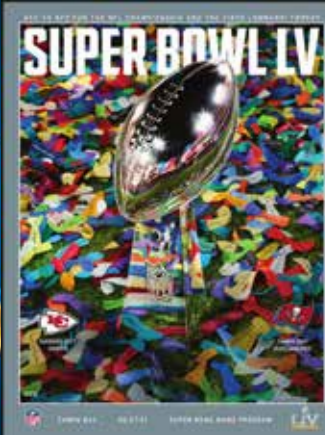
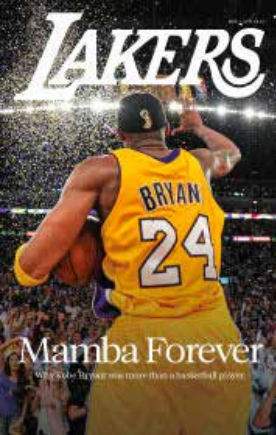




**“WHEN WE TALK SPORTS,  
WE’RE ALL BUSINESS”**



Click on the covers to view a digital copy of that publication.  
(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • [mark@oohmediausa.com](mailto:mark@oohmediausa.com) • (561) 707-0138  
Marilyn Miller • [marilyn@oohmediausa.com](mailto:marilyn@oohmediausa.com) • (561) 628-5807

All professional/collegiate sports league/event names and logos used herein are the property of and are registered trademarks of the applicable league/event. All individual team names and logos used herein are the property of and are registered trademarks of the applicable team.



# SPORTS MEDIA

## The Sports Marketing Solution

Sports Media is a uniquely qualified full-service sports media company, offering an array of media properties for advertisers and publishing services for teams and leagues. Through its unparalleled relationships with leading sports leagues, teams and associations, Sports Media is able to provide opportunities across all major sports.

As North America's leading publisher Rep of gameday and souvenir magazines, Sports Media properties capture the excitement of the most prestigious sporting events in North America.

Through the publishing of both annual yearbooks and gameday magazines, Sports Media provides advertisers with coverage and exposure at home games of each team throughout their respective seasons.

Sports Media has Sales Associates across the country, each offering a complete spectrum of media and marketing services for every major sport.

Sports Media provides advertisers with an association and exposure through the following select sports organizations:

**NBA**  
**NFL**  
**PGA Golf**

**MLB**  
**NHL**  
**Auto Racing**

**NCAA® Football**  
**NCAA® Basketball**  
**US Open Tennis**

In addition to media, Sports Media offers the industry's most extensive added-value merchandising. From opening day through the championship celebration, Sports Media puts your clients in front of the action with tickets, trips, hospitality, and various promotions. These added-value opportunities can be used very effectively in marketing programs for trade or key accounts.





# Official Souvenir Publications Deliver...

Whether it's a marquee event program, team Yearbook or Gameday magazine, these publications deliver exceptional and unique benefits to advertisers both nationally and locally.

Sports Media Network provides national coverage with local impact!

Keep up to date with inside information only official programs can deliver.



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807





# Media Delivery

## Key Benefits Include:

Official Team Brand Association - Officially align your brand with one of the most popular sports in America. Use the power of the most recognizable teams in sports to help deliver your advertising message. Reach the most loyal and dedicated fans in sports!

### Great Editorial

These high-quality magazines are packed with insider information only an official publication can deliver. Our official souvenir program network provides coverage into markets across America.

### Souvenir Yearbooks

This annual program, anticipated by fans each season, contains great photography, along with player profiles, statistics, and history. As a coffee table-quality collectible, Yearbooks are available in-stadium for home games and are typically sent to season ticket holders, available at team stores and events and used as a reference throughout the season. A complete digital version of each team's souvenir yearbook is typically available on their official website and promoted on their various social media platforms which boast millions of opt-in followers (via Facebook, Instagram, Twitter, etc.)

### Digital Yearbooks and Game Programs

These digital magazines contain the same great photography, profiles, statistics, and history as their printed counterpart, but in a fully interactive digital format. Digital publications are prominently featured on each team's website and promoted via their various social media platforms which boast millions of opt-in followers (via Facebook, Instagram, Twitter.)

