



Brand Builder Package

PACKAGE DESCRIPTION

The Brand Builder Package is a turn-key, fully integrated marketing program that allows you to connect with the powerful SBJ and SBD audience on multiple platforms. Advertisers who run 6 paid advertising pages for \$74,895 (gross) / \$63,660 (net) earn one free page and qualify for the value-added benefits below.

ONLINE ADVERTISING (3-MONTH PRESENCE)

Online run-of-site advertising appears on SportsBusinessDaily.com and SportsBusinessJournal.com Web sites in "roadblock" rotation occupying all three ad positions. SportsBusiness Daily tracks sports business news from more than 500 newspapers, magazines, television, Internet and radio news sources worldwide. It is delivered to our audience of sports business executives 3 times each business day. SportsBusinessJournal.com is the online version of SportsBusiness Journal.

COVER WRAP MAILING

You will also be given the opportunity to have SportsBusiness Journal mailed directly to up to **500 clients, prospects and colleagues.** A special customized 4-page cover wrap with your message will accompany the issue.

VIP EVENT ACCESS

You will receive 2 complimentary passes to 2012 SportsBusiness Journal conferences.*

ONE-YEAR VIP SUBSCRIPTIONS

We will provide 5 one-year, complimentary subscriptions to SportsBusiness Journal to the recipients of your choice. Simply supply us the contact information for your choice of clients, prospects or key employees and we will do the rest.

TOTAL PACKAGE VALUE:	\$162,860
TOTAL COST	\$63.660 (net)

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PRINT	7 pages (6 paid, 1 free)	(Value: \$103,565)
ONLINE	3 months "roadblock" rotation	(Value: \$33,000)
CONFERENCE	2 complimentary passes to 2012 SportsBusiness Journal conferences*	(Value: \$21,000)
SUBSCRIPTIONS	5 complimentary subscriptions to SportsBusiness Journal magazine	(Value: \$1,295)
ADDED VALUE	Cover wraps around SBJ sent to 500 best customers or prospects	(Value: \$4,000)

*Excludes Forty Under 40 Banquet and Sports Business Awards.

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