

Brand Builder Program

PROGRAM DESCRIPTION

The Brand Builder Program is a **turnkey, fully integrated marketing program** that allows you to connect with the powerful SBJ and SBD audience on multiple platforms. Under this program, advertisers who run 6 or more pages –\$96,444 (gross) or greater- will earn the Brand Builder Program Rate of \$81,977 (net) and will earn one free page for a total of 7 pages in SBJ. Advertisers who qualify for the Brand Builder Program will also receive the following value-added benefits:

ONLINE ADVERTISING (250,000)

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 Sports Business Journal.

PREFERRED RATE STATUS

All advertisers that qualify for the Brand Builder Program will earn the 2019, **13-time advertiser rate** as a program bonus.

COVER WRAP MAILING

You will also be given the opportunity to have Sports Business 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 **2 complimentary passes** to Sports Business Journal conferences.

ONE-YEAR VIP SUBSCRIPTIONS

We will provide **5 one-year, complimentary subscriptions** to Sports Business 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:		\$180,815
TOTAL COST		\$81,977 (net)
PRINT	7 pages (6 paid, 1 free)	(Value: \$132,370)*
ONLINE	200,000 impressions	(Value: \$15,000)
CONFERENCE	2 complimentary passes to SBJ conferences**	(Value: \$27,000)
SUBSCRIPTIONS	5 complimentary subscriptions to SportsBusiness Journal magazine	(Value: \$1,445)
ADDED VALUE	Cover wraps around SBJ sent to 500 best customers or prospects	(Value: \$5,000)

*7 x \$18,910 open rate

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