

## 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 18,000 <sup>[1]</sup> 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 <sup>[2]</sup> per copy, that means each issue of SportsEvents reaches nearly 20,000 additional readers!

In addition, we have an audience of over 6,000 <sup>[3]</sup> professionals who subscribe to our e-mail list, providing even more opportunities to reach the industry.

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### How our readers' describe their organization's sports operations <sup>[2]</sup>

| Area of Sports    | Per cent of readers |
|-------------------|---------------------|
| Team Sports       | 69%                 |
| Individual Sports | 50%                 |
| Gaming/E-Sports   | 6%                  |
| Indoor Sports     | 44%                 |
| Outdoor Sports    | 69%                 |

### Trade publications our readers read regularly (at least three out of four issues) <sup>[3]</sup>

| Type of Publications           | Per cent of readers |
|--------------------------------|---------------------|
| SportsEvents Magazine          | 75%                 |
| Sports Destinations Management | 13%                 |
| PUSH                           | 19%                 |

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## Key Figures

88%

of readers say SportsEvents' print and digital advertising educates and is an important part of the publication <sup>[2]</sup>

50%

of readers say they took action after seeing an ad in SportsEvents <sup>[2]</sup>

81%

of readers say their respect for *SportsEvents* could positively impact their opinion of advertisements in the magazine <sup>[2]</sup>

6,000

Professionals subscribed to our email list <sup>[3]</sup>

## Footnotes

1. Data Source: December 2024 AAM Circulation Statement
2. Based on June 2024 AdStudy conducted by the independent research firm, Signet Research, Inc.
3. Data Source: Publisher's own data

## Editorial Calendar (2026)

### January

#### Winter Sports Issue

Social Media Post for Advertisers

##### Game Plan

How to plan the ultimate winter event (indoor and outdoor)

##### Sports Reports

Cross Country Skiing  
Hockey

##### State Spotlights

New Jersey  
Idaho  
Maine  
Michigan  
Montana  
Wisconsin

**Space Closing:** December 12, 2025

**Material Deadline:** December 19, 2025

**Publishing:** January 13, 2026

### February

#### The Readers' Choice Awards Issue Bright Lights, Big City

Social Media Post for Advertisers

##### Game Plan:

Multi Venue Events

##### Sports Reports:

Kick Boxing/MMA  
Tennis/Racquet  
Sports

##### State Spotlights:

Texas  
Nevada  
West Virginia  
Wyoming

**Space Closing:** January 13, 2026

**Material Deadline:** January 20, 2026

**Publishing:** February 13, 2026

### March

#### Small Markets, Big on Sports

Complimentary same size templated advertorial

##### Game Plan:

Event Security

##### Sports Reports:

Basketball  
Field Hockey

##### State Spotlights:

District of Columbia  
Kansas  
Minnesota  
Colorado  
South Carolina  
Tennessee

**Space Closing:** February 13, 2026

**Material Deadline:** February 23, 2026

**Publishing:** March 13, 2026

### April

#### eSports

Sports ETA Bonus Distribution

##### Game Plan:

Securing  
Sponsorships

##### Sports Reports:

Cheer and Dance  
Surfing

##### State Spotlights:

Alabama  
California  
Hawaii  
Oklahoma  
Rhode Island  
Washington

**Space Closing:** March 9, 2026

**Material Deadline:** March 16, 2026

**Publishing:** April 7, 2026

### May

#### Annual Soccer and Lacrosse Sourcebook

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

##### Bonus:

Enhanced directory listing for advertisers

**Space Closing:** April 13, 2026

**Material Deadline:** April 20, 2026

**Publishing:** May 13, 2026

### June

#### Top New Facilities and Hot Sports Resorts

Social Media Post for Advertisers

##### Game Plan:

Marketing Your  
Venue

##### Sports Reports:

Equestrian  
Sailing

##### State Spotlights:

Illinois  
Maryland  
Mississippi  
Missouri  
Pennsylvania  
Puerto Rico

**Space Closing:** May 13, 2026

**Material Deadline:** May 21, 2026

**Publishing:** June 12, 2026

## July

### Multi-Use Complexes

Social Media Post for Advertisers

|                        |  |
|------------------------|--|
| <b>Game Plan:</b>      | <b>State Spotlights:</b>                     |
| National Senior Games  | Arkansas<br>Iowa<br>New Hampshire            |
| <b>Sports Reports:</b> | New Mexico<br>North Carolina<br>North Dakota |
| Pickleball<br>Golf     |  |

