

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Tuesday, July 07, 2009 9:29 AM
Subject: Special Multicultural Advertising Opportunity to Align with the New York Yankees!

Special Multicultural Advertising Opportunity To Align With The New York Yankees in the Inaugural September Issue of *Yankees Magazine* Celebrating Hispanic Heritage Month.



As the Yankees near the end of their historic "Inaugural Season" at the new Yankee Stadium, Playmakers Media, the exclusive sales agent for the Yankees official publications, is proud to offer your company the opportunity to align itself with the team, by advertising in the September issue of *Yankees Magazine*, the Official Game Program of the New York Yankees.

All season long, *Yankees Magazine* has been the number one selling collectible at the new Stadium, as over 45,000 fans pack the stands each night and watch their beloved Yankees play. Everyone wants to take home a copy of this inaugural 200+ pages keepsake magazine, which commemorates the historic opening of the new Stadium.

In honor of **Hispanic Heritage Month**, the Yankees are featuring a **12-page feature story on the Latino players of past decades who today's players were inspired by**. This feature story will include exclusive quotes from the likes of Alex Rodriguez, Mariano Rivera, Robinson Cano, Melky Cabrera and other prominent Yankees about the men that came before them and paved the way for them to pursue their dreams. This feature will also include never-before-seen photographs of today's players and the heroes of yesterday.



OUR EXCLUSIVE PACKAGE TO YOU INCLUDES:

- 1 Full Page Color ad *within the Hispanic Heritage feature story in Yankees Magazine* for the entire month of September.
- 8 Yankees tickets (all locations are "infield" seats in both the Field (100 level) and Main (200) levels).
- 10 copies of *Yankees Magazine* for your internal use.

Total Net Package Cost: \$6,500

Space is very limited so don't delay on this once-in-a-lifetime opportunity to align your brand with the New York Yankees during this historic "Inaugural Season."



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