

SUPER BOWL ADVERTISING & SPONSORSHIP OPPORTUNITIES FROM NAVTEQ



TAMPA BAY 02.01.09



NAVTEQ

## BE PART OF THE SINGLE BIGGEST EVENT IN TAMPA!

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**ON FEBRUARY 1ST, 2009**, THE SINGLE LARGEST ONE-DAY SPORTING EVENT IN THE WORLD WILL TAKE PLACE IN TAMPA BAY, FLORIDA. NEARLY 200,000 FANS ARE EXPECTED TO CONVERGE ON THE AREA OVER A TWO DAY PERIOD. THAT'S MORE THAN DOUBLE THE AMOUNT OF PEOPLE EXPECTED OVER A TYPICAL WEEKEND IN THE TAMPA AREA.\* NOT TO MENTION THE COUNTLESS OF MILLIONS OF SPORTS FANS THAT WILL DIRECT THEIR ATTENTION TO TAMPA THROUGH PRINT, RADIO, TV, MOBILE AND ONLINE COVERAGE.

## IT'S CALLED THE SUPER BOWL FOR A REASON!

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**BECOME A PART OF THIS HISTORIC EVENT** AND FEATURE YOUR BUSINESS IN THE OFFICIAL PRINT AND ONLINE PUBLICATIONS OF SUPER BOWL XLIII.

**AS A TRUSTED PARTNER FOR THE PAST FOUR YEARS**, NAVTEQ HAS BEEN AN INTEGRAL PART OF THE SUPER BOWL EXPERIENCE. DEVELOPED IN COLLABORATION WITH THE TAMPA BAY HOST COMMITTEE AND THE NATIONAL FOOTBALL LEAGUE, **NAVTEQ'S OFFICIAL MAPS AND GUIDES** ARE WIDELY DISTRIBUTED THROUGHOUT THE EVENT—FROM TICKET HOLDERS TO NFL EMPLOYEES AND PLAYERS (INCLUDING AREA HOTELS AND PORTS)—BEFORE, DURING AND AFTER THE EVENT.

## SUPER IMPACT!

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**IT IS EXPECTED THAT SUPER BOWL XLIII** WILL HAVE AN ECONOMIC IMPACT OF **\$300 TO \$400 MILLION\*** ON THE REGION. WITH AN AVERAGE HOUSEHOLD INCOME OF \$222,318 (2007), SUPER BOWL ATTENDEES ARE READY TO SPEND!

**THERE ARE NUMEROUS WAYS** FOR YOU TO BE PART OF THE ACTION WITH OUR SPONSORSHIP PACKAGES AND A-LA-CARTE ADVERTISING OPPORTUNITIES FROM NAVTEQ. YOU DON'T HAVE TO SPEND \$2.6 MILLION ON A 30 SECOND TV AD\* TO BECOME PART ONE OF THE MOST ANTICIPATED EVENTS IN THE UNITED STATES! OUR PACKAGES OFFER SOMETHING FOR EVERYONE.



**BELIEVE IN NOW**





## PLATINUM SPONSORSHIP PACKAGE (ONE AVAILABLE)

**THE PLATINUM SPONSOR** IS THE HIGHEST AND MOST INFLUENTIAL SPONSORSHIP LEVEL AVAILABLE FROM NAVTEQ. IT IS A COMBINATION OF MARKETING AND BRANDING BEFORE THE EVENT ALONG WITH MAXIMUM EXPOSURE DURING THE SUPER BOWL. THIS PACKAGE INCLUDES:

### THE OFFICIAL EVENT GUIDE

**FULL PAGE ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL EVENT GUIDE. THE GUIDE IS MAILED WITH THE SUPER BOWL TICKETS TO NFL SPONSORS, EMPLOYEES AND PLAYERS.

**VALUE: \$6,995.00**

**DISTRIBUTION: 25,000**

### THE OFFICIAL VISITORS GUIDE

**FULL PAGE ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL VISITORS GUIDE. THIS ENHANCED GUIDE INCLUDES INFORMATION FOR BOTH THE SUPER BOWL EVENT AND LOCAL AREA.