### Marquee Event Programs

Marquee event programs are true collectibles; the only souvenir that commemorates the experience. Replete with hard-hitting editorial, history, and most importantly, great photography; marquee event programs are the most cost-effective vehicle to align your brand with these signature events. A complete digital version of most marquee event programs is typically available on the league or governing body's official website and promoted on their various social media platforms which can boast tens of millions of opt-in followers (via Facebook, Instagram, Twitter, etc.)





# MLB

## Gameday Programs & Yearbooks\*

Arizona Diamondbacks  
Atlanta Braves  
Boston Red Sox  
Chicago Cubs  
Chicago White Sox  
Cincinnati Reds  
Cleveland Indians  
Colorado Rockies  
Detroit Tigers  
Houston Astros

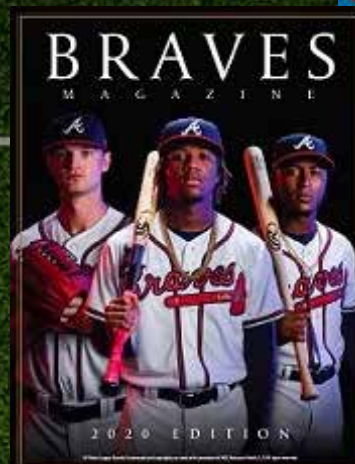
Kansas City Royals  
LA Angels of Anaheim  
Los Angeles Dodgers  
Miami Marlins  
Milwaukee Brewers  
Minnesota Twins  
New York Mets  
Philadelphia Phillies  
Pittsburgh Pirates

San Diego Padres  
San Francisco Giants  
Seattle Mariners  
St. Louis Cardinals  
Tampa Bay Rays  
Texas Rangers  
Toronto Blue Jays  
Washington Nationals

MLB All-Star Game  
League Championship Series  
World Series

### MEDIA NOTES

- Game programs are the only source for line-ups, rosters and scorecards. Baseball is the one sport where fans still enjoy keeping score!
  - Repeat exposure at home games throughout the season from April through October.
  - Leverage your brand's team association with passionate MLB fans.
  - Advertising opportunities are available for both full and partial seasons and at the local team level.
  - The Official Gameday and Yearbook Magazines cover most MLB teams in major markets, the MLB All-Star Game, all games of the League Championship Series, and the World Series.
- \* Not all team options available; please call a SMI Representative for details.



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807



# MLB Digital Distribution

 **Atlanta Braves** @Braves · 2h  
Gear up for the Home Opener by downloading our 2020 Yearbook!

[braves.com/yearbook](https://braves.com/yearbook)



12 23 201

**THE 2020  
WORLD SERIES  
PROGRAM  
DIGITAL EDITION IS HERE.**



and exclusive stories from  
om's top writers, view the  
ections and season review,  
the scorecards at home!

L.P. MLB trademarks and copyrights are used with permission of Major League  
other marks used herein are trademarks of their respective owners.


mlb.com/redsox/fans/yearbook

TOYOTA SCHEDULE SCORES STANDINGS STATS BUSTER VIDEO NEWS BROWSE PLAN COMMUNITY NEWS HIGHLIGHT APPS RED SOX JERSEYS

### RED SOX YEARBOOK

The entire version of the 2020 Boston Red Sox Official Yearbook is now available for viewing to all fans exclusively on Red Sox.com. Published annually since 1951, the 2020 edition runs at 144 pages with portrait-size photos of each player on the covering key roster, the best action photos from the 2019 season plus vital info on the club.

