

About SportsEvents Media Group

Build Relationships and Tell Your Story with SportsEvents Media Group

SportsEvents Media Group is the national leading media company and resource for sports events planners and tournament directors. Each platform offers facts, expert advice, tools, how-to's and more on topics that sports event planners need to know to produce top-notch sporting events and competitions.

We can provide you with an integrated marketing strategy that blends all aspects of marketing communication such as advertising, sales promotion, direct marketing, face-to-face, and social media, through our multimedia channels.

Who should advertise?

- Destinations looking to attract economically impactful sports events and competitions
- Venues, stadiums, arenas and convention centers to increase revenue and exposure
- Technology providers that supply event management software or digital solutions
- Marketing service providers that specialize in event planning and/or sports marketing services
- Transportation providers that specialize in working with groups and teams
- Insurance companies offering coverage for events and competitions
- Lodging accommodations seeking to increase reservations with group and team bookings
- Event supply companies offering products such as signage, decor, equipment rentals and more



Audience

SportsEvents magazine is delivered to an audience of over 17,500 ^[1] qualified sports events planners, league managers, directors, sports governing bodies (local, national and regional directors), sanctioning organizations, sports organizations and associations, coaches’ associations and others. With a pass along rate of 2.1 ^[2] per copy, that means each issue of SportsEvents reaches an additional 19,000 readers!

In addition, we have an audience of over 5,000 ^[3] professionals who subscribe to our e-mail list, providing even more opportunities to reach the industry.

How our readers’ describe their organization’s sports operations ^[2]

Area of Sports	Per cent of readers
Team Sports	75%
Individual Sports	50%
Gaming/E-Sports	13%
Indoor Sports	69%
Outdoor Sports	81%

Trade publications our readers read regularly (at least three out of four issues) ^[3]

Type of Publications	Per cent of readers
SportsEvents Magazine	75%
Sports Destinations Management	44%
PUSH	13%

Key Figures

85%

of readers say SportsEvents' print and digital advertising educates and is an important part of the publication ^[2]

67%

of readers say they took action after seeing an ad in SportsEvents ^[2]

71%

of readers say their respect for *SportsEvents* could positively impact their opinion of advertisements in the magazine ^[2]

24%

website year-over-year audience growth as of January 2024 ^[3]

5,000

Professionals subscribed to our email list ^[3]

Footnotes

1. Data Source: December 2023 AAM Circulation Statement
2. Based on June 2023 AdStudy conducted by the independent research firm, Signet Research, Inc.
3. Data Source: Publisher's own data

Editorial Calendar (2025)

January

Winter Sports Issue

Social Media Post for Advertisers

February

The Readers' Choice Awards Issue
Bright Lights, Big City

Social Media Post for Advertisers

March

Small Markets, Big on Sports

Complimentary same size templated
advertorial

Game Plan

Planner Do's & Don'ts

State Spotlights

Alaska
Colorado
Minnesota

Sports Reports

Pro Wrestling
Snowboarding
Hockey

North Dakota
Oregon
Vermont

Game Plan:

Saluting heroes through sports

State Spotlights:

Alabama
Arkansas

Sports Reports:

eSports
Indoor Climbing

Idaho
Maine
Texas

Game Plan:

Accessible sports

State Spotlights:

Arizona
New York

Sports Reports:

MMA
Gymnastics
Triathlon

North Carolina
Oklahoma
Pennsylvania
Wyoming

Space Closing: December 13, 2024

Material Deadline: December 20, 2024

Publishing: January 13, 2025

Space Closing: January 13, 2025

Material Deadline: January 20, 2025

Publishing: February 13, 2025

Space Closing: February 13, 2025

Material Deadline: February 21, 2025

Publishing: March 13, 2025



April

20th Annual State of the Industry Report

Sports ETA Bonus Distribution

Game Plan:

Multimedia
Advertising

Sports Reports:

Polo
Motorbike/ATV

State Spotlights:

Delaware
Montana
Nevada
Ohio
Tennessee
Washington

Space Closing: March 7, 2025

Material Deadline: March 14, 2025

Publishing: April 7, 2025

May

Annual Soccer and Lacrosse Sourcebook

The ultimate guide to soccer and lacrosse destinations and fields in the United States.

