



The View From the Bleachers was born on October 27th, 2003 in response to the Cubs magnificent 2003 season. The season was by far the most exciting and most painful season that founder Joe Aiello had endured as a Cub fan.

Since that day, we have tried to maintain a consistently updated site with quality reporting and commentary. At times that has been a tall order based on the performance of the team, but it's one we've always tried to accomplish. We may say things that you don't always agree with, but we'll always listen to what you have to say.

We currently have a wide variety of advertising opportunities available with packages that can be customized to not only your budget, but also payment methods and frequency of payment.

The following is just a summary of the opportunities and mediums available to you and your business on our site. Feel free to contact us with any additional questions. Go Cubs!!!

Joe Aiello ~ Founder

Advertising Options

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Buy Me Some Peanuts and Cracker Jack (and a New Cubs Jersey, Too!)
By [Joe Aiello](#) | March 18th, 2009 | Posted in [General](#) | [Edit](#) |

Spring is in the air. The days are getting longer, flowers are starting to blossom and, most importantly, spring training is already underway! The start of a new Cubs season is just around the corner and it's time for all of you Cubbies fans to gear up for a new round of baseball.

That's right. It's time to make sure that you have the latest [Cubs jerseys](#), baseball hats, sweatshirts, jackets, accessories, tote bags and other Cubs-themed merchandise to show your support for the '09-'10 season.

The Cubs have enjoyed one of the most loyal fan bases for decades; just take a good look around Wrigley Stadium for proof. A blur of red, white and blue [authentic Cubs jerseys](#) and merchandise worn by thousands of cheering fans says it all.

But you don't have to travel to Wrigley Field to show your support this year. Whether you're planning to catch a spring training game in sunny Arizona or are planning to watch the new season with your friends and family at home parked in front of the TV, watching the game is always more fun when you wear your Cubs [sports apparel](#).

The Cubs came painfully close to making it to the series last year and this is the year we are hoping that they'll go all the way. But, it's only going to happen if we cheer them on. If your Cubs apparel is starting to show its age (yes, we know you've been a fan for a long time but you can retire your faded decade-old Cubs T-shirt) or you're looking for a new way to show your support, here are a few Cubs-themed items you might want to pick up to prepare for the new season - from the essentials to the unique:

10 ways to show your love for the Cubs

1. Purchase a Cubs jersey with your favorite [player's number](#).
2. Sport a new ball cap or visor and keep the sun off of your face during the game.
3. Wear a classic Cubs T-shirt.
4. Buy a sweatshirt or jacket with the official logo to stay warm during those chilly Chicago night games.
5. Dress up your little one in a sports-themed Onesie (because it's never too early to become a Cubs fan!).

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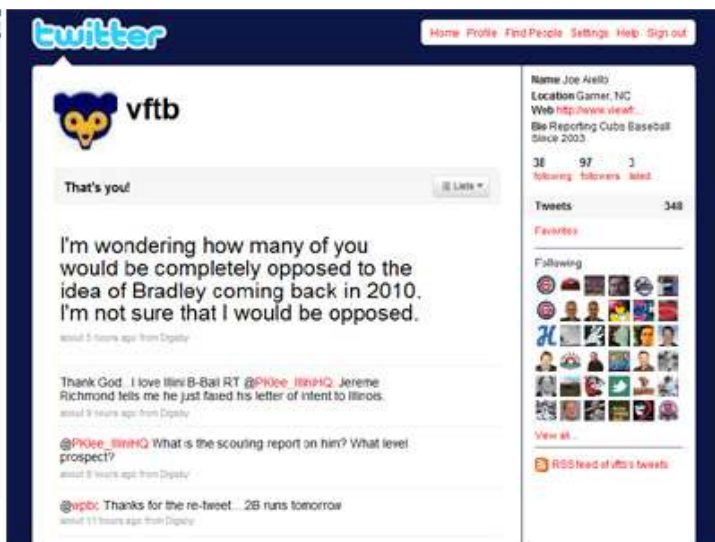
Featured Posts - Available with as many as 10 links of your choice, this avenue is a perfect way to get your message across to the readers in a clever and creative way. Featured posts allow you to craft your message in the most beneficial way as well as point readers to the areas of your site you crave most. Simply submit the html code for the post, complete with the hyperlinks and we'll do the rest. We'll run the post on the homepage for the first day and then link to it in the sidebar for the duration of the ad. The picture above shows an example of this creative marketing strategy in action in an effort to promote Cub's Jerseys. Offering a high level of credibility to your ad text, featured posts are quickly becoming the premiere choice for advertising in many print and electronic media outlets.

the View
Home Be A Wise
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Sidebar Text Ads / Banner Ads - The left sidebar is where we offer your company the opportunity to advertise via simple text links or a vertical banner ad of your choosing. We offer a wide variant of text link packages that range from simple list format to paragraph format with embedded links. All content is completely customizable to fit your needs. In addition, we offer unlimited access to have both the anchor text and link destinations changed to constantly keep your ad fresh, relevant, and SEO optimized. Simply send us the changes and we'll have them made within 24 hours of your request.

Banner ads can vary in type and size. We currently offer payments on a cpm basis or flat monthly rate. In the past, we have run banner ads for media outlets such as ESPN, Yellow Book, and BetUS. (Note: banner ads inside of posts are currently negotiable as well)



Social Media Outlets - Nothing has grown by leaps and bounds more than social media sites. Currently, we offer both a page on Facebook as well as Twitter. More and more, companies are looking to get their message out in short, quick bursts that can then be spread throughout the social media site and eventually go viral. We offer sponsored posts on Facebook as well as tweets on Twitter. Frequency and content is completely negotiable and customizable. Simply provide us with the content and links and we'll take care of the work on a daily, weekly or monthly basis.



Sponsored Lead Posts - Currently limited in space availability, this is the most visible method of advertising available on our site. Sponsored lead posts allow you to customize a 2-3 sentence ad with 3-5 text links that is placed at the base of the lead post on the site. All text links, anchor text and destinations are fully customizable throughout the length of the ad. Simply e-mail your changes to us and we'll have them posted within 24 hours.

PAYMENT OPTIONS

The VFTB Network requires upfront payment before advertisements become active.

Sorry - US dollars are the only form of currency accepted.



- Through your Pay Pal account by Credit Card



- Instant Pay Pal transfer
- Pay Pal Subscription Payment - Funds are directly debited from your Pay-Pal account

We also accept business, personal and cashier's checks

Make checks payable to:

Joe Aiello
112 Juniper Ct.
Garner, NC 27529
USA

For more information on pricing, initial placement or renewal, please contact:

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e-mail: joe@viewfromthebleachers.com
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