**Space Closing:** June 12, 2026

**Material Deadline:** June 19, 2026

**Publishing:** July 13, 2026

## August

### Natural Venues Guide - Volleyball Supplement

Enhanced Print Directory Listing for Advertisers

|  |   |
|--|---|
| <b>Game Plan:</b>                          | <b>State Spotlights:</b>                                      |
| Varsity Sports Pre-Conference Look Ahead   | Alaska<br>Kentucky<br>Louisiana<br>New York<br>Oregon<br>Utah |
| <b>Sports Reports:</b>                     |   |
| Volleyball (supplement)<br>Mountain Biking |   |

**Space Closing:** July 13, 2026

**Material Deadline:** July 20, 2026

**Publishing:** August 13, 2026

## September

### Convention Centers, Arenas, and Venues

Social Media Post for Advertisers

|  |  |
|--|--|
| <b>Game Plan:</b>                          | <b>State Spotlights:</b>   |
| Adapting Spaces for Sports Events (nimble) | Connecticut<br>Georgia<br>Indiana<br>Massachusetts<br>Ohio<br>South Dakota |
| <b>Sports Reports:</b>                     |  |
| Football<br>Bowling                        |  |

**Space Closing:** August 13, 2026

**Material Deadline:** August 20, 2026

**Publishing:** September 11, 2026

## October

### Annual Baseball and Softball Sourcebook

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

#### Bonus:

Enhanced Print Directory Listing for Advertisers

**Space Closing:** September 11, 2026

**Material Deadline:** September 18, 2026

**Publishing:** October 13, 2026

## November

### Readers' Choice Awards Nominations Issue

Social Media Post for Advertisers

|   |   |
|---|---|
| <b>Game Plan:</b>   | <b>State Spotlights:</b>  |
| Post-Conference Recap<br>Athlete Recovery - Meet the Trainers | Arizona<br>Delaware<br>Florida<br>Nebraska<br>Vermont<br>Virginia |
| <b>Sports Reports:</b>  |   |
| Shuffleboard<br>Fly Fishing/Fishing                           |   |

**Space Closing:** October 13, 2026

**Material Deadline:** October 20, 2026

**Publishing:** November 13, 2026

## December

### Annual Planners' Guide to Sports Commissions, CVBs & Venues

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

#### Bonuses:

Enhanced Print Directory Listing for Advertisers  
Complimentary same size templated advertorial

**Space Closing:** November 13, 2026

**Material Deadline:** November 20, 2026

**Publishing:** December 18, 2026

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
- \$4,830 value!

Half page:

- 350 words, no photos
- \$3,260 value!

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

- 225 words, no photos
- \$2,845 value!

Click images to view interactive sample.



## HEADLINE

- Maximum 50 characters

## CONTACT INFO, HEADSHOT &amp; 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.



## Introducing State Spotlight Premium Package

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

Each online package includes a State Spotlight Breakout, Enhanced Directory Listing, and Shared E-broadcast.

**1. State Spotlight Breakout**

A 100-word description of your destination or venue, headline, image, and a link to your Enhanced Directory listing. Your State Spotlight Breakout will be featured at the top of your state's spotlight! This stays on our site for one year.

**2. Enhanced Directory Listing**

Your listing in our online directory with the full enhanced treatment! Your enhanced listing receives search optimization in the directory, plus a logo, profile, and links to your social media! Your online enhanced listing remains active for one year.

**3. Shared E-broadcast**

Your State Spotlight Breakout will be featured along with others from your state in a shared broadcast sent shortly after your state's spotlight in print.

### ALL FOR ONLY

**\$1,095**

With your 1/2 or Full Page ad in print.

*Without a 1/2 or Full Page ad in print: \$2,400.*

### CONTACT US TO LEARN MORE

Brenda Burns  
866-572-5633 x230

[bburns@sportseventsmediagroup.com](mailto:bburns@sportseventsmediagroup.com)

Allison Green  
866-572-5633 x232

[agreen@sportseventsmediagroup.com](mailto:agreen@sportseventsmediagroup.com)



## Volleyball Sourcebook

### Reach over 9,000 Volleyball Planners!

The Volleyball Sourcebook is the perfect platform for destinations and venues to showcase their facilities and services to a targeted audience of event planners looking to organize successful volleyball tournaments and competitions. By advertising in this sourcebook, you'll gain invaluable exposure to a niche market, connecting with planners who are eager to find the ideal location for their events.

