

Collegesportsbusinessnews.com

AD RATES & SPECS 2012

# COLLEGE SPORTS BUSINESS NEWS

The Publication for College Sports Administrators



**Leaderboard Banner**

\$825 - 3 months  
\$1485 - 6 months  
\$2375 - one year

# 728 X 90

**Footer (Allowable depth up to 150px)**

\$650 - 3 months  
\$1170 - 6 months  
\$1875 - one year

# 300 X 250

**Top Right Square**

\$900 - 3 months  
\$1620 - 6 months  
\$2600 - one year

# 120 X ?

**Left column skyscraper**

\$700 - 3 months  
\$1260 - 6 months  
\$2015 - one year  
(Depth up to 640px)

**ZERO IN ON YOUR MARKET!**

**Reach college sports' top  
decision-makers — advertise your  
business or services on CSBN!**

ALL AD MATERIALS SUBMITTED TO CSBN  
SHOULD BE FORMATTED AS FOLLOWS:

All files should be submitted in RGB color format, 72 dpi resolution in JPEG, GIF, or SWF format. File size needs to be under 60k. Ad may be animated, with a maximum of two full animation sequence repeats with each page refresh.

**Deadlines:**

Allow 5 business days for ads to be posted.  
Web banners are net and are to be pre-paid.

**Rotation:**

The total number of advertisers is limited to 10 per space. Banners are arranged in equal rotation. Space dominance is available at a 7.5% discount for additional media placements, not to exceed three in the same space.\*

If you have any questions, please contact:

Ad Sales: 877-662-CSBN (2726) x203, or  
advertising@collegesportsbusinessnews.com

\*May not be combined with other discount offers.

**COLLEGE SPORTS BUSINESS NEWS—2012 ADVERTISING RATES**

**728 x 90** (leaderboard banner) \$825 - 3 months; \$1485 - 6 months; \$2375 - one year  
**728 x ?** (footer banner) \$650 - 3 months; \$1170 - 6 months; \$1875 - one year  
**300 X 250** (top right square) \$900 - 3 months; \$1620 - 6 months; \$2600 - one year  
**120 x ?** (left column skyscraper) \$700 - 3 months; \$1260 - 6 months; \$2015 - one year

**Directory Listings:** Featured - \$750/yr; Basic - \$500/yr

**E-Blast Sponsorships:** (600 x 90 static image) \$150 PER BLAST OR \$500 FOR FOUR BLASTS — CSBN Blasts Average Over 30% Opens and 14% Click-Thrus

Ask your representative for more information regarding E-Blast advertising opportunities.