

SUPER BOWL

Viewers Guide

The Chicago Sun-Times will publish a Super Bowl Guide on Friday, Feb. 1. This full-run tab pullout will contain everything you need to know about the Big Game.

Written by the Sun-Times' award-winning sports staff, this comprehensive section will contain commentary, features, predictions and statistics, making it the ultimate viewers guide throughout Super Bowl Weekend.

Here's a chance for you to align your business, product or service with America's most-watched event of the year. An ad in this section will target:

- Almost 1 million consumers who read the Sun-Times EXCLUSIVELY
- Nearly 900,000 male readers of the Sun-Times
- More than 900,000 Sun-Times readers who watch football
- More than 600,000 readers with HHI of more than \$75,000
- An NFL fan base that shows 36% brand loyalty

Reach nearly 1.4 million readers in Chicago's No. 1 paper for sports
That's more than 22 sold-out Soldier Fields!

Publication Date:

Friday, Feb. 1

Space Deadline:

Monday, Jan. 28

Materials Deadline:

Wednesday, Jan. 30

For more information, contact your Sun-Times advertising representative or Barb Stahl at 312-321-2240 or bstahl@suntimes.com

