

Unmatched Online Editorial Coverage

Each weekday and each week, SportsBusinessDaily.com and SportsBusinessJournal.com – the leading trade publications in sports business – provide breaking news and comprehensive reporting and analysis on the industry. With their extensive news-gathering team of more than 80 reporters, editors, researchers and columnists, SBD and SBJ keep their readers ahead of the news cycle.

Three times each day, SportsBusinessDaily.com publishes the latest industry news for its subscribers, and, each week, SportsBusinessJournal.com posts its weekly issue, in its entirety, for its readers to access all week. Plus, both sites boast comprehensive and complete archives covering 10-plus years in sports business reporting. This extensive news coverage garners 1 million-plus page views each month from a group of very influential readers.

These readers are loyal subscribers who pay a premium for the SBD and SBJ content. SBD subscribers pay a \$1,300 annual subscription/single-user price, and SBJ subscribers pay \$259 for an annual subscription to the magazine.

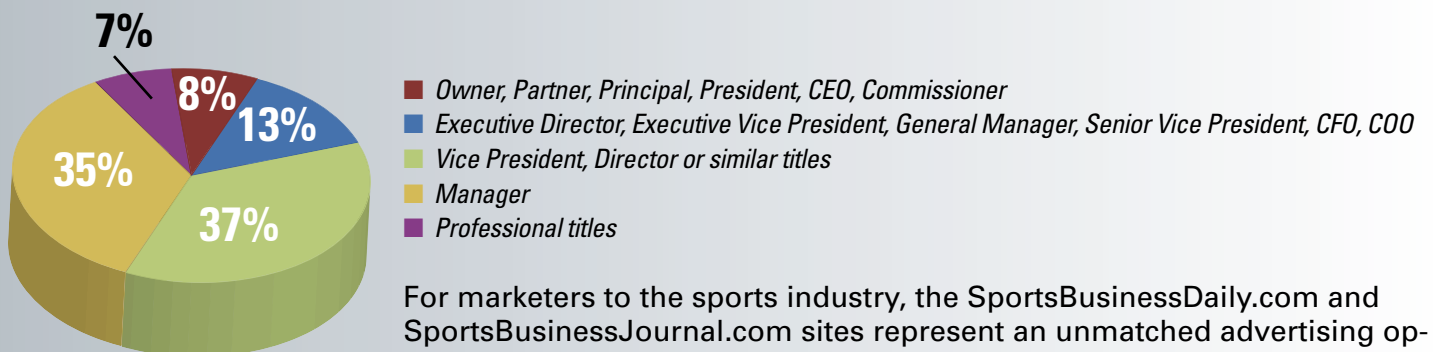
In addition, each week SBJ and SBD post several publication alerts – the Morning Buzz, the Closing Bell, the Daily, the Weekly Replay and SBJ’s weekly online posting notice – that total 200,000 requested e-mails each week (800,000 monthly) to the most powerful and influential audience in sports business.

SBJ and SBD Reach the Top Officers in Sports Business

SportsBusiness Journal Executive Readers



SportsBusiness Daily Executive Readers



For marketers to the sports industry, the SportsBusinessDaily.com and SportsBusinessJournal.com sites represent an unmatched advertising opportunity to reach the broadest and highest-level audience of sports business decision-makers found anywhere.

An Unprecedented Program to Provide Exclusive and Dominant Access to Industry Leaders

Starting with the launch of the newly designed SportsBusinessDaily.com and SportsBusinessJournal.com websites, SBJ and SBD are offering two high-impact programs that guarantee advertisers dominant and exclusive online share of voice. Details below:

Digital GOLD Partnership:

- Two-week period
- Limited to 4 participating advertisers
- Limited participation guarantees advertisers ownership of SportsBusinessDaily.com and SportsBusinessJournal.com's exclusive online audience
- Dominant and high-impact roadblock position on both sites
- Guaranteed 20% share of voice on both sites for two-week period
- Exclusive sponsorship position on SportsBusinessDaily.com and SportsBusinessJournal.com of requested e-mails for two weeks (total 95,000 requested e-mails per advertiser)
- E-mail alerts include: SportsBusinessDaily.com: Morning Buzz, the Daily, Closing Bell and Weekly Replay; SBJ.com: weekly publication alert.
- Cost of program: \$6,000

Digital PLATINUM Partnership:

- Four-week period
- Limited to 4 participating advertisers
- Ownership of SportsBusinessDaily.com and SportsBusinessJournal.com's exclusive online audience
- Dominant and high-impact roadblock position on both sites
- Guaranteed 20% share of voice on both sites for four-week period
- Exclusive sponsorship of SportsBusinessDaily.com and SportsBusinessJournal.com requested e-mails for four weeks (total of 190,000 requested e-mails per advertiser)
- E-mail alerts include: SportsBusinessDaily.com: Morning Buzz, the Daily, Closing Bell and Weekly Replay; SBJ.com: weekly publication alert.
- Cost of program: \$11,000

Unlimited Opportunity/Limited Availability

For advertisers to the sports industry, the SportsBusiness Journal and the SportsBusiness Daily online presence is an unlimited opportunity to reach and influence the most important decision-makers in the business. But, because our online space is limited, it's an opportunity with limited availability. To make sure that you reserve your place in this high-visibility, high-impact ad environment, call your local SportsBusiness Journal/Daily representative today, or contact national advertising director Julie Tuttle at 212-500-0711 or jtuttle@sportsbusinessjournal.com.