Bonus:

Enhanced Print Directory Listing for Advertisers

Space Closing: April 11, 2025

Material Deadline: April 21, 2025

Publishing: May 13, 2025

June

Top New Facilities and Hot Sports Resorts

Social Media Post for Advertisers

Game Plan:

Promoting local tourism through sports
Canada

State Spotlights:

Georgia
Hawaii
Indiana

Sports Reports:

Pickleball
Dodgeball
Football

Louisiana
Puerto Rico
Rhode Island

Space Closing: May 13, 2025

Material Deadline: May 21, 2025

Publishing: June 13, 2025

July

Multi-Use Complexes

Social Media Post for Advertisers

Game Plan:

Youth Camps & Showcases

Sports Reports:

Swimming Races
Diving
Corn Hole

State Spotlights:

California
New Hampshire
New Jersey
Utah
West Virginia

Space Closing: June 13, 2025

Material Deadline: June 20, 2025

Publishing: July 11, 2025

August

Natural Venues Guide

Enhanced Print Directory Listing for Advertisers

Game Plan:

Pre-conference Issue

Sports Reports:

Golf
Mountain Biking
Rowing

State Spotlights:

Connecticut
Florida
Maryland
Illinois
Michigan
Washington, D.C.

Space Closing: July 11, 2025

Material Deadline: July 18, 2025

Publishing: August 13, 2025

September

Convention Centers, Arenas, and Venues

Social Media Post for Advertisers

Game Plan:

School Sports Partnership

Sports Reports:

Basketball
Track & Field
Ultimate Frisbee

State Spotlights:

Iowa
Kentucky
Mississippi
New Mexico
South Carolina
Wisconsin

Space Closing: August 13, 2025

Material Deadline: August 20, 2025

Publishing: September 12, 2025

October

November

December

Annual Baseball and Softball Sourcebook

The guide to baseball and softball destinations and fields in the United States.

Bonus:
Enhanced Directory Listing for Advertisers

Space Closing: September 12, 2025
Material Deadline: September 19, 2025
Publishing: October 10, 2025

RCA Nominations Issue

Social Media Post for Advertisers

Game Plan:
Maximizing Internships

State Spotlights:
Kansas
Massachusetts
Missouri
Nebraska
South Dakota
Virginia

Sports Reports:
Karate
Archery
Curling

Space Closing: October 10, 2025
Material Deadline: October 20, 2025
Publishing: November 13, 2025

Annual Planners' Guide to Sports Commissions, CVBs & Venues

The go-to resource for locating and working with sports commissions and CVBs for your events.

Bonuses:
Enhanced Print Directory Listing for Advertisers
Complimentary same size templated advertorial

Space Closing: November 13, 2025
Material Deadline: November 20, 2025
Publishing: December 19, 2025

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

Content Marketing

Sponsored Content

Included with your purchase of a half page or larger ad in the March and December issues, Sponsored Content is your opportunity to tell our readers more about yourself in an editorialized spot next to your ad!

Full page:

- 700 words or 500 words with 1-2 photos
- \$4,735 value!

Half page:

- 350 words, no photos
- \$3,195 value!

Third page (with purchase of 2/3 page ad):

- 225 words, no photos
- \$2,785 value!

Click images to view interactive sample.



HEADLINE

- Maximum 50 characters

CONTACT INFO, HEADSHOT & MORE

- Name and title of contact for sports event planners

- Company Name
- Regular and toll-free phone numbers
- E-mail
- Website & URL
- Headshot (high res. 300 dpi)
- Up to 40 words of copy. Tell us...What makes you and/or your organization different from your competition? Include a bio, sales message, or fun fact.

PHOTO SPECS

- Minimum 5" wide @300 dpi
- Photo cutline/description of photo.

Destination Spotlight

As part of our State Guides, you can have your destination featured in a full-page Destination Spotlight. This content piece lets you really showcase what you can offer planners using your own photography and copy!

