**GIANTS YEARBOOK PROPOSAL**

Mr. Strom,

Enclosed is the information you requested regarding the official 2017 San Francisco Giants Yearbook. This is the official souvenir magazine that will be available at AT&T Park for the upcoming season.

The beauty of our program lies in the cost. The Giant's Yearbook is an extremely cost-effective way to align Visit Mendocino with the Giant's and reach hundreds of thousands of affluent leisure travelers.

As I mentioned on the phone, we have discounted rates for the CVB's. Again, I do not want to budget anybody out, so if these prices are too high, please let me know and I will definitely work with you on the cost.

The rates are as follows:

Full Page / Full Color Ad

**\*14,500\*** (normally $29,500) - and that includes 20 lower-level tickets

Half Page / Full Color Ad

**\*7,500\*** - (normally $10,000) and that includes 8 lower-level tickets

Quarter Page / Full Color Ad

**\*$4,000\*** - (normally $5,500) and that includes 4 lower-level tickets

Invoices do not go out until April and you have the course of the season to pay.

I have attached a PDF of the official San Francisco Giant's Yearbook that includes a digital copy of last year's edition for your review.

Again, please let me know if I can help you out in any way,

**Daniel Mitchell**

**Advertising Sales Director**

**Professional Sports Publications**

[704-280-8618](tel:(704)%20280-8618)

[dmitchell@pspsports.com](mailto:dmitchell@pspsports.com)

[www.pspsports.com](http://www.pspsports.com/)