

Partnership Activation

The "Think Tank" for connecting brands with fans.

2013 RATE CARD

OVERVIEW

Partnership Activation is a leading sports industry resource showcasing sports marketing and sponsorship trends, insights, and best practices. Partnership Activation serves as a prominent, cost-effective medium to effectively reach sports industry professionals worldwide.

I. PARTNERSHIP ACTIVATION NEWSLETTER

Circulation - Est. 8,000 Sports Business Professionals (70+ Countries)
 Frequency - Distributed on a Quarterly Basis (22nd of January, March, June, October)

Rates

Standard Banner Ad (120x40)	\$200
Half-Page Ad	\$400
Full-Page Ad	\$600
Branded Features	Available; Priced Per Feature

II. PARTNERSHIPACTIVATION.COM

Circulation - 8,000—25,000 average unique visitors per month (20-40 web hits per month)

Rates

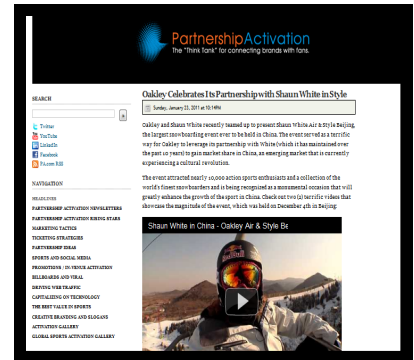
Banner Ad (Static)	\$500 Month \$150 Per Week
Branded Features	Available; Price Per Feature

III. TWITTER—@BRIANGAINOR

Circulation - 7,800+

Rates

Tweets	\$100 Per Promotional Tweet
Additional Promotional Opportunities Available (Live Chats, White Papers, etc.)	



Interested in advertising via Partnership Activation?

Send an email to bgainor@partnershipactivation.com to discuss rates, terms, and availability. Our goal is to create a custom solution that will enable you to effectively target your core consumer and grow your business.