**VALUE: \$8,995.00**

**DISTRIBUTION: 100,000**

### THE OFFICIAL SUPER BOWL XLIII MAP

**BACK COVER ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL SUPER BOWL XLIII MAP. THIS IS AN EXCLUSIVE NFL SPONSORED MAP THAT WILL BE PROVIDED TO ALL NFL FLEET VEHICLES, VIPS AND WILL HAVE A PRIMARY DISTRIBUTION WHERE IT MATTERS MOST—CAR RENTAL AGENCIES IN TAMPA AND ORLANDO BEGINNING THE WEEK OF JANUARY 26<sup>TH</sup>.

**VALUE: \$8,995.00**

**DISTRIBUTION: 100,000**



**BELIEVE IN NOW**

# PLATINUM SPONSORSHIP SAMPLES

### THE BIG TICKET GALA

**THE BIG TICKET EXPERIENCE INCLUDES:**

- Dinner, Chris Berman, Host of ESPN SportsCenter
- NFL Commissioner Roger Goodell
- 20 NFL Hall of Fame Inductees
- Special performance by the one and only Jay Leno
- Stern and live auctions combining with a highly collectible memorabilia autographed by Jay Leno and all the celebrities

All proceeds from the evening will benefit the Alzheimers Super Bowl Host Committee and the Pro Football Hall of Fame.

## These birds score 3,760 touchdowns everyday.

With great low fares, service to over 230 destinations throughout the U.S., the Caribbean and Europe and thousands of flights everyday, maybe we should start our own fantasy team.

Visit [usairways.com](http://usairways.com) today and pay no booking fees.

**US AIRWAYS**  
Fly with us.

usairways.com

### OFFICIAL MAP

#### A NEW WAY TO SHOW YOUR PASSION. SIGN UP FOR NFL BANKING.

Now get your identity, check, credit, debit and automatic bill pay (A/B) all in one place with NFL Banking. Sign up at [NFLBanking.com](http://NFLBanking.com) or call 1-800-850-8500. NFL Banking is a service provided by Bank of America.

Bank of America

**Sprint ahead**

### This is the NFL at SprintSpeed.

Get NFL Mobile only from Sprint. Postgame video highlights, play-by-plays and scores. Text NFL to 7777 from your MOTO/RAZI™ flip or other SprintSpeed rated phone. Or sign up at [sprint.com/NFL](http://sprint.com/NFL). Standard text message and data rates apply.

The Official Telecommunications Service Sponsor of Super Bowl XLIII

### THE NFL EXPERIENCE

**BUILT BY THE HOME DEPOT**

The NFL Experience Built by The Home Depot is the most exciting fanzone event surrounding Super Bowl XLIII. Encompassing 850,000 square feet, it is the football's interactive theme park providing entertainment for the whole family. You can experience the excitement of the Super Bowl through interactive exhibits, 440 celebrities, entertainment activations, youth clinics, live autograph sessions, the largest football yard show ever and more!

All proceeds from the ticket sales of the NFL Experience Built by The Home Depot will benefit the Youth Education Trust (YET) in Atlanta. YET is a multi-focused educational initiative built by the most accomplished and successful players of the Super Bowl.

Tickets to the NFL Experience Built by The Home Depot are \$9.95 per seat in early December and can be purchased by calling 800-778-6677, 800-882-2222, or through [www.nfl.com/experience](http://www.nfl.com/experience) and at the gate beginning January 11.

Tickets are sold for a complimentary and limited time. Fans may stay in the theme park area as long as they wish. Reservations are not required. All events, games and activities inside the NFL Experience Built by The Home Depot are included in the price of admission.

**DAYS OF OPERATION (subject to change)**

- Saturday, Jan. 26, 10 a.m. – 10 p.m.
- Sunday, Jan. 27, 11 a.m. – 8 p.m.
- Thursday, Jan. 31, 8 p.m. – 10 p.m.
- Friday, Feb. 1, 3 p.m. – 10 p.m.
- Saturday, Feb. 3, 10 a.m. – 10 p.m.
- Sunday, Feb. 3, Open to Super Bowl XLIII ticket holders only

**LOCATION:** West Parking Lot adjacent to the University of Phoenix Stadium.

**TICKETS:** \$7.50 for adults, \$2.50 for children 12 and under.

## BELIEVE IN NOW

# PLATINUM SPONSORSHIP PACKAGE (CONTINUED)

## THE OFFICIAL NFL EXPERIENCE PRINT MAP

**BACK COVER ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL NFL EXPERIENCE MAP. THE MAP WILL BE AVAILABLE ON THE GROUND AT THIS UNIQUE NFL EVENT AND IS SPECIFICALLY DESIGNED FOR LOCAL SPORTS FANS.

