



# HALL OF FAME PACKAGE

Achieve the ultimate touchdown in Super Bowl participation including a full page or panel advertisement with premium positioning in each map in five (5) of the official publications for XLI including the special USA TODAY insert. Also included is a banner ad for six months on the landing page and run of site on the Official Online Interactive Super Bowl Map available at [www.SuperBowl.com](http://www.SuperBowl.com) (Only Two Packages Available, First-Come First-Served).

**1. OFFICIAL DOLPHINS SUPER BOWL MAP**

**Value: \$4,500**

Full panel advertisement reaching 75,000 fans that come out on Christmas day to cheer on their home team for the final game of the season. (Choice of Back Panel or Premium Position)

**2. OFFICIAL NFL EXPERIENCE PRINT MAP**

**Value: \$4,500**

Full panel advertisement within the guide showcasing the sights, sounds and schedule of the NFL Experience located on the grounds of Dolphin Stadium. (Choice of Back Panel or Premium Position)

**3. OFFICIAL MAP OF SUPER BOWL XLI**

**Value: \$30,000**

Full panel advertisement within 250,000 copies received prior to arrival in South Florida and distributed at Official NFL venues and area hotels. Included are all official event information, locations, and schedule of events. (Choice of Back Panel or Premium Position)

**4. USA TODAY MAP**

**Value: \$35,000**

Full panel Back Cover advertisement in specially designed map distributed in USA TODAY in South Florida for the days prior to the game. USA TODAY to include content of the South Florida area.

**5. BANNER ADVERTISEMENT**

**Value: \$50,000**

Banner ad to run on the landing page and run of site of the map located on SuperBowl.com. The only official online map being provided by the NFL. SuperBowl.com received 65 million page views monthly last year! Banner ad to run until March 15, 2007.

**6. THE OFFICIAL EVENT GUIDE**

**Value: \$15,000**

Full page advertisement to run in the Official Event Guide highlighting anything and everything Super Bowl XLI related. A definite keepsake.

**Total Package Value                    \$139,000**

**Total Investment                        \$85,000**



Officially Licensed Map Provider of Super Bowl XLI

