SGB
SPORTING GOODS BUSINESS

4C	1X	3X	6X	12X	18X
Full page	$10,950	$9,995	$9,350	$8,925	$8,770
2/3 page	9,745	8,955	8,475	7,950	7,795
Junior page	9,085	8,400	7,905	7,400	7,265
1/2 page	8,215	7,600	7,150	6,695	6,575
1/3 page	6,570	6,075	5,715	5,355	5,250
1/4 page	4,820	4,450	4,195	3,930	3,855
Strip	4,250	3,950	3,700	3,465	3,400

Black & White:
20% discount on four-color rates

Guaranteed Position Premiums:
Back Cover: 25%
Premium Strip: 20% (guaranteed only ad on page)
All others: 10%

Inserts:
Earned rate plus insert discounts:
Tip-in fees: $2,000 (non-commissionable)
2 page . . . . .15% discount
4 page . . . . 40% discount
6 page . . . . 50% discount
8+ page . . . . 60% discount

SILVER

6X SCHEDULE* *Potential $14,655 Savings*
• Upgrade one ad to twice your average size.
• 5-day sponsorship of *SGB Inside Sporting Goods* e-newsletter.

GOLD

12X MONTHLY SCHEDULE* *Potential $41,771 Savings*
• 4-page supplied insert available at no charge in issue of choice (tip-in fee additional).
• Upgrade one ad to twice your average size.
• 10-day sponsorship of *SGB Inside Sporting Goods* e-newsletter.

PLATINUM

$125,000 LEVEL* *Potential $69,066 Savings*
• 4-page supplied insert available at no charge in issue of choice (tip-in fee additional).
• Upgrade one ad to twice your average size.
• Promotional literature available for distribution at 4 trade shows with issue of *SGB.*
• 15-day sponsorship of *SGB Inside Sporting Goods* e-newsletter.

BLUE

$175,000 LEVEL* *Potential $124,756 Savings*
• Two (2) 4-page supplied inserts available at no charge in issue of choice (tip-in fee additional).
• Upgrade two ads to twice your average size.
• Promotional literature available for distribution at 8 trade shows with issue of *SGB.*
• 20-day sponsorship of *SGB Inside Sporting Goods* e-newsletter.

* Entire schedule must be placed

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