**VALUE: \$15,000.00\***

**DISTRIBUTION: 150,000**



## THE OFFICIAL GAME DAY GUIDE AND MAP

**BACK COVER ADVERTISEMENT** IN THE OFFICIAL GAME DAY GUIDE AND MAP. DISTRIBUTED AT EACH OF THE SUPER BOWL ENTRANCE GATES. THIS GUIDE WILL PROVIDE IMPORTANT INFORMATION REGARDING THE GAME, THE FACILITIES AND SERVICES AVAILABLE.

**VALUE: \$20,000.00\***

**DISTRIBUTION: 40,000**



## THE OFFICIAL ONLINE GUIDES AND MAP

**DUAL SKYSCRAPERS** ARE INCLUDED IN THE OFFICIAL DIGITAL VERSIONS OF THE EVENT AND VISITOR GUIDE, AS WELL AS SPONSORSHIP OF THE OFFICIAL ONLINE INTERACTIVE MAP. THEY WILL LAUNCH IN DECEMBER 2008 AND WILL BE AVAILABLE ON SUPERBOWL.COM AND TAMPABAYSUPERBOWL.COM. THE GUIDES ARE ANTICIPATED TO HAVE 8 MILLION PAGE VIEWS.

**VALUE: \$130,000.00**



## VALUE-ADDED ITEMS

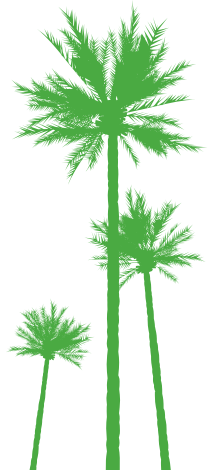
### INCLUDED WITH ALL AD PURCHASES:

- DIRECT LINK TO URL FROM THE THE OFFICIAL ONLINE EVENT AND VISITOR GUIDE
- PROMINENTLY PLACED POINT(S) OF INTEREST (POI) ON THE PRINT AND ONLINE MAPS
- TWO VIP TICKETS TO THE HOST COMMITTEE GALA

**TOTAL PACKAGE VALUE: \$189,985.00**

**TOTAL INVESTMENT: \$150,000.00**

**TOTAL SAVINGS: \$39,985.00**



\* LIMITED ADVERTISING AVAILABILITY OF THREE PANELS.

**BELIEVE IN NOW**

# PLATINUM SPONSORSHIP SAMPLES



## BELIEVE IN NOW



## GOLD SPONSORSHIP PACKAGE (THREE AVAILABLE)

**GOLD SPONSORSHIP** WILL PROVIDE A HIGH LEVEL OF EXPOSURE TO SUPER BOWL ATTENDEES AND VISITORS. PROMINENTLY DISPLAY YOUR PRESENCE BY PLACING YOUR BRAND ON THE OFFICIAL MAPS AND GUIDES OF THE TAMPA BAY SUPER BOWL. THIS PACKAGE INCLUDES:

### THE OFFICIAL EVENT GUIDE

**FULL PAGE ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL EVENT GUIDE. THE GUIDE IS MAILED WITH SUPER BOWL TICKETS TO NFL SPONSORS, EMPLOYEES AND PLAYERS.

**VALUE: \$ 6,995.00**

**DISTRIBUTION: 25,000**

### THE OFFICIAL VISITORS GUIDE

**FULL PAGE ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL VISITORS GUIDE. THIS ENHANCED GUIDE INCLUDES INFORMATION FOR BOTH THE SUPER BOWL EVENT AND LOCAL AREA.

**VALUE: \$8,995.00**

**DISTRIBUTION: 100,000**

### THE OFFICIAL SUPER BOWL XLIII MAP

**FULL PANEL ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL SUPER BOWL XLIII MAP. THIS IS AN EXCLUSIVE NFL SPONSORED MAP THAT WILL BE PROVIDED TO ALL NFL FLEET VEHICLES, VIPS, AND IT WILL HAVE A PRIMARY DISTRIBUTION WHERE IT MATTERS MOST—CAR RENTAL AGENCIES IN TAMPA AND ORLANDO BEGINNING THE WEEK OF JANUARY 26<sup>TH</sup>.

