

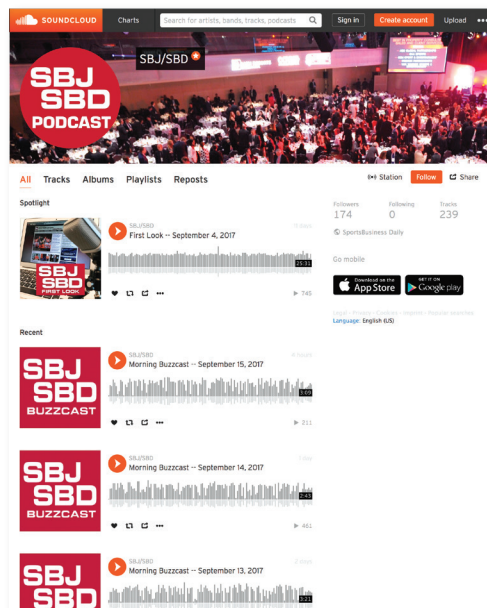
## PODCASTS SPONSORSHIPS

**SportsBusiness Daily's Buzzcast:** Posted with each Morning Buzz, Buzzcast is edited to get busy executives up to speed on what's happening in the industry right now. Each Buzzcast is a three-minute podcast hosted by an editor involved in writing that day's edition of SportsBusiness Daily.

**SportsBusiness Journal's First Look:** SportsBusiness Journal offers the First Look podcast every Monday morning giving readers a behind the scenes look at that week's issue of SBJ. Each edition is a 20-to-30-minute discussion among editors and writers that provides insights into the week's business news based on the expertise of the people writing and reporting it.

### Included in Podcast Sponsorship

- Sponsor name will appear in the podcast logo
- Host will mention sponsor at beginning and end of podcast, i.e., "Welcome to Buzzcast for Monday January 16, presented by (sponsor)"

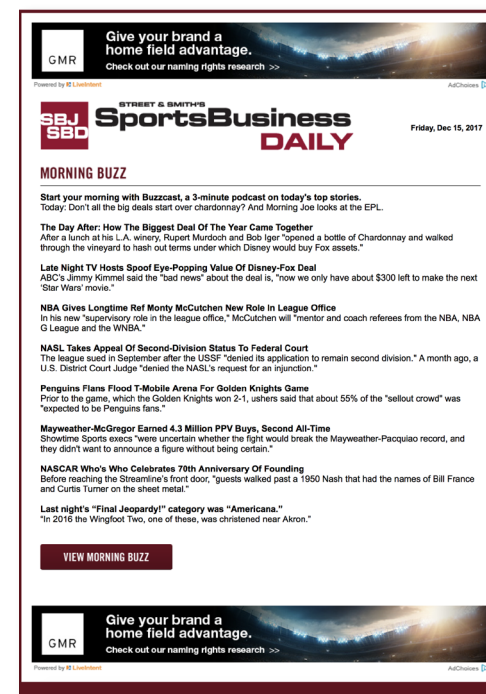


- Sponsor name will appear in headline over podcast player
- Each day's podcast will be announced on the SBJ/SBD Twitter feed
- Presenting sponsor's Twitter handle will be tagged in each social post
- Weekly exclusive ownership of podcast presentation

## Email Sponsorship

- Weekly exclusive ownership of 100% of emails sent out to SBJ/SBD subscribers
- Ads will appear in over 500,000 emails a week

**Price: \$7,500 a week**



# DIGITAL ADVERTISING OPPORTUNITIES

## Specifications & Requirements

**Flash Requirements:** Flash creatives must be delivered as .swf files. All Flash ads must include a backup GIF. Flash ads must include click Tag tracking that contains the following action scripts:  
on (release) {geturl(\_level0.clickTag,"\_blank");}

**Sponsored Logos:** All Logos served on SportsBusiness Journal/Daily must be provided in EPS format for the production staff to size to creative standards.

### FILE SIZES:

#### Display Ads

- 728 x 90 (40k max)
- 300 x 250 (40k max)
- 300 x 600 (40k max)

#### Email Newsletters

- No flash 728 x 90 (40k max)
- Mobile Ads 300 x 50 (40k max)

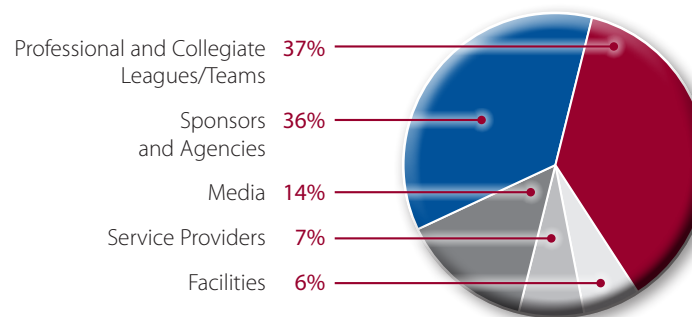
#### Accepted Standard Creative/Rich Media Types

- GIF
- Image map
- JPEG
- Java Script
- Dynamic HTML
- HTML banners
- Flash\*\* (up to 30 seconds)
- DFA
- Atlas
- Bluestreak
- Eyeblander
- Point Roll

## AUDIENCE COMPOSITION Wealth, Power and Leadership

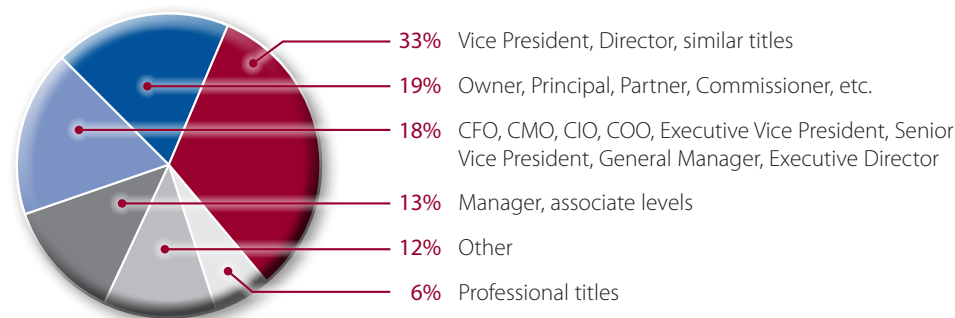
### SBJ/SBD IS THE CONNECTION BETWEEN SPORTS AND BUSINESS

SBJ Audience Composition  
by Industry Segment



### SBJ/SBD SUBSCRIBERS ARE DECISION-MAKERS WHO LOOK TO SBJ/SBD TO KEEP INFORMED AND ON TOP OF THE INDUSTRY

SBJ Audience Composition  
by Job Title



Source: Subscriber Study, 2015  
SBJ Circulation Audit, 2015