#### 2020 BOSTON RED SOX OFFICIAL YEARBOOK



Click to view

**KAYEM**  
OFFICIAL  
BREAD & BUTTER

#### Inside Fans »

- Red Sox Nation Fan Club
- Kid Nation
- Porray's Fans
- Red Sox Showtime
- Red Sox Arts
- Red Sox Home Fun
- Red Sox Rewards
- Red Sox Destinations
- Wildcard Music
- Red Sox Magazine
- Red Sox Score Media Classroom
- Coaches and Merchandise
- Study the Great Bunker
- Free Email Newsletters
- Red Sox Baseball Summer Camps
- Red Sox Gift Guide



# NFL

## Gameday Programs & Yearbooks\*

Atlanta Falcons  
Baltimore Ravens  
Buffalo Bills  
Carolina Panthers  
Chicago Bears  
Cincinnati Bengals  
Cleveland Browns  
Dallas Cowboys  
Denver Broncos  
Detroit Lions  
Green Bay Packers

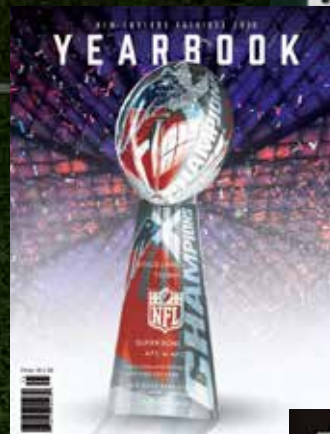
Houston Texans  
Indianapolis Colts  
Jacksonville Jaguars  
Kansas City Chiefs  
Las Vegas Raiders  
Los Angeles Chargers  
Miami Dolphins  
Minnesota Vikings  
New England Patriots  
New Orleans Saints  
New York Giants

New York Jets  
Philadelphia Eagles  
Pittsburgh Steelers  
San Francisco 49ers  
Seattle Seahawks  
Tampa Bay Buccaneers  
Tennessee Titans  
Washington Football Team

Pro Bowl  
Super Bowl

### MEDIA NOTES

- The NFL magazine network provides national coverage and exposure at home games throughout the pre-season, regular season and playoffs from August through January.
  - Leverage your brand's team association with passionate NFL fans.
  - Advertising opportunities are available for both full and partial seasons and at the local team level.
  - The official publication of the Super Bowl; the most coveted championship in all of sports!
- \* Not all team options available; please call a SMI Representative for details.



Click on the covers to view a digital copy of that publication.

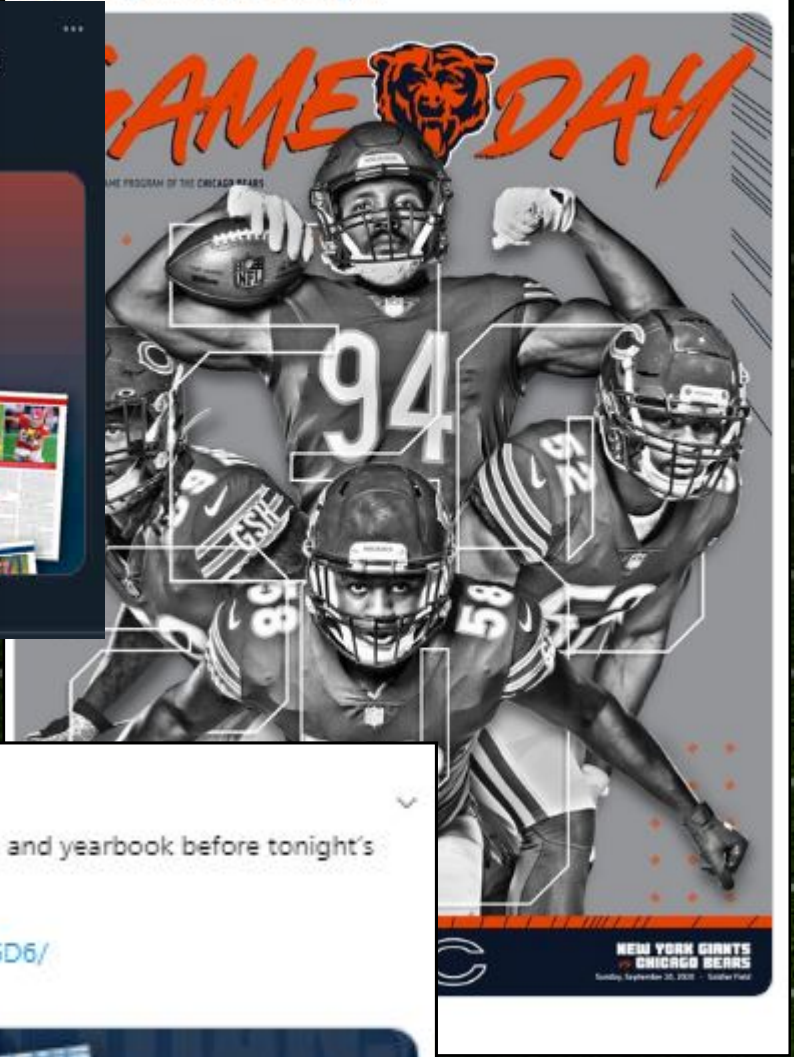
(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807



