

RATES & PACKAGES

NOTE: All rates listed are net.

PRINT

FOUR COLOR	1 Issue	3 Issues	6 Issues	7+ Issues
Page	\$4,300	\$4,200	\$3,900	\$3,800
2-Page Spread	7,000	6,800	6,500	6,000
1/2 Island	3,800	3,700	3,400	3,300
1/2 Horizontal or Vertical	3,300	3,200	2,900	2,800
1/3 Horizontal or Vertical	2,800	2,700	2,500	2,400
1/4	2,500	2,400	2,200	2,100
1/6	2,100	2,000	1,800	1,700

*Black and white rates available upon request

PROFESSIONAL DIRECTORY

	1 Issue	6 Issues	9 Issues
Four Color	\$500	\$450	\$425
Black and White	400	350	325

CUSTOM CONTENT

Sponsored Video	\$2,000
Sponsored Content Digital	\$2,000
Sponsored Content Print	Call for rates
Social Media Package	\$600
Sponsored Webinar	Call for rates

AB SHOW

	Nov/Dec Advertisers	Non-Advertisers
Page in AB Show Guide	\$750	\$1,100
10x10 Exhibit Space	\$2,950	+\$200 corner fee

DIGITAL

BANNER ADS	MONTHLY RATE
Billboard	\$1,500
Super Leaderboard	1,200
Facility of the Week	1,600
Retargeting	1,200
Digital Focus	1,200
Podcast	Call for Rates

CUSTOM EMAIL

CUSTOM EMAIL	RATE VARIES BY LIST SIZE
Targeted Send	\$1,500—\$5,000

ATHLETIC BUSINESS TODAY BANNERS

E-NEWSLETTER	WEEKLY RATE
1st Banner	\$1,200
2nd Banner	1,100
3rd Banner	1,000
4th Banner	800
Native Banner	1,200

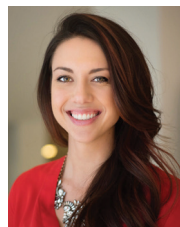
BUYERS GUIDE MICROSITE	Annual: \$2,125
ARCHITECT PORTFOLIO	Annual: \$1,350

CONTACT YOUR ADVERTISING ADVISOR TO GET STARTED:



DIANE EBNER

WEST SALES
Advertising Director
(608) 729-4189
diane@athleticbusiness.com



CHARLI MUCHOW

EAST SALES
Account Executive
(608) 729-4216
charli@athleticbusiness.com