



Here's What WE'RE Doing to Make Sure YOUR AD Is Seen By Tens of Thousands of Potential Customers

We're driving thousands of people to our website and our ball games next season by advertising across several formats, including:

- Ads on local Cape Cod radio stations and additional mentions about radio station van promotional appearances at our home games
- Targeted Facebook and Instagram advertising throughout the season
- Digital advertising with pinpoint targeting all summer long at beaches and tourist attractions in Yarmouth and Dennis
- 10,000 rack cards distributed to 300 Mid-Cape locations, including hotels, restaurants, stores and attractions
- Thousands of pocket game schedules distributed in Yarmouth and Dennis locations, including hotels, restaurants, liquor stores, and banks
- Print ads in local guide magazines, including the *Cape Cod Best Read Guide*, *The Cape Cod Guidebook*, and *Kids on the Cape Guide*
- Major advertising presence at Yarmouth Tourist Centers on Route 6 and Route 28, including outdoor advertising in the ad kiosk, outdoor digital ad displays and Game Day sandwich boards, along with indoor video ad displays, rack cards, and print ads
- Print ads in *Along Route 28* and *Along 6A* visitor newspapers
- Article in the *Mid-Cape Visitor's Guide* magazine (40,000 copies), including the full Cape Cod Baseball League schedule
- Feature story, plus the Y-D Red Sox full schedule and game listings in the events pages of the *Dennis Visitors' Guide* (20,000 copies)
- Advertising presence at the Dennis Visitor's Center including print ads, rack cards and Game Day outdoor sandwich board
- Game Day listings on both Yarmouth and Dennis online events pages under "Things to Do" and "Kid's Activities"
- Sponsor and advertiser listings in the print version of our Yearbook, and the digital version of our Yearbook on ydrredsox.com, in addition to the listing on the "Sponsor's List" page of our website.
- Regular postings on our social media and YouTube Channel, along with broadcast of our game, both home and away games
- QR Codes in much of our advertising with a direct link to our website at ydrredsox.com
- Hotlink available from your ad on our website (or the digital version of our Yearbook) to [your website](#)