# NFL Digital Distribution





# NBA

## Gameday Programs & Yearbooks\*

Atlantic Hawks  
Boston Celtics  
Charlotte Hornets  
Chicago Bulls  
Cleveland Cavaliers  
Dallas Mavericks  
Denver Nuggets  
Detroit Pistons

Golden State Warriors  
Houston Rockets  
Indiana Pacers  
Los Angeles Clippers  
Los Angeles Lakers  
Miami Heat  
New Orleans Pelicans  
New York Knicks

Phoenix Suns  
Portland Trail Blazers  
Sacramento Kings  
San Antonio Spurs  
Toronto Raptors  
Washington Wizards

NBA All-Star Game  
NBA Finals  
HOOP Magazine

### MEDIA NOTES

- Gameday Program and Yearbook networks provide coverage in most NBA arenas.
  - Leverage your brand's team association with passionate NBA fans.
  - Hoop Magazine NBA Annual - This one-time, commemorative publication will come out on December 1st (one month into the season). HOOP will be distributed in each of the 30 NBA cities and a full, digital edition will be available on NBA.com.
- \* Not all team options available; please call a SMI Representative for details.



Click on the covers to view a digital copy of that publication.  
(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138  
Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807



# NBA Digital Distribution

The screenshot shows the Los Angeles Lakers website with a navigation bar at the top. Below the navigation bar, there are several promotional banners: "Still #1 in California. And top 4 in the nation." with a "UCLA Health" logo, and an "ALL-IN BUNDLE" offer. The main content area is divided into two sections: "2019-20" and "2018-19".

**2019-20**

- Issue #1: "ALL EYES ON AD" featuring LeBron James. Subtext: "A LOOK AT JESSEY'S OWN WE FIGHT FOR THE TROPHY".
- Issue #2: "THE KEY TO SUCCESS" featuring Kyle Kuzma. Subtext: "ON HOW JESSEY'S COMING FROM THE WOODS TO THE LAKERS".
- Issue #3: "Mamba Forever" featuring Kobe Bryant. Subtext: "A LOOK AT JESSEY'S COMING FROM THE WOODS TO THE LAKERS".

**2018-19**

- Issue #1: "ROYAL FLUSH" featuring LeBron James. Subtext: "A LOOK AT JESSEY'S COMING FROM THE WOODS TO THE LAKERS".
- Issue #2: "BORN READY" featuring Lance Stephenson. Subtext: "LANCE STEPHENSON IS HIS OWN MAN ON THE COURT AND OFF".
- Issue #3: "HOMEGROWN" featuring Dwight Howard. Subtext: "FROM A DRUNKIE HE'S BECAME THE ONLY TWO ALL-STAR".



Vince Carter @mrvincecarter15 · 34m

Game 5 tonight should be a good one....



2020 NBA Finals Program  
[publogix.com](https://publogix.com)

8

5

107





# NHL

## Gameday Programs & Yearbooks\*

Anaheim Ducks  
Arizona Coyotes  
Boston Bruins  
Buffalo Sabres  
Calgary Flames  
Chicago Blackhawks  
Colorado Avalanche  
Columbus Blue Jackets