Join us in helping planners create unforgettable volleyball experiences! Featuring insightful articles and a comprehensive directory of venues and destinations this will be THE go to guide as planners look towards 2026 and beyond.

Don't miss your chance to be featured in the SportsEvents Volleyball Sourcebook and put your destination or venue front and center!

**Reduced rates available!**

**Contact us to learn more**

Brenda Burns  
866-572-5633 x230  
[bburns@sportseventsmediagroup.com](mailto:bburns@sportseventsmediagroup.com)

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# Fascinating New Facilities

## Do You Have a New Facility?

Now's the time to showcase your new or renovated venue to more than 18,000\* Sports Events Planners and Rightsholders with a special double page spread in SportsEvents Magazine's new section **Fascinating New Facilities**. The righthand page will feature your advertisement while the left-hand page will showcase your new property with your detailed description, unique features, and captivating images!

1. Stand out in a dedicated section of SportsEvents Magazine with images and a description of your new facility.
2. **Double page spread**
  - Your four color full page advertisement
  - Templated full page description and images of property details
3. Inclusion in a shared ebroadcast with 100 words of text and an image as well as a link to your new facility.

**All of this for only**

**\$5,095**

**CONTACT US TO LEARN MORE**

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866-572-5633 x230  
[bburns@sportseventsmediagroup.com](mailto:bburns@sportseventsmediagroup.com)

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[agreen@sportseventsmediagroup.com](mailto:agreen@sportseventsmediagroup.com)

## Print Rates (2026)

### Display Ad Rates

|                 | Ad Size | Rate    |
|-----------------|---------|---------|
| Full Page       |         | \$4,830 |
| 2/3 Page        |         | 4,190   |
| 1/2 Page Island |         | 3,865   |
| 1/2 Page        |         | 3,260   |
| 1/3 Page        |         | 2,845   |
| 1/4 Page        |         | 2,415   |
| Page Spread     |         | 9,660   |
| 1/2 Page Spread |         | 6,520   |

### Cover Ad Rates

|          | Ad Size | Rate    |
|----------|---------|---------|
| IFC, IBC |         | \$5,800 |
| OBC      |         | 6,040   |

### Destination Spotlight

|           | Ad Size | Rate    |
|-----------|---------|---------|
| Full Page |         | \$5,555 |

[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.

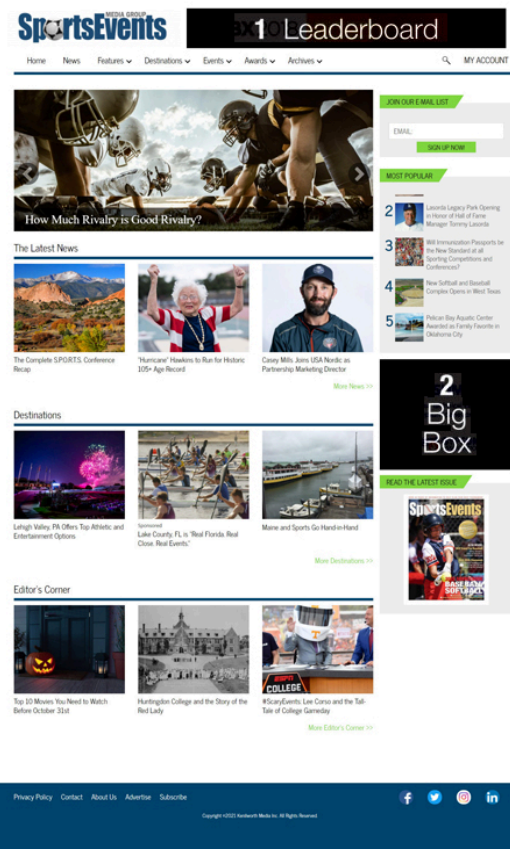
Advertising on our website can significantly increase your exposure to planners who refer to our site when decided where to hold their next event!