**VALUE: \$5,995.00**

**DISTRIBUTION: 100,000**



**BELIEVE IN NOW**

# GOLD SPONSORSHIP SAMPLES

**PARKING**

Information on all Super Bowl XLIII parking and routing can be found at [www.chickendepot.com](http://www.chickendepot.com) by clicking on Game Day info.

**PARKING PASSES**  
All vehicle parking at or around the University of Phoenix Stadium on Super Bowl Sunday will be required to have a mobile parking permit. Permits must be purchased in advance. No re-entry will be allowed. Complete information on Super Bowl XLIII and NFL Experience parking as well as exclusive access to parking permits is available at [www.chickendepot.com](http://www.chickendepot.com) or by calling (888) 330-PARK.

**SUPER BOWL XLIII PARKING FEE SCHEDULE**

- **Car, Van, SUV:** \$50 + \$10 Service Fee = \$60
- **Limousine/Tramcar:** \$150 + \$15 Service Fee = \$165
- **Bus/Mini-Bus:** \$200 + \$25 Service Fee = \$225

**RV'S AND MOTOR HOMES**  
In accordance with the NFL's strict NO Targeting Policy, neither RV nor motor home parking is allowed at Super Bowl XLIII. Please visit [www.sports.com](http://www.sports.com) for a listing of RV Parks and Campgrounds owned and operated by the members of the Recreational Vehicle Association of RV Parks and Campgrounds. Also visit [www.gorvtravel.com](http://www.gorvtravel.com) for information on more than 700 RV parks and campgrounds in Arizona.

**Sprint ahead**

*This is the NFL at SprintSpeed.*

Get NFL Mobile only from Sprint. Postgame video highlights, play-by-plays and scores. Text NFL to 7777 from your MOTOROLA® V9m or other SprintSpeed-rated phone. Or sign up at [sprint.com/NFL](http://sprint.com/NFL).

Standard text message and data rates apply.

The Official Telecommunications Service Sponsor of Super Bowl XLIII

**OFFICIAL MAP**

**SUPER BOWL XLIII**

TAMPA BAY OR

TAMPA

**A NEW WAY TO SHOW YOUR PASSION. SIGN UP FOR NFL BANKING.**

Show your passion for the game with NFL Banking. Sign up for NFL Banking today at [BankofAmerica.com/NFL](http://BankofAmerica.com/NFL).

**Bank of America**

Official Bank of the Super Bowl

**PEPSI SMASH SUPER BOWL BASH**

This year's Pepsi Smash Super Bowl Bash, hosted by the NFL, will feature live night watch of entertainment on Thursday, Jan. 31 and Friday, Feb. 1 at the Hard Rock Hotel in Tampa, Florida. Tickets range from \$40 per show.

**DATE:** Thursday, Jan. 31 - Friday, Feb. 1, 2009  
**TIME:** 8:00 p.m.  
**TICKETS:** \$40 per show  
**LOCATION:** Hard Rock Hotel Tampa, 400 N. Howard Ave., Tampa, FL 33602

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**SUPER BOWL SATURDAY NIGHT**

Super Bowl Saturday Night is a unique, festive event celebrating the exciting year of NFL football and celebrating the arrival of Super Bowl XLIII. The event will take place at the Hard Rock Hotel in Tampa, Florida, and will feature live entertainment, food, and more.

**DATE:** Saturday, Feb. 8, 2009  
**TIME:** 7:00 p.m. - 10:00 p.m.  
**TICKETS:** Free  
**LOCATION:** Tampa, Hard Rock Hotel, 400 N. Howard Ave., Tampa, FL 33602

## BELIEVE IN NOW

# GOLD SPONSORSHIP PACKAGE (CONTINUED)

## THE OFFICIAL NFL EXPERIENCE PRINT MAP

**PREMIUM PANEL ADVERTISEMENT** WITH PREMIUM POSITIONING TO RUN IN THE PRINT VERSION OF THE OFFICIAL NFL EXPERIENCE MAP. THE MAP WILL BE AVAILABLE ON THE GROUND AT THIS UNIQUE NFL EVENT AND IS SPECIFICALLY DESIGNED FOR LOCAL RESIDENTS.

