

SPORTS ONE SOURCE

MEDIA Services Group

UPDATE Advertising Options

(Rates Effective 1/1/2008)

| Graphic Ads | Specs ^a | SGB UPDATE | Outdoor Business UPDATE | Footwear Business UPDATE |
|-----------------|--------------------|------------|-------------------------|--------------------------|
| Leaderboard Ad | 728x90 | \$1,200 | \$1,000 | \$1,000 |
| Banner Ad | 468x60 | \$800 | \$700 | \$700 |
| Vertical Banner | 150x240 | \$800 | \$700 | \$700 |
| Macro Button | 150x120 | \$500 | \$700 | \$700 |

- All ads are measured in pixels and specified in Width x Height. There is rotation of ad space. Animated GIF ads are limited to 3-loops for Banner Ads and 2-loops for Mini Banners and Macro Buttons. Micro Buttons are static.
- Rates are for a four-week run in either SGB UPDATE, Footwear Market UPDATE, or Outdoor Business UPDATE.

| Classified Ads | Specs | UPDATE Ad ^a | Combo Ad ^b | Print Ad ^c |
|----------------|----------|------------------------|-----------------------|-----------------------|
| Text Ad | 60 words | \$150 | \$100 | \$200 |

- The UPDATE Ad is a 60 word ad placed in one of the SGB UPDATE, Footwear Market UPDATE, and Outdoor Business UPDATE newsletters. Rate is for a one week run.
- The COMBO Ad rate is an UPDATE Ad that has been discounted when advertiser also runs a Job Posting at www.SportsJobsSource.com. Must be for same position advertised on Web site. Rate is for a one week run.
- The PRINT Ad is for jobs posted in *Sports Executive Weekly* or *The B.O.S.S. Report*, which are published each week and delivered to paid subscribers via e-mail in Adobe PDF format. Rate is for 60 words for one week. Additional words are \$50 per 25 word block. Add logo for \$25 per week.

For more information on acceptable file types and sizes visit the Advertising section of SportsOneSource.com at <http://www.sportsonesource.com/site/ads.asp>.

To learn about frequency discounts or to reserve advertising space on SportsOneSource.com, contact:

Rob Feiner at 212.398.5020 or rfeiner@sportsonesource.com
 Sam Selvaggio at 212.398.5021 or sselvaggio@sportsonesource.com
 Susan Tauster at 603.858.1558 or stauster@sportsonesource.com