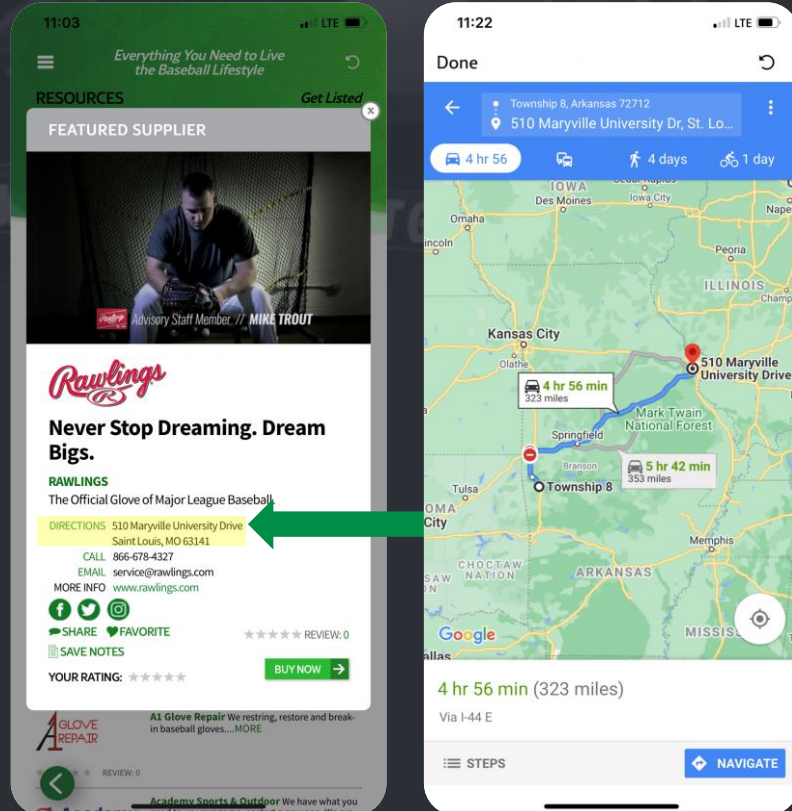


Served Up Once Per Customer Per Activity, Action, Event or Behavior

INTERACTIVE FEATURES

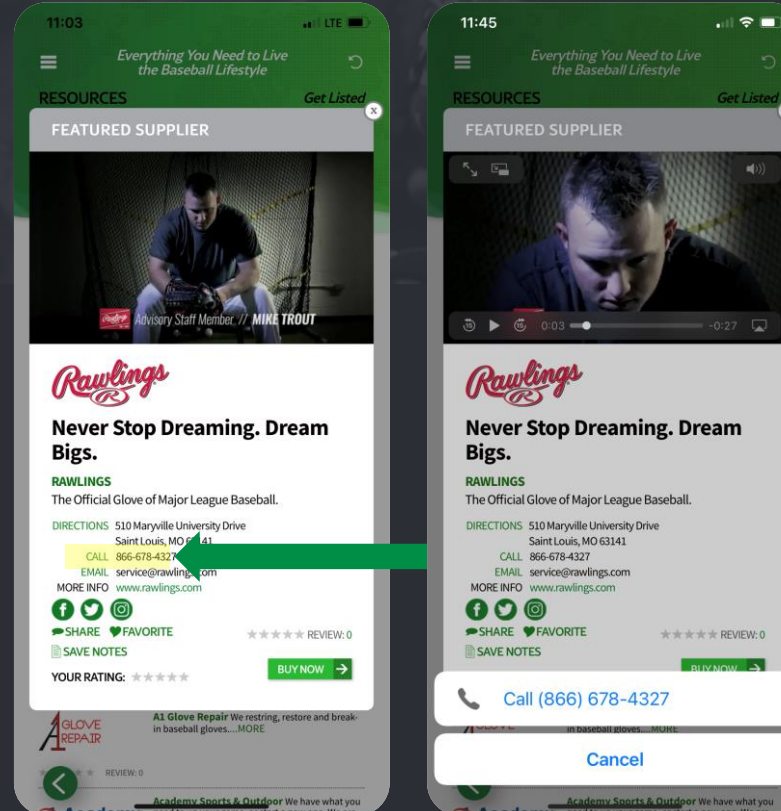
(ALL ADS EXCEPT SPONSOR + BANNERS)

