



1. Package Description
Advertisers who run 10 paid advertising pages for \$121,190 (gross)/\$103,012 (net) earn one free 2-sided tab in the 2011 Resource Guide & Fact Book, and one free advertising page. Market Leader Gold partners will qualify for the value-added benefits below.



4. 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.



Print: 11 advertising pages – 1 Resource Guide & Fact Book Tab Free

5. VIP Event Access
You will receive 4 complimentary passes to 2010 *SportsBusiness Journal* conferences.*

Total Package Value: \$215,489



2. 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, magazine, 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*.

3. 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.

TOTAL COST	\$103,012 (net)
PRINT	12 pages – 10 paid/2 free (Value: \$156,348)
ONLINE	6 months of banners or towers (Value: \$12,831)
CONFERENCE	4 complimentary passes to 2010 <i>SportsBusiness Journal</i> conferences* (Value: \$36,000)
SUBSCRIPTIONS	• 10 complimentary subscriptions to <i>SportsBusiness Journal</i> magazine (Value: \$2,540)
ADDED VALUE	• 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.