- Leaderboard (728 x 90 pixels): \$1,350/month
- Big Box/Medium Rectangle (300 x 250 pixels): \$960/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: \$1,365/month

## Wallpaper

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

Mobile: 320px by 50px

Rate: \$4,515/month

## Specifications

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

## Online Rates (2026)

| Ad Type  | Rate    | Per       |
|--|---------|-----------|
| <a href="#"><u>Leaderboard</u></a>                 | \$1,350 | Month     |
| <a href="#"><u>Big Box</u></a>                     | 960     | Month     |
| <a href="#"><u>Mobile Revealers</u></a>            | 1,365   | Month     |
| <a href="#"><u>Wallpaper</u></a>                   | 4,515   | Month     |
| <a href="#"><u>Tour-Cast</u></a>                   | 2,715   | Broadcast |
| <a href="#"><u>Branded News</u></a>                | 1,035   | Month     |
| <a href="#"><u>Branded Feature</u></a>             | 1,320   | 12 Months |
| <a href="#"><u>E-Broadcast</u></a>                 | 3,570   | Broadcast |
| <a href="#"><u>E-Newsletter Sponsorship</u></a>    |         |           |
| Per Position                                       | 925     | Broadcast |
| Exclusivity (All Positions)                        | 1,415   | Broadcast |
| <a href="#"><u>Digital Edition Sponsorship</u></a> | 2,715   | Broadcast |
| <a href="#"><u>Virtual Tours/Videos</u></a>        |         |           |
| 3 Months   | 1,030   |           |
| 12 Months  | 2,715   |           |
| Digital State Spotlights                           |         |           |
| With Full Page in Print                            | 1,050   | Year      |
| Without Full Page in Print                         | 2,400   | 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:** \$2,715

**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.

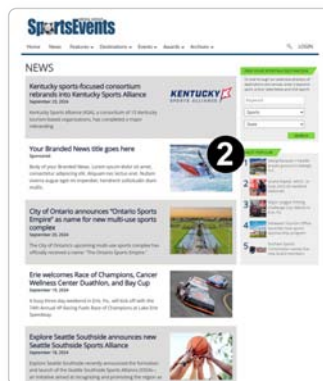
## Branded News

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

\$1,035 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)