Directions/Address



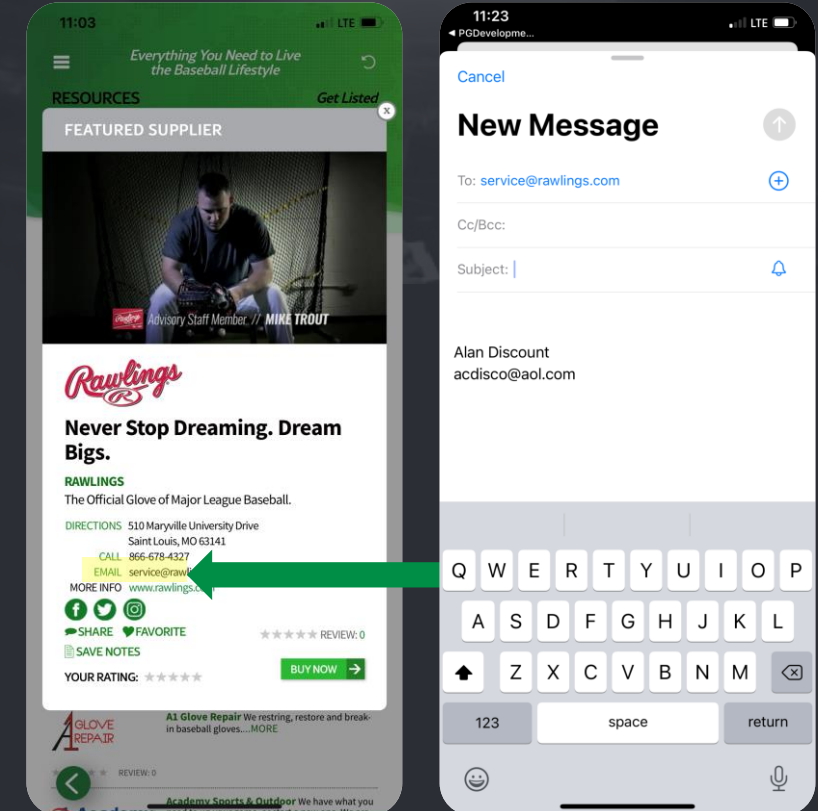
Uses address on file and/or geolocating to provide directions

Call



Initiates phone call with just a tap

Email

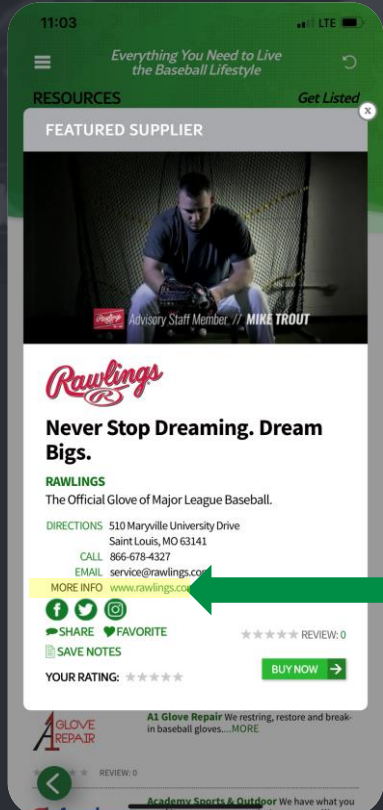


Opens and pre-populates email client

INTERACTIVE FEATURES

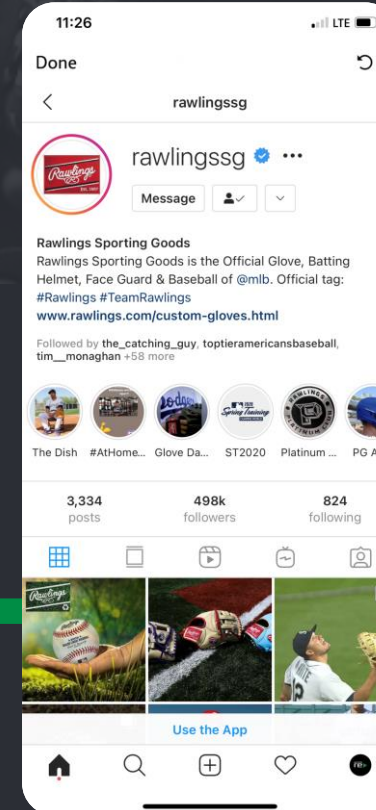
(ALL ADS EXCEPT SPONSOR + BANNERS)

