



ROCKHOUNDS BASEBALL 2021

Airwaves & Ink

ROCKHOUNDS RADIO & PUBLICATIONS



RockHounds Publications

A Tradition of Excellence

RockHounds Yearbook

Our 108-page, full-color, yearbook contains a wide range of features (including player profiles) along with ad content and is published at the beginning of each season.

	Ad Dimensions	Price
Back Cover	8.75" wide x 11.25" high	\$ 3,500
Inside Covers	8.75" wide x 11.25" high	\$ 3,000
Full Page	8.75" wide x 11.25" high	\$ 2,700
Half-Page	8.00" wide x 5.18" high	\$ 1,800
Quarter-Page	3.92" wide x 5.18" high	\$ 1,200
Eighth-Page	3.63" wide x 2.38" high	\$ 700

Note: Covers & full page ads include bleed

Since 1994, our publications have been recognized as being among the finest in all of Minor League Baseball, garnering more than two dozen national honors and awards.

We maintain that "pride in print" in our two in-season publications:

Souvenir Yearbook & the "Daily Growl" Roster Insert

Roster Insert ... the "Daily Growl"

Our eight-page "game day" publication is updated for each of the RockHounds' 70 home games and includes rosters, team and Texas League statistics, and other information excerpted directly from our press box media notes.

Note: All roster insert ads are black-and-white.

	Dimensions	Price
Single Ad	2.50" wide x 1.75" high	\$ 450

Note: Roster insert ads may also be available in double and triple sizes (based on space availability).

Roster insert ads are black & white.

And ... if you're doing a sponsorship package with the RockHounds, we can offer outstanding flexibility & added value to include print, radio ... or both.



RockHounds Radio

"BASEBALL IS THE ONLY GAME YOU CAN SEE ON THE RADIO"

-- Phil Hersch, sportswriter



The Boys of Summer on the Voice of West Texas

The 2019 season continues a West Texas tradition now spanning more than three decades - - RockHounds Baseball on radio station KCRS.

News-Talk KCRS ... the "Voice of West Texas" ... is home to Rush Limbaugh, Dave Ramsey, and the Morning Drive (featuring Kris Moore & Dale Harris) as well as the "Friday Night Lights" of West Texas high school football and Texas Tech.

In addition to AM-550, the station broadcasts over FM translators in Midland (95.5) and Odessa (97.5).



Bob with Hall of Famer Ivan "Pudge" Rodriguez at the 2017 West Texas Sports Banquet

Bob Hards enters his 29th season as the "Voice of the RockHounds."

The Seattle native's 40-plus-year radio career has included high school and college football and basketball (Central Washington University) and 11 seasons as the original radio voice of the Odessa Jackalopes hockey club.

In 2016, Bob joined team owners Miles Prentice and Bob Richmond and General Manager Monty Hoppel in being elected to the **Texas League Hall of Fame**. He is one of only five broadcasters in the league's more than 130-year history to receive that honor.

"Your announcer rules! I am an extremely tough media critic and I am very impressed. What a smart, gracious and humble announcer. Well done!" --- Peter Mascari (Dallas, TX)



ROCKHOUNDS RADIO			
Per Game	Season	Price	Per Ad
1	140	\$2,500	\$17.86
2	280	\$3,900	\$13.93

Rates based on 30-second ads

TEXAS LEAGUE CHAMPIONS
1975 • 2005 • 2009 • 2014 • 2015 • 2016 • 2017

432-520-2255