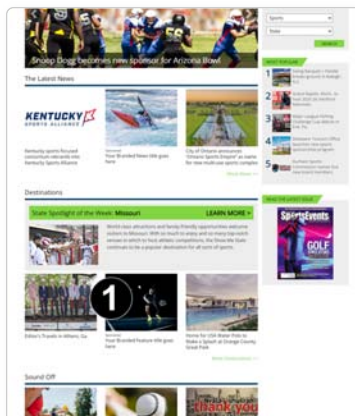
## Branded Features

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

\$1,320 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

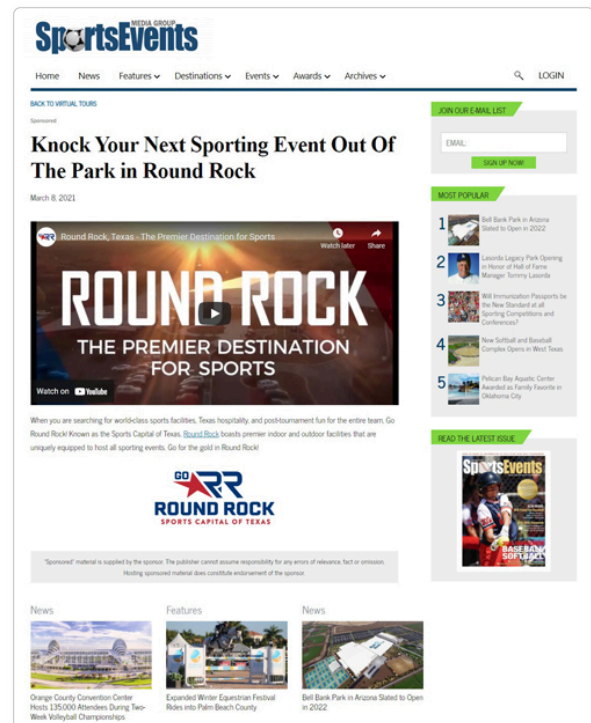
### Basic Package Cost

3 months: \$1,030

12 months: ~~\$4,120~~ \$2,715

### 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!

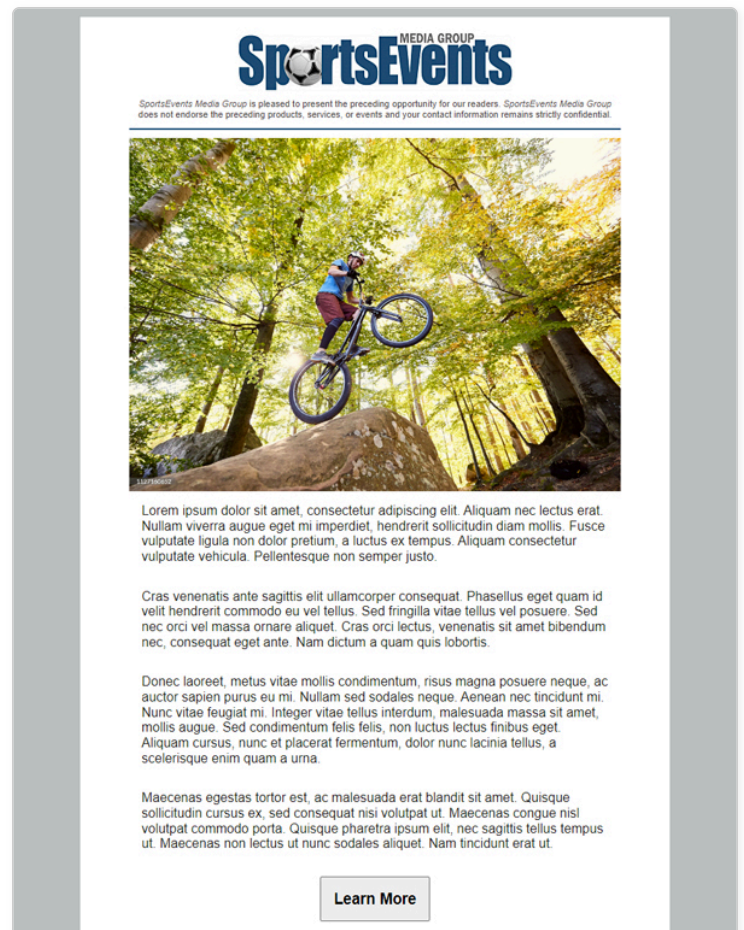
**Reach:** 6,000 recipients

**Rate:** \$3,570

**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



## Digital State Spotlights

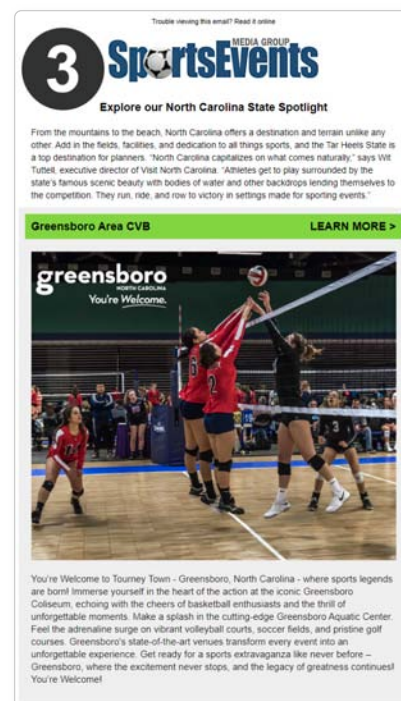
Up your online game with **SportsEvents'** State Spotlight Premium Packages. Combined with your digital ad in our printed State Spotlight, this digital offering gets you even more exposure to our audience of sports events planners!

### 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:

- \$1,050 with a half or full page ad in print
- \$2,400 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 6,000 sports events professionals. E-newsletter sponsors can receive up to three positions in the newsletter to promote themselves!

**Reach:** 6,000 recipients

**Frequency:** Bi-monthly

### Rates

- All positions: \$1,415
- One position: \$925

### 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

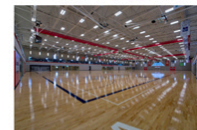
The National Junior College Athletic Association (NJCAA) has awarded Wichita, Kans., as host for the upcoming NJCAA Division I and Division II Soccer Championships.

### Leaderboard

#### Your Branded Feature title goes here

SPONSORED

Body of your Branded Feature. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer bibendum faucibus justo, sed dictum dolor dignissim quis. Nullam placerat ultricies est, non maximus elit placerat a.



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

SPONSORED

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 6,000 E-Newsletter recipients.

**Rate:** \$2,715/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