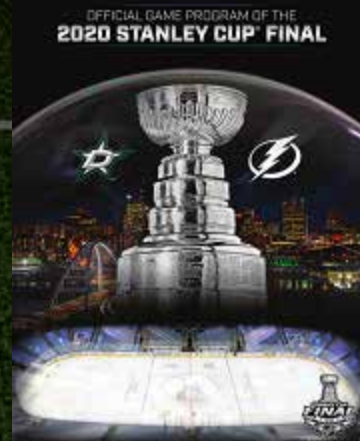
Detroit Red Wings  
Los Angeles Kings  
Minnesota Wild  
Nashville Predators  
New York Rangers  
Ottawa Senators  
Pittsburgh Penguins  
San Jose Sharks

Tampa Bay Lightning  
Toronto Maple Leafs  
Vegas Golden Knights  
Washington Capitals

### NHL Stadium Series Stanley Cup

#### MEDIA NOTES

- Customized for the home team; editorials include team rosters and player profiles, as well as team and league-related feature stories.
- Repeat exposure at home games throughout the regular season and playoffs from October through June.
- Leverage your brand's team association with passionate NHL fans.
- Advertising opportunities available on national or local team levels.
- \* Not all team options available; please call a Sports Media Representative for details.



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807



# NHL Digital Distribution

You Retweeted



**Mario Lemieux** @MarioLemieuxFdn · Sep 25

For anyone watching Game 4 of the #StanleyCupFinal tonight, make sure to check out the digital version of tonight's program - and look for a special @MarioLemieuxFdn shoutout inside! See it here: [nhl.com/info/stanley-c...](https://nhl.com/info/stanley-c...)



1

6

27



Scores News Video Playoffs Stats Schedule Players App Tickets Fantasy Shop Teams NHLTV

EN

Newsletter  
Podcasts

NHL Events & Initiatives  
Hispanic Heritage Month  
Bracket Challenge  
This is Hockey  
Future Goals  
Calendar

NHL Podcasts  
Soul on Ice: The Podcast  
Puck Culture  
NHL @TheRink

NHL.com Spotlight

DOWNLOAD YOUR OFFICIAL GAME PROGRAM OF THE  
**2020 STANLEY CUP® FINAL**

Stanley Cup Final program available online  
Interactive guide for Lightning vs. Stars features stories, videos, player social media pages

How East champion Lightning were built  
How Western champion Stars were built  
Stanley Cup Final fantasy pool rankings

Most Buzzworthy Moments

Best lineup reads

Collision Course: Volume 10  
Conn Smythe Power Rankings  
Breaking Bread with Matthews

Short Shifts

Bowman expects 'spectacular' Cup Final  
Studs: NHL's all-time winged coach praises Stars' defense, Lightning offense



# NCAA® COLLEGE FOOTBALL

Gameday Programs

# TOUCHDOWN

ILLUSTRATED

The Official Gameday Publication for  
Over 200 Colleges Nationwide

*Touchdown Illustrated's* network of college football programs include teams such as:

AIR FORCE  
ARIZONA STATE  
CALIFORNIA

MARYLAND  
MIAMI (FL)  
MICHIGAN

NOTRE DAME  
PITTSBURGH  
TEXAS A&M

USC  
UCLA  
and many more...

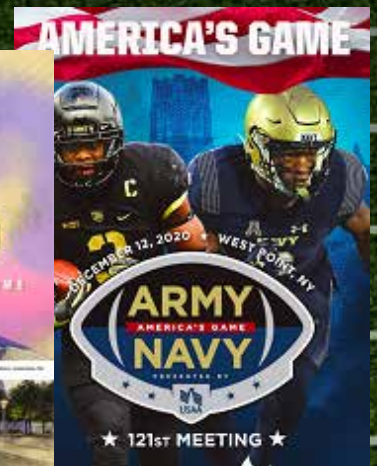
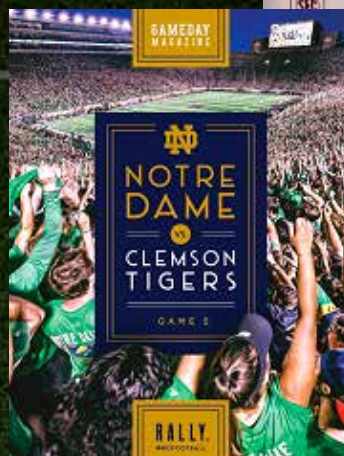
## COLLEGE BOWL GAME PROGRAMS

