

## SPORTS BUSINESS JOURNAL DISPLAY ADVERTISING RATES

AD SIZE		OPEN	3X	6X	13X	26X	49X
1/8	Color				<b>3,188</b>	<b>2,997</b>	<b>2,811</b>
	B&W				<b>2,823</b>	<b>2,658</b>	<b>2,494</b>
1/4	Color	<b>6,245</b>	<b>6,058</b>	<b>5,809</b>	<b>5,308</b>	<b>4,993</b>	<b>4,680</b>
	B&W	<b>5,541</b>	<b>5,374</b>	<b>5,151</b>	<b>4,706</b>	<b>4,431</b>	<b>4,155</b>
1/3	Color	<b>7,942</b>	<b>7,704</b>	<b>7,384</b>	<b>6,748</b>	<b>6,354</b>	<b>5,955</b>
	B&W	<b>7,049</b>	<b>6,840</b>	<b>6,555</b>	<b>5,990</b>	<b>5,638</b>	<b>5,286</b>
1/2	Color	<b>11,535</b>	<b>11,192</b>	<b>10,730</b>	<b>9,807</b>	<b>9,228</b>	<b>8,542</b>
	B&W	<b>10,238</b>	<b>9,932</b>	<b>9,523</b>	<b>8,706</b>	<b>8,191</b>	<b>7,680</b>
JUNIOR	Color	<b>13,997</b>	<b>13,574</b>	<b>13,013</b>	<b>11,894</b>	<b>11,195</b>	<b>10,496</b>
	B&W	<b>12,422</b>	<b>12,048</b>	<b>11,551</b>	<b>10,556</b>	<b>9,937</b>	<b>9,314</b>
FULL	Color	<b>18,910</b>	<b>18,344</b>	<b>17,590</b>	<b>16,074</b>	<b>15,128</b>	<b>14,184</b>
	B&W	<b>16,783</b>	<b>16,280</b>	<b>15,609</b>	<b>14,267</b>	<b>13,426</b>	<b>12,588</b>
COVER 2		<b>21,747</b>					
COVER 3		<b>21,219</b>					
COVER 4		<b>23,642</b>					

## SPECIFICATIONS

- **15% Discounts for recognized agencies**  
 Approved agencies must provide complete camera-ready materials by the deadline to receive discount.
- **Spreads and special positions**  
 Spread rates are available at a 10% discount (off earned page rate). Special positions are available at a 15% premium. Pre-printed insert rates are available upon request.
- **Classified ads are also available.**  
 Please call 888-267-3869 for more information.
- **1/8 Page available only at 13x insertion level or above.** Ask your SBJ sales rep for details.