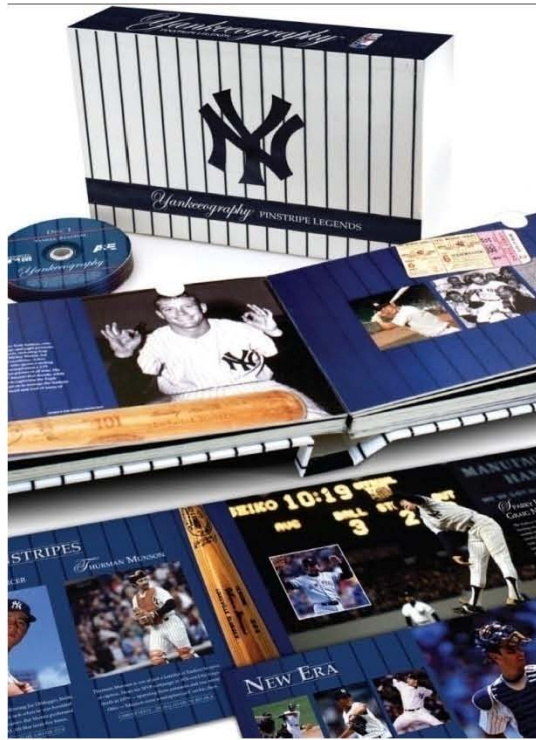


# YANKEEOGRAPHY: PINSTRIPE LEGENDS

*New award-winning and expanded content, beautifully packaged*

- A stunning, 30-page collectible book paired with 16 discs jam-packed with 48 episodes of the Emmy® winning series YANKEEOGRAPHY biographies on all the Yankee greats.
- Yankee-related merchandise sales rank first among all MLB Clubs.
- 10 NEW programs including Derek Jeter, George Steinbrenner, Alex Rodriguez, Andy Pettitte, Hideki Matsui, Tales of Triumph, Greatest Teams, and more, plus new bonus features.
- The high end book packaging will feature photos and editorial taking the reader through the Yankees storied history and 27 championships.
- Marketing and Promotion will include top 15 radio markets, a partnership with MLB Network, YES Network, a Media Tour with a Yankee player, in-stadium advertising, print, and online for an **estimated 40 million impressions**.



**SYNOPSIS** Over the decades of New York Yankees dominance

many have earned their pinstripes through performance or victories or popularity. This beautiful Collector's Edition celebrates the players and moments that have earned the Yankees 27 Championships and counting.

## PRODUCT INFORMATION

SRP: \$179.95 US, \$199.95 CAN

FORMAT: 16-pk

PACKAGING: Special, Collectable book

LENGTH: Over 50 hours.

GENRE: SPORTS

YEAR: 2011

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 8

## RELATED & RECOMMENDED



THE OFFICIAL MAJOR LEAGUE BASEBALL WORLD SERIES FILM COLLECTION



YANKEEOGRAPHY: THE CAPTAINS COLLECTION



CAT NO. AAAE243490 UPC 7-33961-24349-9 ISBN 1-4229-2119-0