

1st Quarter

Issue Date	SBJ In-Depth/Special Reports	Industry Events	Sponsored Sections	Ad Close	Materials Close
January 4	Golf			12/21/09	12/23/09
January 11	Video Gaming			12/28/09	12/30/09
January 18	Vancouver: One Month Out			1/4	1/6
January 25	Facilities	Winter X Games, Aspen (Jan. 28-31) PGA Tour, Torrey Pines, San Diego (Jan. 28-31)		1/11	1/13
February 1	Super Bowl Preview	Super Bowl XLIV, Miami (Feb. 7)		1/18	1/20
February 8	Motorsports	NBA All-Star Game, Dallas (Feb. 14) Daytona 500, Daytona (Feb. 14)		1/25	1/27
February 15	Sponsorship	Winter Olympics, Vancouver, B.C. (Feb. 12-28)		2/1	2/3
February 22	Digital / Broadband / Wireless			2/8	2/10
March 1	Fantasy Sports			2/15	2/17
March 8	Forty Under 40			2/22	2/24
March 15	World Congress of Sports	World Congress of Sports, Los Angeles (March 17-18) Forty Under 40, Los Angeles (March 18)		3/1	3/3
March 22	MLS Season Preview Special Report: Champions of Sports Business	MLS Season Opener, Seattle (March 25)		3/8	3/10
March 29	MLB Season Preview			3/15	3/17
<i>2nd Quarter</i>					
April 5	Facilities	Sports Franchises and Facilities, Dallas (April 7-8) Masters, Augusta (April 5-11) MLB Season Opener		3/22	3/24
April 12	Finance	NASC, Columbus, Ohio (April 13-15)		3/29	3/31
April 19	The Fan Base: Examining the Fan Bases of Each Major League			4/5	4/7
April 26	Horse Racing	Kentucky Derby, Louisville (May 1)	Sports Emmys	4/12	4/14
May 3	Media Upfront			4/19	4/21
May 10	Top Sports Sponsors			4/26	4/28
May 17	Sports Business Awards Preview Issue	Sports Business Awards, New York (May 20)		5/3	5/5
May 24	Motorsports	Indianapolis 500, Indianapolis (May 30) Coca Cola 600, Charlotte		5/10	5/12
May 31	Open			5/17	5/19
June 7	World Cup Preview			5/24	5/26
June 14	Fight Issue			6/1	6/2
June 21	NACDA / AD of the Year	NACDA, Anaheim (June 22-25)		6/7	6/9
June 28	Digital / Broadband / Wireless			6/14	6/16

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<i>3rd Quarter</i>					
July 5		OPEN WEEK – NO PUBLICATION			
July 12	Ticketing	MLB All-Star Game, Anaheim (July 13)	Fan Experience	6/28	6/30
July 19	Action Sports			7/5	7/7
July 26	Sponsorship			7/12	7/14
August 2	Youth Sports			7/19	7/21
August 9		OPEN WEEK – NO PUBLICATION			
August 16	Sports Media			8/2	8/4
August 23	College Football			8/9	8/11
August 30	Tennis	U.S. Open, New York (Aug. 30 - Sept. 13)		8/16	8/18
September 6	NFL Season Preview			8/23	8/25
September 13	Hispanic Marketing			8/30	9/1
September 20	Digital / Broadband / Wireless			9/7	9/8
September 27	Sponsorship		Sports Property Showcase	9/13	9/15
<i>4th Quarter</i>					
October 4	NHL Season Preview			9/20	9/22
October 11	London 2012: Two Years Out			9/27	9/29
October 18	Horse Racing			10/4	10/6
October 25	NBA Season Preview			10/11	10/13
November 1	Facilities			10/18	10/20
November 8	College Basketball			10/25	10/27
November 15	Sports Media			11/1	11/3
November 22	Engagement Marketing			11/8	11/10
November 29	6th Annual SBJ/SBD Reader Survey	Motorsports Marketing Forum		11/15	11/17
December 6	College Sports	Intercollegiate Athletics Forum	Directory of College Sports Business Degrees	11/22	11/24
December 13	50 Most Influential Executives in Sports Business			11/29	12/1
December 20	2010: The Year in Sports Business			12/6	12/8
December 27		OPEN WEEK – NO PUBLICATION			

COLUMNS

WEEKLY: THE LEFTON REPORT is a weekly must-read on sponsorship, advertising and marketing news written by *SportsBusiness Journal/Daily* Editor-at-Large Terry Lefton. It is consistently one of the most widely read features in the magazine. **LABOR & AGENTS BY LIZ MULLEN** covers the dynamic world of sports agencies and talent agents, as well as the key labor issues facing the sports industry. Her weekly column is a can't-miss among top sports agents and talent negotiators, as well as league and labor leaders. **BREAKING GROUND BY DON MURET** covers the latest news and trends among sports facilities and venues in this weekly column widely read by facility managers, architects, contractors, vendors, concessionaries and other partners. The column examines new elements in facility design and development, seating and ticketing.

SEMI-MONTHLY: ON MEDIA BY JOHN OURAND is known for its provocative and spirited opinion, offering a unique perspective on the latest trends in the dynamic and fluid sports media space. From rights fees to programming trends to ratings spin, Ourand delivers keen analysis of some of the hot-button issues that everyone is talking about.

MONTHLY: A longtime sports business veteran, Dr. Bill Sutton authors a monthly column on best practices. The column continuously receives some of the most feedback and response of any column to appear in *SportsBusiness Journal*. Sutton details best-practices on ticket pricing, renewals, group sales and corporate sponsorship strategies applicable to both league and sponsors.

QUARTERLY: UP NEXT BY RICH LUKER presents issues and perspectives by Rich Luker, the well-respected consultant with The Luker Co., that is intended to move the industry forward in its thinking. This thought-provoking piece examines the latest societal trends in sports consumption and habits, and features trending data on issues such as interest in sports among our youth, and thoughts from industry leaders about what's on the horizon.

*Issues To Be Determined will be added to the *SportsBusiness Journal* site as they are announced. To get the latest information go to www.sportsbusinessjournal.com and click on the Advertise With Us section.

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