**VALUE: \$10,000.00**

**DISTRIBUTION: 150,000**



## THE OFFICIAL GAME DAY GUIDE AND MAP

**PREMIUM PANEL ADVERTISEMENT** IN THE OFFICIAL GAME DAY GUIDE AND MAP. DISTRIBUTED AT EACH OF THE SUPER BOWL ENTRANCE GATES. THIS GUIDE WILL PROVIDE IMPORTANT INFORMATION REGARDING THE GAME, THE FACILITIES AND SERVICES AVAILABLE.

**VALUE: \$15,000.00**

**DISTRIBUTION: 40,000**



## THE OFFICIAL ONLINE EVENT AND VISITOR GUIDE

**TWO PAGE SPREAD** IN THE OFFICIAL DIGITAL EVENT AND VISITOR GUIDES. THE ONLINE GUIDES WILL LAUNCH IN DECEMBER 2008 AND WILL BE AVAILABLE ON SUPERBOWL.COM AND TAMPABAYSUPERBOWL.COM. THE GUIDES ARE ANTICIPATED TO HAVE 8 MILLION PAGE VIEWS.

**VALUE: \$10,000.00**



## VALUE-ADDED ITEMS

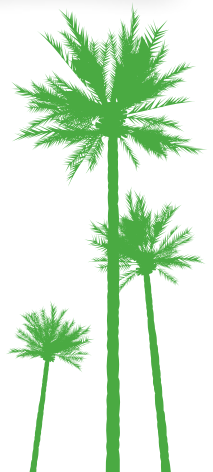
### INCLUDED WITH AD PURCHASES

- DIRECT LINK TO URL FROM THE THE OFFICIAL ONLINE EVENT AND VISITOR GUIDE
- PROMINENTLY PLACED POINT(S) OF INTEREST (POI) ON THE PRINT AND ONLINE MAPS
- TWO VIP TICKETS TO THE HOST COMMITTEE GALA

**TOTAL PACKAGE VALUE: \$61,985.00**

**TOTAL INVESTMENT: \$45,000.00**

**TOTAL SAVINGS: \$16,985.00**



**BELIEVE IN NOW**

# GOLD SPONSORSHIP SAMPLES



**WHEN VISITING THE HOME OF THE 2006 CHAMPS...**

THE COMFORTS OF HOME. NOW AVAILABLE BEFORE YOU GET THERE.



For travelers on long-term business, Residence Inn by Marriott® is the leader in extended-stay lodging. Residence Inn. All suites. With all the comforts.™

**IT'S THE MARRIOTT WAY.™**



Pittsburgh Oakland  
Pittsburgh, PA  
To reserve your room, call 412-621-2200 or visit [Marriott.com/PITRO](http://Marriott.com/PITRO)

**THE ULTIMATE PARTY IS ON!**

BUT WILL YOU BE READY?

The Ultimate Tailgate Party

**Publix**  
SUPER MARKETS

To find the nearest Publix Super Market, please visit [www.publix.com](http://www.publix.com) or consult your local listings.



## BELIEVE IN NOW

# SILVER SPONSORSHIP PACKAGE (FIVE AVAILABLE)

**SILVER SPONSORS** GET THE OPPORTUNITY TO HIGHLIGHT THEIR PARTICIPATION IN THE OFFICIAL EVENT AND VISITORS GUIDE PLUS THE PRINT AND ONLINE MAPS. THIS PACKAGE INCLUDES:

## THE OFFICIAL EVENT GUIDE

**FULL PAGE ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL EVENT GUIDE. THE GUIDE IS MAILED WITH SUPER BOWL TICKETS TO NFL SPONSORS, EMPLOYEES AND PLAYERS.

**VALUE: \$6,995.00**

**DISTRIBUTION: 25,000**

## THE OFFICIAL VISITORS GUIDE

**FULL PAGE ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL VISITORS GUIDE. THIS ENHANCED GUIDE INCLUDES INFORMATION FOR BOTH THE SUPER BOWL EVENT AND LOCAL AREA.