Rate: \$5,285

Material Requirements:

Cover Photo

- 7" wide @300 dpi

Headline

- Maximum of 50 words

Copy

- 125-175 words

“Get to Know” Box

- A quote or interesting fact (up to 40 words)
- Headshot photo @300 dpi
- Name and title of the featured person
- Local and toll-free phone numbers
- E-mail, website, and URL

“Hot Topics” Box

- Choose from these suggested topics or send us some of your own
- Top Sports Spots
- Hot Restaurants or Bars
- Top Entertainment Spots
- Family Fun Options
- Unique Places to See or Visit
- Include 1 picture and up to 200 words of text, or
- Include 2 pictures and up to 175 words of text.

[Click image to view interactive sample.](#)



Rogue Valley, Southern Oregon

The Heart of Sports and Recreation

Medford, the heart of the Rogue Valley and Southern Oregon, offers premier recreational opportunities and sporting venues for the entire region. From the historic downtown to the heart of the valley, the Rogue Valley is quickly being recognized for its world-class amenities, state-of-the-art competitive venues, and a wealth of recreational amenities and a wealth of recreational amenities and a wealth of recreational amenities.

Expected to open in early 2023, a new indoor, 80,000 square foot center for sports, aquatic

and meeting center will open for indoor and competitive activities. The Rogue Valley Community Center will break competition and recreation parks, meeting space, and more for high school sports, and any variation for volleyball, basketball, wrestling, cheerleading, competitive and more. The site will also feature food trucks, concessions and an information center to accommodate visitors and hosts alike. Business space is being built for this prime venue. In contact Angela Wood at

GET TO KNOW:

Angela Wood

Director of Sales and Sports Development

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July 2021 | 37

Print Rates (2025)

Display Ad Rates

Ad Size	Rate
Full Page	\$4,735
2/3 Page	4,110
1/2 Page Island	3,790
1/2 Page	3,195
1/3 Page	2,785
1/4 Page	2,370
Page Spread	9,470
1/2 Page Spread	6,390

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$5,685
OBC	5,920

Destination Spotlight

Ad Size	Rate
Full Page	\$5,450

Download the Mechanical Spec Sheet

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web Display

SportsEvents's website is where sports events planners come to find breaking industry news, archives of the magazine, and find event planner resources all in one convenient location.

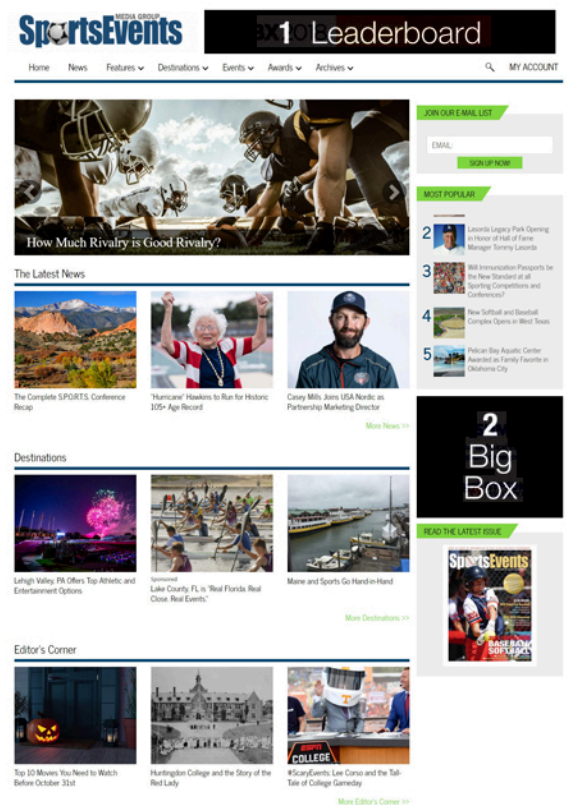
Advertising on our website can significantly increase your exposure to planners who refer to our site when decided where to hold their next event!

- . Leaderboard (728 x 90 pixels): \$1,320/month
- . Big Box/Medium Rectangle (300 x 250 pixels): \$940/month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.



High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Click image to view interactive sample.