More Info



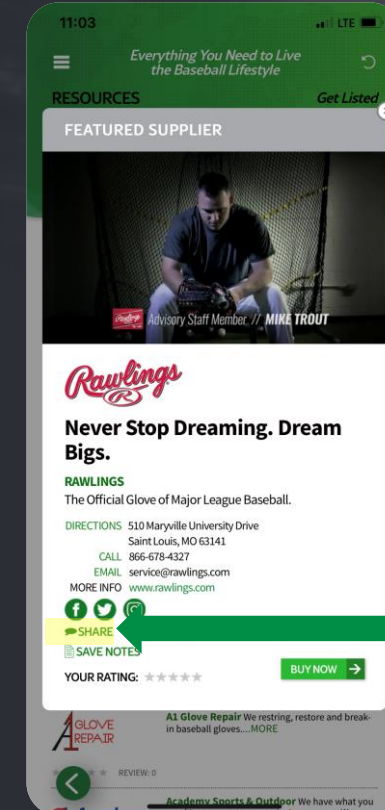
Uses proprietary in-app browser to link to website

Supplier's Social Media



Uses proprietary in-app browser to link to social media (FB, TW, IG)

Share



SMS Text, Email or post to user's Social Media (viral opportunity)

INTERACTIVE FEATURES

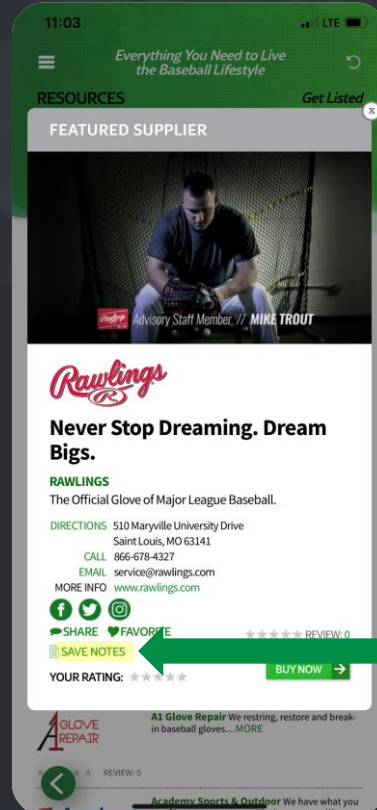
(ALL ADS EXCEPT SPONSOR + BANNERS)

Favorite



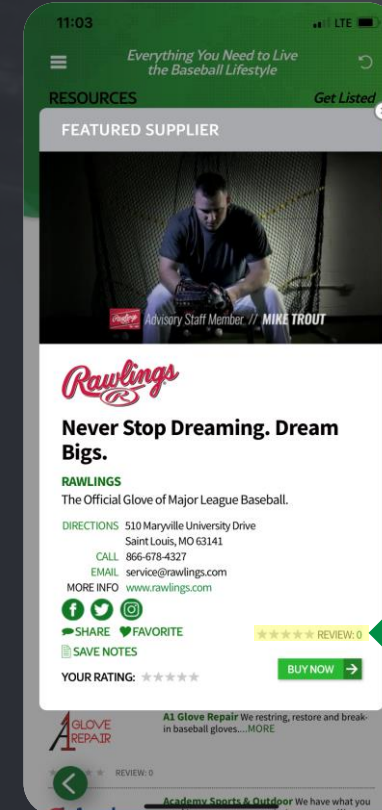
Saves to user's Favorites page for easy future reference

