



STARTER PACKAGE

Kick it up a notch with a 1/2 panel ad in four (4) of the official publications for XLI including the special USA TODAY insert days before the game. Also included is a banner ad (category-specific) on the Official Online Interactive Super Bowl Map available at www.SuperBowl.com (Only Six Packages Available).

1. OFFICIAL DOLPHINS SUPER BOWL MAP

Value: \$2,985

1/2 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: \$2,800

1/2 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: \$12,000

1/2 panel advertisement within 175,000 copies mailed with game tickets 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. (Dade County Edition)

4. USA TODAY MAP

Value: \$7,500

1/2 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.

5. BANNER ADVERTISEMENT

Value: \$10,000

Banner ad to run on map located on SuperBowl.com. Be on 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. (One Category)

Total Package Value	\$35,285
Total Investment	\$24,500