Mobile Reveal

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$1,335/month

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

Mobile: 320px by 50px

Rate: \$4,425/month

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Online Rates (2025)

Ad Type	Rate	Per
<u>Leaderboard</u>	\$1,320	Month
<u>Big Box</u>	940	Month
<u>Mobile Reveal</u>	1,335	Month
<u>Wallpaper</u>	4,425	Month
<u>Tour-Cast</u>	2,660	Broadcast
<u>Branded News</u>	1,010	Month
<u>Branded Features</u>	1,290	12 Months
<u>E-Broadcast</u>	3,500	Broadcast
<u>E-Newsletter Sponsorship</u>		
Per Position	905	Broadcast
Exclusivity (All Positions)	1,385	Broadcast
<u>Digital Edition Sponsorship</u>	2,660	Issue
<u>Virtual Tour/Videos</u>		
3 Months	1,005	
12 Months	2,660	
Digital State Spotlights		
With Full Page in Print	1,025	Year
Without Full Page in Print	2,350	Year

*Lower digital rates may apply. Speak to your Account Manager for details

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Tour-Casts

Simply put, a Tour-Cast is a live presentation; your own teleconference with SportsEvents subscribers interested in learning about your destination. This interactive presentation enables you to present your destination as if you are in front of a large group of prospects at a trade show, or even hosting them on a FAM trip, and to answer their questions in real time!

Each Tour-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Tour-Cast
- Your Tour-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Tour-Cast.

Reach: 25,000 impressions

Price: \$2,660

Add the edited MP4 file: \$750

Deliverables:

- Company logo
- Name and image of your destination you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

Publishers data based on full scope of marketing campaign.

Kenilworth Media Inc., publishers of SportsEvents, will provide clients with a link to the recorded Tour-Cast at no-charge. An MP4 recording of the Tour-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Tour-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Tour-Cast.

Lower digital rates may apply. Speak to your Account Manager for details.

Branded News

Branded News is your opportunity to announce big changes at your destination as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

1. Home Page
2. News Section
3. E-Newsletter
4. Social Media

Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



Rate

\$1,010 per posting/month

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

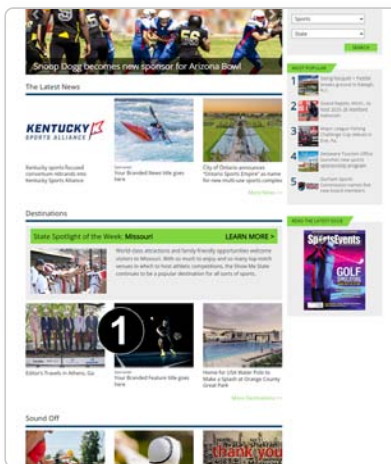
Branded Features

Branded Features appear alongside trusted and topical content from **SportsEvents**. Archived for one year, and free from other advertisements, this dedicated content page is indexed and searchable. It may contain multiple images and/or video treatments, and is promoted via:

1. Home Page
2. Features Section
3. E-Newsletter
4. Social Media

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs



Rate

\$1,290 per posting/year

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image

- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

Virtual Tours & Video Hosting

SportsEvents has an easy and affordable way to market your existing virtual tours and videos to our audience across the country: our new online Virtual Tours section where we will host your tour or video in a special website section!

Basic Hosting Package

- Your video hosted in our [Video Library section](#)
- A dedicated page containing your video, description and link to your website
- Promotion on the [home page](#)
- Choice of video hosted for 3 months or 12 months