Save Notes



Saves notes to user's Favorites page for easy future reference

Reviews

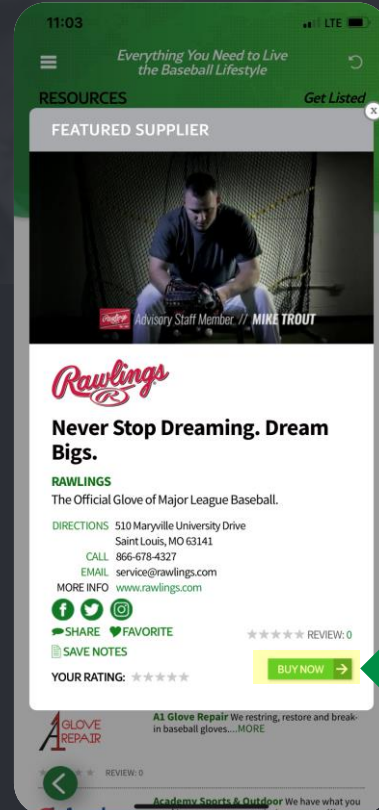
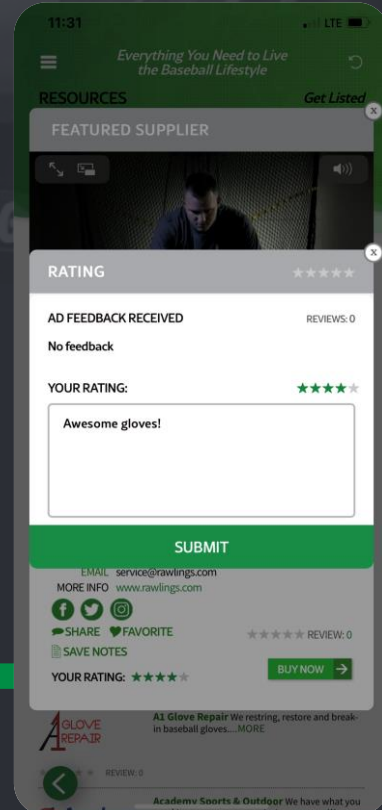
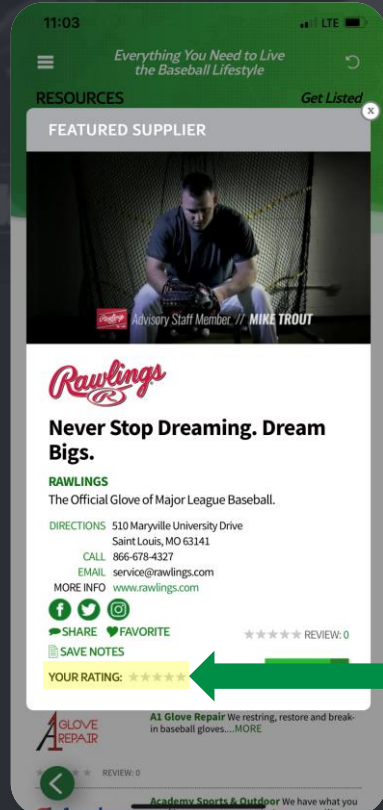


See other user's ratings and reviews (moderated)

INTERACTIVE FEATURES

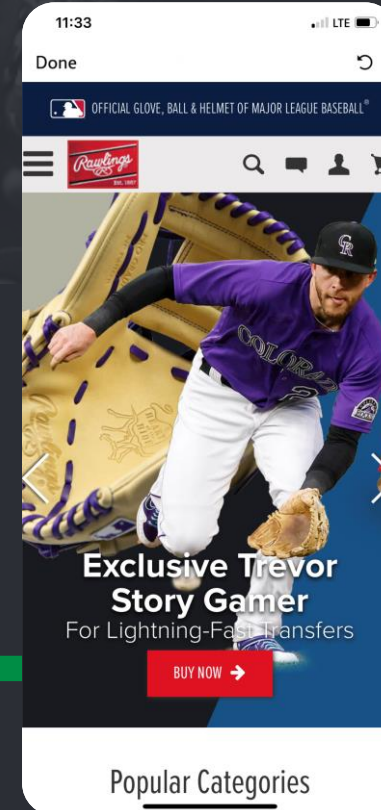
(ALL ADS EXCEPT SPONSOR + BANNERS)

Your Rating



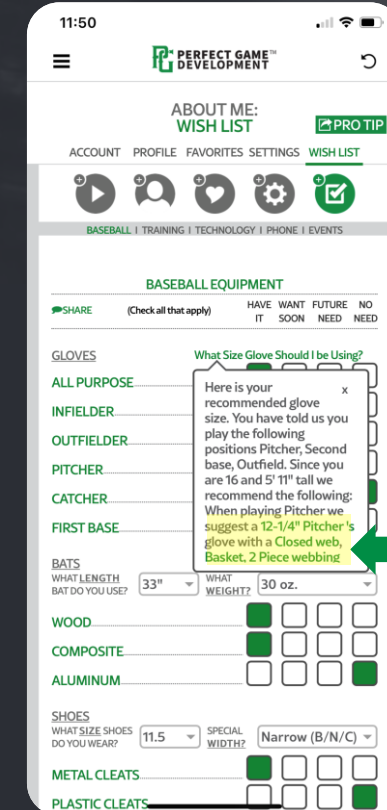
Each user may enter a rating and post their own review (moderated)

Call-to-Action Button



Uses in-app browser to drive user to purchase, find locations, etc.

Tied to App Functions



Custom applications tied to specific app functionality available

Add to Calendar



Event driven activity can instantly be added to the user's calendar

ADMINISTRATIVE FEATURES

- Ads may be placed in up to **5 Categories**
- Up to **10 Keywords** (or Keyword Phrases) Included
- **Search Engine** – Name, Address, Description, Categories, Keywords
- Real Time Ad **Performance Stats**
- **Editing/Upgrading/Cancelling** Capabilities
- Auto-Renewable Payments
(Multiple Gateways – CC/DC, Check/Savings, PayPal)
- We review (to ensure compliance with our publishing guidelines),
approve and release all ads before they go into the app