Liberty • Sugar • Rose • Holiday  
Gator • Citrus • Alamo • Chick-fil-A Peach  
Cotton\* • Orange\* • Outback • Fiesta

College Football Playoff Semifinals\* • College Football Championship Game

### MEDIA NOTES

- College football gameday program network provides national coverage and exposure at home games throughout the regular season, as well as college bowl game programs from August through January.
- Unlimited coverage of collegiate football action from the national powerhouses in Division I to the unheralded dynasties in Division II and III and everything in between.
- Available at home games for all teams in the network.
- True national network of college football gameday publications.
- Multiple action-packed issues throughout the regular season from September through December.





# College Football Digital Distribution

You Retweeted

**The Fighting Irish** 🇺🇸 @FightingIrish · Sep 12  
GAMEDAY MAGAZINE

Extra! Extra! This week's @NDFootball GAMEDAY MAGAZINE is here

[bit.ly/2ZxKEbD](https://bit.ly/2ZxKEbD)

#Golrish #BeatDuke



2 4 28

**Jay Glazer** ✓  
@JayGlazer

Cast member of FOX NFL Sunday and Ballers on HBO, Founder of MVP: Merging Vets&Players and Unbreakable Performance, host Bellator MMA and of course, ass model

📍 UT: 34.072426,-118.400527 [vetsandplayers.org](https://vetsandplayers.org) 📅 Joined July 2009

187 Following 1.1M Followers

Followed by DailySportsDosage, Two-Tone Blue Nation, and 553 others you follow

Tweets Tweets & replies Media Likes

Jay Glazer Retweeted

**MergingVets&Players** ✓ @VetsandPlayers · 56m

The @CFBPlayoff National Championship Game is today, be sure to check out the digital game day program as Merging Vets and Players is featured on page 124!

#Team #MVP #Fitness #football #veterans #athletes #CFBPlayoff



2021 CFP National Championship Game  
[publogix.com](https://publogix.com)

**College Football Playoff** ✓ @CFBPlayoff · 1h

Our game program has arrived!

You can take a virtual look here» [bit.ly/3brQG8p](https://bit.ly/3brQG8p)

AND buy one at Hard Rock Stadium.



3 20 77





# NCAA® COLLEGE BASKETBALL

## Gameday Programs

# COLLEGE HOOPS ILLUSTRATED

## The Official Gameday Publication for Over 200 Colleges Nationwide

College HOOPS Illustrated's network of college basketball programs include teams such as:

Stanford University  
Texas A&M University

University of California, Berkeley

University of California, LA

University of Maryland

University of Notre Dame

University of Pittsburgh

University of Southern California

and many more...

Conference Tournaments  
**FINAL FOUR® TOURNAMENT PROGRAMS**  
FIRST FOUR  
SECOND & THIRD ROUNDS  
REGIONALS  
FINAL FOUR®

### MEDIA NOTES

- College basketball gameday program network provides national coverage and exposure at home games throughout the regular season as well as NCAA® Tournament programs from November through April.
- Coverage of collegiate basketball action, from the national powerhouses in Division I, to the unheralded dynasties in Divisions II and III, and everything in between.
- Sold at home games for all teams in the network.
- College basketball's only true national network of gameday publications.
- Multiple action-packed issues throughout the regular season, from November through March.

\*USP and PSP are authorized advertising sales agents of IMG College, the licensed publisher for Official NCAA® Championship Programs.



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807



# College Basketball Digital Distribution

You Retweeted

 **Michigan State Basketball**  @MSU\_Basketball · Nov 20

Get ready for the start of the 2020-21 season by reading and downloading our official preseason magazine.

→ [publogix.com/e/20-MSUBBPR](http://publogix.com/e/20-MSUBBPR)



1 19 122

 **Virginia Cavaliers**  @VirginiaSports · 5h

Monday Night Basketball with @UVAMensHoops!

**VS** Syracuse

7 p.m.

JPJ

@espn

Virginia Sports Radio Network ([virginiaspports.com/virginia-sport...](http://virginiaspports.com/virginia-sport...))

