



# DIGITAL ADVERTISING RATES

WE'RE PROUD TO ANNOUNCE that **D1baseball.com**, the original home for college baseball scores, is now offering a totally revamped college baseball experience in addition to expansive statistical data that we've always been known for. Our website has been redesigned from the ground up, and now includes college baseball news provided by a team of highly respected writers, including on-field face of college baseball Kyle Peterson, former *Baseball America* writer Aaron Fitt, and former *Rivals.com* writer Kendall Rogers.

Due to our improved website experience, more comprehensive coverage of college baseball, and the addition of renown journalists within the field, we estimate a larger, broader, and more engaged audience than ever before. Based on actual traffic from 2014, D1baseball.com will receive an **estimated 22 million visits** during 2015.

## DISPLAY AD TRENDS

### Viewability and Engagement Metrics for Desktop Display Ads Worldwide\*, by Ad Size, Q3 2014

	In-view rate	In-view time (sec)	Universal Interaction %	Universal interaction time (sec)
300x250	52.6%	21.2	2.6%	8.8
728x90	49.5%	17.7	2.5%	8.5
300x600	62.1%	21.8	5.5%	10.9
160x600	55.0%	21.6	2.6%	9.6
970x250	65.8%	16.1	11.3%	8.2
<b>Total</b>	<b>52.8%</b>	<b>19.2</b>	<b>3.0%</b>	<b>8.9</b>

Note: represents impressions measured by Moat Analytics, broader industry metrics may vary; includes banner, rich media and IAB Rising Star units; \*primarily in the US and UK  
Source: Moat Analytics, "Q3 2014 Benchmark Report," Nov 14, 2014

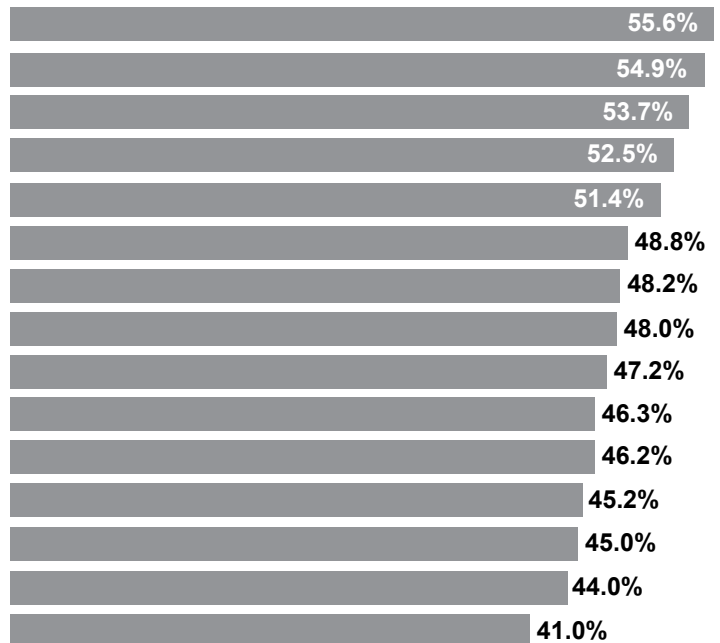
### Viewability Metrics for Mobile Display Ads Worldwide\*, by Ad Size, Q3 2014

	In-view rate	In-view time (sec)
300x250	41.3%	16.0
728x90	51.1%	14.3
300x600	51.4%	18.0
160x600	43.6%	18.6
320x50	64.6%	13.3
<b>Total</b>	<b>46.7%</b>	<b>15.6</b>

Note: represents impressions measured by Moat Analytics, broader industry metrics may vary; in-browser only; including banners, rich media and IAB Rising Stars units; \*primarily in the US and UK  
Source: Moat analytics, "Q3 2014 Benchmark Report," Nov 14, 2014

### Viewability Rate of Digital Display Ads Worldwide, by Ad Size, July 2014

based on impressions served by Google Display Network and DoubleClick



Note: based on ads served by Google Display Network and DoubleClick, broader industry metrics may vary; in-browser display ads on desktop and mobile only; excludes mobile in-app and video ads; an impression is viewable when 50% of an ad's pixels are on-screen for 1 second  
Source: Google, "The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers," Dec 3, 2014

### Desktop Display Ads Highlights

970x250 ads, including in-browser banners, rich media and IAB Rising Star units, had the highest in-view rate out of desktop display ads

### Mobile Display Ads Highlights

Screenwide display ads on mobile had an in-view rate for 320x50 placements coming in at 64.6%—nearly 18 percentage points above average.

### Digital Display Ads Worldwide Highlights

Worldwide, 120x240 placements performed the best for viewability, with a rate of 55.6%. Units that were 240x400, 160x600 and 120x600 rounded out the top four.

Note: In-view rate is defined as the percent of impressions where at least 50% of an ad was actively in-view for at least one continuous second. In-view time refers to the length of time an ad has been active and in-view. Universal interaction rate is the percent of impressions where a user entered the frame of an ad and remained active for at least 0.5 seconds. Universal interaction time is the average length of time the user interacted with an ad.  
Source: eMarketer



## 2015 RATE CARD

### ESTIMATED ADVERTISERS COST | PREMIUM ADVERTISING

Ad Unit	Placement	Size	2015 Estimated In-Season AVG MONTHLY IMPRESSIONS			Cost*		
			Month	In Season	Post Season	Annual		
Website Takeover Ads	Site-wide	2,000x2,000	9,000,000	\$4.00	\$6.00	\$4.00		
	Regional (31)	2,000x2,000	290,000	\$2.00	\$3.50	\$2.00		
	Team Specific (301)	2,000x2,000	9,000	\$2.00	\$3.50	\$2.00		
Local Specific Sponsorships	Conference (31)	728x90	290,000	\$3.50	\$1.50	\$2.00		
	Team Specific (301)	728x90	9,000	\$3.50	\$1.50	\$2.00		
Native	Blog	n/a	40,000 - 100,000	Call for Details				
Other Premium Opportunities	Ranking/Polls Sponsorship: TBD							
	Playoffs/CWS Sponsorship: TBD							
	Newsletter/ E-Mail Sponsorship: TBD							
	Mobile App Sponsorship: TBD							
	Featured Content (Most Popular Post) Sponsorship: TBD							
	Fun-gate Bypass Sponsorship: CPC, TBD							
	Social Media Sponsorship: TBD							

\* All pricing in price per 1,000 impressions (CPM) unless otherwise noted

### ESTIMATED ADVERTISERS COST | SITEWIDE & STANDARD ADS

Ad Unit	Placement	Size	2015 Estimated In-Season AVG MONTHLY IMPRESSIONS			Cost*		
			Month	In Season	Post Season	Annual		
Website	Ad Top Center	728x90	3,000,000	\$5.00	\$2.00	\$3.00		
	Ad Middle Right	300x250	1,000,000	\$4.00	\$2.00	\$3.00		
	Ad Bottom Right	300x250	800,000	\$3.00	\$2.00	\$3.00		
	Ad Bottom Center	728x90	600,000	\$3.00	\$1.00	\$1.75		
Mobile	Ad Top Center	320x50	3,400,000	\$5.00	\$2.00	\$3.00		
	Ad Center	300x250	1,500,000	\$3.50	\$1.50	\$2.00		
	Ad Bottom Center	320x50	600,000	\$3.00	\$1.00	\$1.75		

\* All pricing in price per 1,000 impressions (CPM) unless otherwise noted

## GET IN TOUCH WITH US TODAY

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