

# Play Ball!

## Your guide to advertising in the **Congressional Softball League**

*The league with 400,000 "hits" per season.*

- 200 Teams
- 3,000 Players
- Washington, DC's, upwardly mobile 20s and 30s demographic
- Capitol Hill
- K Street
- Government, private sector, non-profits
- 12-month advertising, through Feb 07
- ➔ Your Market. In One Place.

For advertising, contact:

Jeral Poskey

(612) 240-2729

[jposkey@davinciglobal.com](mailto:jposkey@davinciglobal.com)

Many of you know the commissioner, Gary Caruso,  
and may contact him at [congsfbl@aol.com](mailto:congsfbl@aol.com).



# Price List

Ads run through February 2007.

## Preparation

Our graphic designer can create an ad for the flat fee of \$75 for an animated banner ad and \$50 for static or smaller ads. No fees will be charged to post ads you provide. Please contact us for advertising specifications.

<b>Top Banner Ad</b> Animated or static banner ad at the top of CSL web pages. Displayed in rotation, with 40,000 views guaranteed. 160 x 640 pixels.	<b>\$ 450</b>
<b>Bottom Ad</b> (quarter-, half-, or full-size) Animated or static ad on the side of CSL web pages. Displayed in rotation, with 30,000 views guaranteed.	<b>\$ 95 / 150 / 300</b>
<b>Scorecards</b> Your ad on teams' official printed scorecards. Limit 4 advertisers. Each will be printed on half the scorecards 2" x 4". Yours for the season; only four available – first come, first served. (Purchase both halves for \$250)	<b>\$ 150</b>
<b>Player Passes</b> Get your ad delivered on paper to each player. 2"x4". Number of advertisers will be limited to space available after league information is printed.	<b>\$ 50</b>

## Targeted Price

Half the teams are Capitol Hill teams, and the other half are agencies, non-profits, and other Downtown/K Street teams. You can target your ads "Hill" or "Off the Hill" teams for the following prices.

<b>Standard Banner</b>	<b>\$ 150</b>
<b>Bottom Banner</b> (quarter, half, or full)	<b>\$ 65 / 90 / 180</b>
<b>Scorecards</b>	<b>\$ 100</b>
<b>Player Passes</b>	<b>\$ 35</b>

# Other Opportunities

**Discounts** are available for purchasing multiple ads. There is a 25% discount off subsequent purchases (lowest priced items discounted).

Example: You purchase a banner ad, a ¼ bottom ad, and a scorecard ad. After paying full price for the banner ad, you receive 25% off the bottom ad and the scorecard ad.

**Sponsorships.** League sponsorships are available. These will include recognition on every page of the CSL website and special tournament recognition. Sponsorships start at \$500 and can be bundled with advertising. Contact us for details.

## Reserve Early ... Contact Us Today

For advertising sales, contact:

Jeral Poskey  
jposkey@davinciglobal.com  
(612) 240-2729

Please make payments to Congressional Athletic Association, and contact us for mailing instructions.

Registration begins in March. The web site will open for scheduling and blogging in mid-April with games beginning in late April. A 64-team championship tournament will be played on Saturdays beginning in mid-August and weather permitting will conclude by the first weekend in October.