

MLB Television Ad Updates for '07: ESPN, Fox, Turner

Written by The Staff
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ESPN is saying that they are outpacing '06 ad sales for the regular season. **Fox** is working on locking in advertisers for the '07 All-Star Game in San Francisco as well as the '08 All-Star Game at Yankee Stadium. And, **Turner Sports** is not that far along due to only getting parts of this year's postseason, and won't get into regular season games until '08. As [reported by Mediaweek](#)

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Media buyers said the shorter ad breaks between innings make the games an attractive buy, and MLB's willingness to let the networks offer virtual home-plate signage during the games also adds an enhancement to the baseball telecast buys. Plus, ESPN has the ability to package MLB ad sales with all of its other sports programming on the network.

"While regular-season baseball, particularly early in the season, could be a tough sell, ESPN is helped by its exclusive Sunday night national window and its ability to sell baseball with all of its dayparts," said Larry Novenster, director of NewCast at Optimedia. "Plus, ESPN did not have that many postseason games [between 8 and 10], so the bulk of its selling in past years was based on regular season."

ESPN will also be televising a special Sunday Night Baseball national telecast on April 15 from Dodger Stadium where the Los Angeles Dodgers will face the San Diego Padres in commemoration of the 60th anniversary of **Jackie Robinson** breaking the color barrier.

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On March 27th ESPN will begin televising ad-sponsored vignettes highlighting Robinson's career across all the ESPN networks through the April 15 game.

Fox looks to capitalize on Yankee Stadium's swan song. As further reported:

Fox is also trying to lock in advertisers, not only for this season's MLB All-Star game from San Francisco, but also into the 2008 game, which will be played at New York's Yankee Stadium (the legendary Bronx Cathedral's last season before it is replaced with a new ballpark). Advertisers are being offered prime locations in next year's All-Star game telecast if they commit to certain ad levels this season.

MLB will have 20 national ad partners on opening day this season and all will have in-game units on ESPN and Fox.