



1. Package Description

Advertisers who run 6 paid advertising pages for \$72,714 (gross)/\$61,8007 (net) earn one free 2-sided tab in the 2011 Resource Guide & Fact Book, and qualify for the value-added benefits below.

Print: 6 advertising pages – 1 Resource Guide & Fact Book Tab Free



2. Online Advertising – 3-month presence

Online run-of-site advertising appears on SportsBusinessDaily.com and SportsBusinessJournal.com Web sites as a leaderboard banner. SBD 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.

com is the online version of SportsBusiness Journal.

3. 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.



4. VIP Event Access

You will receive 2 complimentary passes to 2010 SportsBusiness Journal conferences.*

5. 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: \$120,775

TOTAL COST	\$61,807 (net)
PRINT	7 pages – 6 paid/1 free (Value: \$91,203)
ONLINE	3 months of banners or towers (Value: \$6,417)
CONFERENCE	2 complimentary passes to 2010 SportsBusiness Journal conferences* (Value: \$18,000)
SUBSCRIPTIONS	• 5 complimentary subscriptions to SportsBusiness Journal magazine (Value: \$1,270)
ADDED VALUE	• Cover wraps around SBJ sent to 500 best customers or prospects (Value: \$3,885)

*Excludes Forty Under 40 Banquet, Leadership Retreat and Sports Business Awards.