

**CI'S FITNESS BUSINESS PRO
ASK THE EXPERTS**

Don't miss the opportunity to be an **Exclusive Expert** on our website and answer category-specific questions from FitnessBusiness-Pro.com visitors. Your company will maintain exclusive rights to answer questions in your chosen category/categories from our online audience for a minimum of three months.

SPONSORABLE SECTIONS

- Member Recruitment/Retention
- Marketing
- Facility Design/Layout
- Staff Management
- Personal Training
- Group Fitness
- Programming (seniors, children, obese, etc.)
- Software
- Financing
- Liability
- Custom: Create your own category
- Additional categories available upon request

PROMOTIONAL PLAN

- Exclusive promotion within your **Category Page** and **List of Experts Page**
- Daily **"Ask the Experts"** promotion on the website and e-newsletters
- Promotion in a monthly **"Ask the Experts"** e-newsletter for all Experts



ADVERTISING UNITS

The **Category Page** includes the following advertising units:

- ① Top banner & column skyscraper
- ② Company logo, Expert headshot & expert/sponsor description.

PRICE & DETAILS

- Minimum three-month commitment
- Right of first refusal on the category being sponsored
- Sponsorships are sold on a first-come, first-served basis

# OF CATEGORIES	1 CATEGORY	2 CATEGORIES	3 CATEGORIES
RATE (NET/MONTH)	\$2,000	1 st category: \$2,000	1 st category: \$2,000
		2 nd category: \$1,500	2 nd category: \$1,500
			3 rd category: \$1,250

ADVERTISING CONTACT

For additional Technical Specs and Category set up, contact:
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