2013 Classified Advertising Rates

SBJ	1-2x		3-6x		7-12x		13-25x		26x+	
SBD	5-10x		15-30x		35-60x		65-125x			
AD SIZE	Regular Rate	Discount Rate	Regular Rate	Discount Rate	Regular Rate	Discount Rate	Regular Rate	Discount Rate	Regular Rate	Discount Rate
1x1	$168	$101	$152	$91	$134	$81	$101	$61	$85	$51
1x1.5	$254	$152	$227	$137	$201	$121	$152	$91	$126	$76
1x2	$336	$202	$301	$181	$327	$196	$202	$121	$168	$101
1x3	$503	$301	$454	$272	$403	$242	$305	$183	$254	$152
1x4	$671	$402	$604	$362	$541	$324	$403	$242	$336	$202
2x2	$671	$402	$604	$362	$541	$324	$403	$242	$336	$202
2x3	$1,008	$605	$905	$543	$806	$484	$604	$362	$503	$301
2x4	$1,342	$805	$1,210	$726	$1,074	$645	$806	$484	$671	$402
3x3	$1,509	$905	$1,361	$817	$1,210	$726	$905	$543	$756	$454
3x4	$2,013	$1,208	$1,813	$1,088	$1,612	$967	$1,210	$726	$1,008	$605

Advertisers in both SportsBusiness Journal (SBJ) and SportsBusiness Daily (SBD) will earn a 40% discount on their advertising in the second publication. For example, a 1x advertiser in SBJ who chooses to run a 1x schedule in SBD will pay the $152 rate for print and $91 for their online advertisement. The same is true for advertisers that run in the Daily.

AD Size	Dimensions in inches (WxH)	AD Size	Dimensions in inches (WxH)
1x1	1-7/16 x 1	2x2	3-1/16 x 2
1x1.5	1-7/16 x 1-1/2	2x3	3-1/16 x 3
1x2	1-7/16 x 2	2x4	3-1/16 x 4
1x3	1-7/16 x 3	3x3	4-11/16 x 3
1x4	1-7/16 x 4	3x4	4-11/16 x 4

Accepted file types: PDF, EPS, JPG, TIFF; 300 dpi; CMYK, RGB or B&W/grayscale. (**Note:** Ad widths are in "column inches.")

SALES AND PRODUCTION CONTACT/PAYMENT INFORMATION

Heather Taylor
Street & Smith's SportsBusiness Journal/Daily
120 West Morehead Street, Suite 310
Charlotte, NC 28202
Phone: 704-973-1525 • Fax: 704-973-1504
Email: htaylor@sportsbusinessdaily.com

**All ads must be prepaid by credit card*

ADVERTISING CLOSING DATES

- **SportsBusiness Journal** Ad space closes Monday, two weeks prior to issue date. SportsBusiness Journal publishes every Monday.
- **SportsBusiness Daily** All orders for advertisements must be made by 2:00 p.m. ET, the day prior to first insertion date.