



1. Package Description

The Market-Leader Gold 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 that invest \$123,000 (net) will receive 12 pages of advertising in SBJ and qualify for the following:

2. SportsBusiness Journal Event Gold Sponsorship**

A dominant presence at an eligible *SportsBusiness Journal* event. Sponsorship elements include pre- and post-event exposure and high-profile elements during the event. (See conference brochure for a complete description of Gold Sponsor benefits.)

3. Online Advertising – 6-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, 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*.

4. Cover Wrap Mailing

You will also be given the opportunity to have *SportsBusiness Journal* mailed directly to up to 1,000 clients, prospects and colleagues. A special customized 4-page cover wrap with your message will accompany the issue.

5. One-Year VIP Subscriptions

We will provide 10 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.

6. VIP Event Access

You will receive 4 complimentary passes to 2010 *SportsBusiness Journal* conferences.*

Total Package Value: \$245,489

TOTAL COST	\$123,000 (net)
PRINT	12 pages – 10 paid/2 free (Value: \$156,348)
ONLINE	6 months of banners or towers (Value: \$12,831)
CONFERENCE	<ul style="list-style-type: none"> • 1 Gold Sponsorship to an eligible SBJ conference** (Value: \$30,000) • 4 complimentary passes to 2010 <i>SportsBusiness Journal</i> conferences* (Value: \$36,000)
SUBSCRIPTIONS	<ul style="list-style-type: none"> • 10 complimentary subscriptions to <i>SportsBusiness Journal</i> magazine (Value: \$2,540)
ADDED VALUE	<ul style="list-style-type: none"> • Cover wraps around SBJ sent to 1,000 best customers or prospects (Value: \$7,770)

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