



Market Leader Program — Gold Package

PROGRAM DESCRIPTION

The Market Leader Program/Gold Package is a **turnkey, fully integrated marketing program** that allows you to connect with the powerful SBJ and SBD audience on multiple platforms. Advertisers who run 10 or more pages - \$156,060 or greater will earn the Market Leader Program rate of \$155,000 (net) and earn two free pages for a total of 12 pages in SBJ. Advertisers who qualify for the Market Leader Program /Gold Package will also receive the following value-added benefits:

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.)

ONLINE ADVERTISING (350,000)

Online run-of-site advertising appears on SportsBusinessDaily.com and SportsBusinessJournal.com websites. SportsBusiness Daily 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.

PREFERRED RATE STATUS

All advertisers that qualify for the Market Leader Program – Gold Package will earn the 2019, **13-time advertiser rate** as a program bonus.

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.

VIP EVENT ACCESS

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

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.

TOTAL PACKAGE VALUE:		\$336,198
TOTAL COST		\$162,750 (net)
PRINT	12 pages	(Value: \$220,308)*
ONLINE	350,000 impressions	(Value: \$22,000)
CONFERENCE	• 1 Gold Sponsorship to an eligible SBJ conference • 4 complimentary passes to SBJ conferences**	(Value: \$32,000) (Value: \$54,000)
SUBSCRIPTIONS	10 complimentary subscriptions to SportsBusiness Journal magazine	(Value: \$2,890)
ADDED VALUE	Cover wraps around SBJ sent to 500 best customers or prospects	(Value: \$5,000)

*12 x \$18,359 open rate

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