

# NORTHWEST SPORTS MARKETING

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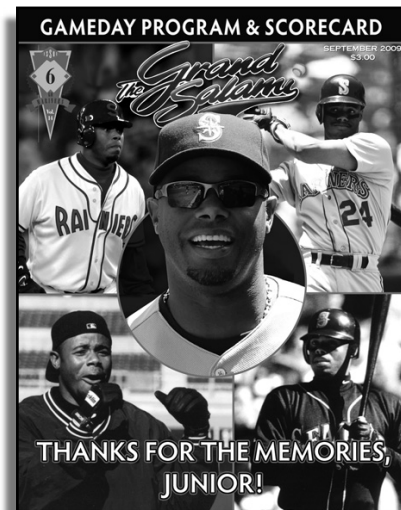
## REACH 300,000 BASEBALL FANS DURING THE 2010 SEASON!

*The Grand Salami*, the #1 selling publication on the Seattle Mariners, returns in 2010 for its 15th exciting year of publication! *The Grand Salami* is sold outside Safeco Field before all Mariners games, serving as a game program and fan magazine for readers from 8 to 108! The publication is also available by subscription and through a network of newsstands and retail shops throughout the Northwest.

### 2010 DISPLAY ADVERTISING RATES SEASON RATE (6 ISSUES)\*

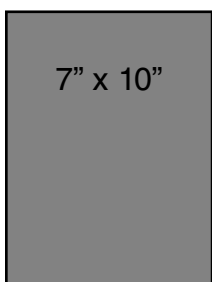
SIZE	B/W	COLOR
Back Cover	N/A	\$18,000 (\$3,000 per issue)
Inside Front Cover	N/A	\$15,000 (\$2,500 per issue)
Full Page	N/A	\$13,500 (\$2,250 per issue)
Half Page	N/A	\$7,500 (\$1,250 per issue)
Quarter Page	\$3,000 (\$500 per issue)	\$4,500 (\$750 per issue)
Eighth Page	\$1,800 (\$300 per issue)	\$2,700 (\$450 per issue)

\*If the Mariners reach the playoffs, a special postseason edition of *The Grand Salami* will be published. Full season advertisers will be billed their average per-issue rate for the postseason edition (i.e. an advertiser who purchases a full season half-page, color ad for \$7,500 will be billed an additional \$1,250 for the post season edition of the program).

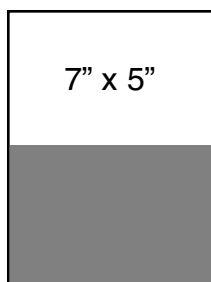


### PRODUCTION SCHEDULE

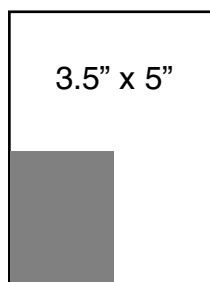
ISSUE	RESERVATION	ART DEADLINE
April	March 1st	March 15th
May	April 1st	April 15th
June	May 1st	May 15th
July	June 1st	June 15th
August	July 1st	July 15th
September	August 1st	August 15th
Postseason	September 10th	September 15th



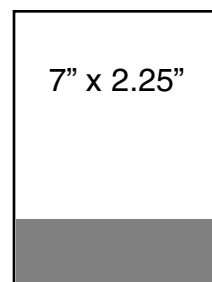
FULL PAGE



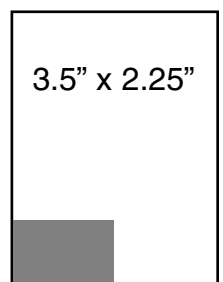
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QUARTER PAGE



QUARTER PAGE



EIGHTH PAGE