

# Advertising Opportunities

## Banners

Banners are graphic advertisements that appear on BlackAthlete webpages rotating throughout the site or targeting a specific sport content.

## Channel Sponsor

Channel sponsors purchase all the ad inventory available in a particular BlackAthlete content area.

## Podcast Sponsor

Podcasting sponsors purchase all the wireless ad inventory available for a particular BlackAthlete broadcast

## Sponsored Links

Sponsored links appear on the right-hand side of BlackAthlete web pages.

They are text-only, content specific, and

connect visitors directly to the sponsor's web site.

## Streaming Video Sponsor

Sponsor advertisement plays for 10-seconds before a video clip. Visitors can't skip the

## 2007 Rate Card

**BlackAthlete supports media types that have proven their effectiveness and stability in a high volume, high profile marketplace.**

**For sales and pricing information, please contact [advertise@blackathlete.com](mailto:advertise@blackathlete.com)**



# Rich Media Advertising

## Expandable Banners

Ads that grow from original size to reveal a bigger advertisement.

## Floating Ads

Ads that move, "float," in an invisible layer on top of the page.

## Transitional Ads

Full page ads that appear over the page upon site entry or between pages during user navigation.

## Prices and Ad Specifications

Contact [advertise@blackathlete.com](mailto:advertise@blackathlete.com) for specifications.



# Brand Extension Opportunities

## Content Specific Advertorials.

Editorial and brand messages penned by advertisers, including executive profiles, new initiatives, and announcements with ad.

## Permission-Based Direct Mail

Leveraging the power of email marketing to get key messages or special offers in front customers.

## Virtual and Real Special Events Sponsorship

Sports industry related workshops, roundtable discussions, brand specific activities, including product announcements introductions.

## Product Giveaways and Contests

Customer point-of-sale promotions, rebates, prizes incentives, and coupons.

## Cause-related Promotions

Social responsibility campaigns and community outreach programs.