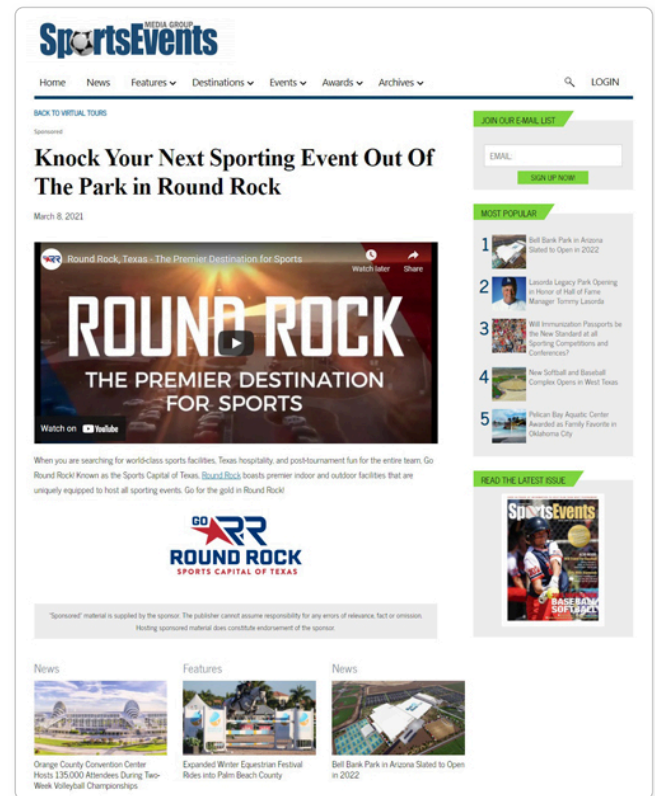
Basic Package Cost

3 months: \$1,005

12 months: ~~\$4,020~~ \$2,660

Deliverables

- Video file (mp4, mov), link to video (YouTube, Vimeo) or embeddable virtual tour
- Title (up to 85 characters)
- Description (up to 100 words)
- Placeholder image (video still or related image)
- Company logo
- URL link to your site



E-Broadcasts

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the planners responsible for choosing your destination for their next event!


Reach: 5,000 recipients

Rate: \$3,500


Lead generation programs are now available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



SportsEvents Media Group is pleased to present the preceding opportunity for our readers. SportsEvents Media Group does not endorse the preceding products, services, or events and your contact information remains strictly confidential.



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Learn More

Digital State Spotlights

Up your online game with **SportsEvents**' State Spotlight Premium Packages. Combined with your digital ad in our printed State Spotlight, this digital offering gets you even more exposure to our audience of sports events planners!

Includes:

- . **State Spotlight Breakout** - 100-word description of your destination or venue, headline, image and a link to your Enhanced Online Directory Listing. Your breakout will be featured at the top of your state's online spotlight for one year!
- . **Enhanced Online Directory Listing** - receives search optimization in the directory plus a logo, profile, and links to your social media online for one year.
- . **Shared eBroadcast** - your State Spotlight Breakout will be featured along with other from your state in a shared broadcast sent shortly after your state's print spotlight.

Rate:

- \$1,025 with a half or full page ad in print
- \$2,350 without a half or full page ad in print

E-Newsletter Sponsorship

Featuring breaking news from the industry, SportsEvents' newsletter is e-mailed twice a month to over 4,500 sports events professionals. E-newsletter sponsors can receive up to three positions in the newsletter to promote themselves!

Reach: 5,000 recipients

Frequency: Bi-monthly
Rates

- All positions: \$1,385
- One position: \$905

Deliverables

- Up to three Leaderboards (728 x 90 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Leaderboard



NJCAA selects Wichita, Kans. as host for its upcoming soccer championships

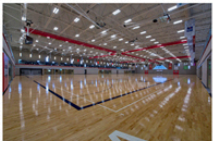
The National Junior College Athletic Association (NJCAA) has awarded Wichita, Kans., as host for the upcoming NJCAA Division I and Division II Soccer Championships.

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As the weather cools down, sports in Round Rock heat up!

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Soccer reigns as king this September here in the Sports Capital of Texas.

Leaderboard

Troon and the sports facilities companies announce strategic collaboration

The Sports Facilities Companies (SFC), one of the nation's leading operating partners for sports, recreation, and event facilities, announced a strategic partnership with Troon, a leader in providing golf club-related leisure and hospitality services.



Digital Edition Sponsorship

SportsEvents's Digital edition is a fully interactive copy of the printed magazine. Digital edition sponsorship consists of a full-page ad placed across from the front cover, as well as sponsor recognition within our weekly newsletter until the next issue of the magazine is released.

- . Full-page ad placed adjacent to the front cover.
- . Exclusive top-of-page banner, visible on every page.
- . Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- . Bi-monthly promotion to over 5,000 E-Newsletter recipients.

Rate: \$2,660/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL