



# MVP PACKAGE

Score a field goal with a full page or panel advertisement in five (5) of the official publications for XLI including the special USA TODAY insert. Also included is a banner ad (category-specific) on the Official Online Interactive Super Bowl Map available at [www.SuperBowl.com](http://www.SuperBowl.com) (Only Six Packages Available).

**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.

**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.

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

**Value: \$20,000**

Full panel advertisement within 250,000 copies received prior to arrival in South Florida and distributed at official NFL venues. Included are all official event information, locations, and schedule of events.

**4. USA TODAY MAP**

**Value: \$15,000**

Full panel 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. 100,000 copies to be produced.

**5. BANNER ADVERTISEMENT**

**Value: \$20,000**

Banner ad to run on 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. (Two Categories)

**6. THE OFFICIAL EVENT GUIDE**

**Value: \$15,000**

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

**Total Package Value \$79,000**

**Total Investment \$49,500**



Officially Licensed Map Provider of Super Bowl XLI