**VALUE: \$8,995.00**

**DISTRIBUTION: 100,000**

## THE OFFICIAL SUPER BOWL XLIII MAP

**FULL PANEL ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL SUPER BOWL XLIII MAP. THIS IS AN EXCLUSIVE NFL SPONSORED MAP THAT WILL BE PROVIDED TO ALL NFL FLEET VEHICLES, VIPS, AND IT WILL HAVE A PRIMARY DISTRIBUTION WHERE IT MATTERS MOST—CAR RENTAL AGENCIES IN TAMPA AND ORLANDO BEGINNING THE WEEK OF JANUARY 26<sup>TH</sup>.

**VALUE: \$5,995.00**

**DISTRIBUTION: 100,000**

## VALUE-ADDED ITEMS

**INCLUDED WITH ALL AD PURCHASES**

- PROMINENTLY PLACED POINT OF INTEREST (POI) ON THE PRINT AND ONLINE MAPS
- ONLINE MAP LOGO SPONSORSHIP

**TOTAL PACKAGE VALUE: \$24,985.00**

**TOTAL INVESTMENT: \$20,000.00**

**TOTAL SAVINGS: \$4,985.00**



**BELIEVE IN NOW**



# BRONZE SPONSORSHIP PACKAGE (TEN AVAILABLE)

**BRONZE SPONSORSHIP** OFFERS AN ECONOMICAL WAY TO BE PART OF THE HISTORIC SUPER BOWL XLIII EXTRAVAGANZA. THIS PACKAGE INCLUDES:

## THE OFFICIAL EVENT GUIDE

**FULL PAGE ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL EVENT GUIDE. THE GUIDE IS MAILED WITH SUPER BOWL TICKETS TO NFL SPONSORS, EMPLOYEES AND PLAYERS.

**VALUE: \$6,995.00**

**DISTRIBUTION: 25,000**

## THE OFFICIAL VISITORS GUIDE

**QUARTER PAGE ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL VISITORS GUIDE. THIS ENHANCED GUIDE INCLUDES INFORMATION FOR BOTH THE SUPER BOWL EVENT AND LOCAL AREA.

**VALUE: \$2,495.00**

**DISTRIBUTION: 100,000**

## THE OFFICIAL SUPER BOWL XLIII MAP

**FORMATTED ADVERTISEMENT** TO RUN IN THE PRINT VERSION OF THE OFFICIAL SUPER BOWL XLIII MAP. THIS IS AN EXCLUSIVE NFL SPONSORED MAP THAT WILL BE PROVIDED TO ALL NFL FLEET VEHICLES, VIPs, AND IT WILL HAVE A PRIMARY DISTRIBUTION WHERE IT MATTERS MOST—CAR RENTAL AGENCIES IN TAMPA AND ORLANDO BEGINNING THE WEEK OF JANUARY 26<sup>TH</sup>.

**VALUE: \$3,495.00**

**DISTRIBUTION: 100,000**

## VALUE-ADDED ITEMS

### INCLUDED WITH AD PURCHASES

- PROMINENTLY PLACED POINT OF INTEREST (POI) ON THE PRINT AND ONLINE MAPS

**TOTAL PACKAGE VALUE: \$12,985.00**

**TOTAL INVESTMENT: \$9,000.00**

**TOTAL SAVINGS: \$3,985.00**



**BELIEVE IN NOW**



# CUSTOMIZED SPONSORSHIP & ADVERTISING OPPORTUNITIES

**NOT SURE** WHICH SPONSORSHIP PACKAGE IS RIGHT FOR YOUR BUSINESS? NAVTEQ WILL WORK WITH YOU TO CREATE AN ADVERTISING PLAN THAT IS RIGHT FOR YOU.

**CREATE** THE PERFECT ONLINE AND OFFLINE PROMOTIONAL CAMPAIGN FOR SUPER BOWL XLIII. THE NAVTEQ PRODUCT LINE COVERS BOTH TRADITIONAL AND DIGITAL MEDIA, ALLOWING FOR PERFECT ADVERTISING AND BRAND SYNERGY.

**LAST YEAR,** SUPERBOWL.COM WAS AMONG THE MOST VIEWED SITES IN THE WORLD. OUR NETWORK GUARANTEES NOT ONLY EXPOSURE ON SUPERBOWL.COM AND TAMPASUPERBOWL.COM, BUT ALSO ON HUNDREDS OF RELEVANT SITES.

**DUAL SKYSCRAPERS**  
120 PIXELS X 600 PIXELS (EACH)

**BELIEVE IN NOW**