Digital Game Program ([virginiaspports.com/mens-basketbal...](http://virginiaspports.com/mens-basketbal...))

#GoHoos 🇺🇸 | #Wahoowa 💎

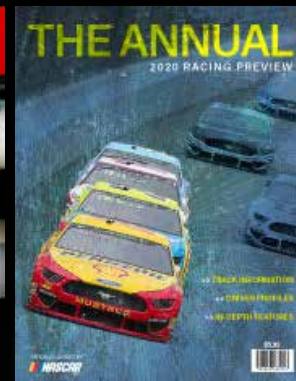


1 1 37



# AUTO RACING PROGRAMS

- Reach the auto racing fans at racetracks nationwide
- The official race programs for NASCAR Cup Series and corresponding events.
- Packed with insider information on the Sprint Cup, the drivers, the track and its history, the weekend events, and much, much more.
- The Annual, officially licensed by NASCAR, is an annual publication that offers both a look back at the prior season and a preview of the year ahead. Printed version is available at NASCAR tracks nationwide and a complete digital version is promoted by some of the biggest names in racing via social media (i.e. Dale Earnhardt Jr. and Brad Keselowski)



# PROFESSIONAL BULL RIDING MAGAZINE

## 8 SECONDS

- Giving bull-riding fans access to America's original extreme sport
- Official Magazine of the PBR Unleash The Beast Series
- PBR brings "The Toughest Sport on Dirt" to major venues nationwide where the Top 35 bull riders compete weekly to qualify for the World Finals.



# US OPEN TENNIS PROGRAM

## Official Match Day Publication of the US Open

- Sold at every match throughout the two week tournament.
- Packed with insider information on the world's greatest players, Open history, records, statistics, bios, and schedules.
- The perfect printed collectible/souvenir takeaway from the biggest USTA event in the US.
- Complete digital version available available to tens of millions worldwide on usopen.org



# PGA CHAMPIONSHIP

## Official Souvenir Program of the PGA Championship

- Printed version sold on-site throughout the entire week of the tournament.
- Digital version hosted on pgachampionship.com which receives 6,000,000 unique viewers.
- Digital version e-mailed directly to PGA of America database of over 750,000 subscribers.



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138  
Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807

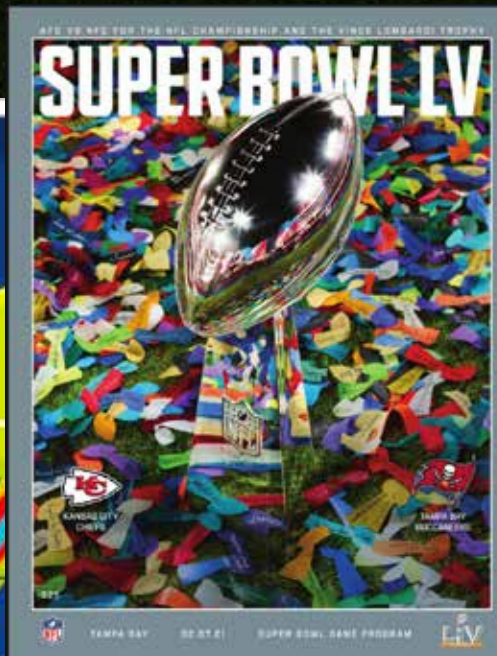


# Corporate Hospitality & Entertainment

SportsMedia.Net corporate hospitality and entertainment options have evolved as a result of Sports Media unparalleled relationships with venues across the country. Our relationship with sports franchises, organizations and leagues is what makes our corporate hospitality offerings the best in the business. Events managed in a complete turnkey fashion.

Sports Media added-value merchandising contributes marketing muscle to your media buy. Customize your package to meet your clients' objectives with:

- Tickets to sold-out events
- Hospitality & tailgate parties
- Trips to select sporting events
  - Luxury suite nights
  - Season tickets
- Concert or Theatre tickets
- ... and much, much more!



Click on the covers to view a digital copy of that publication.

(Not all covers will have an available link)

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138

Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807