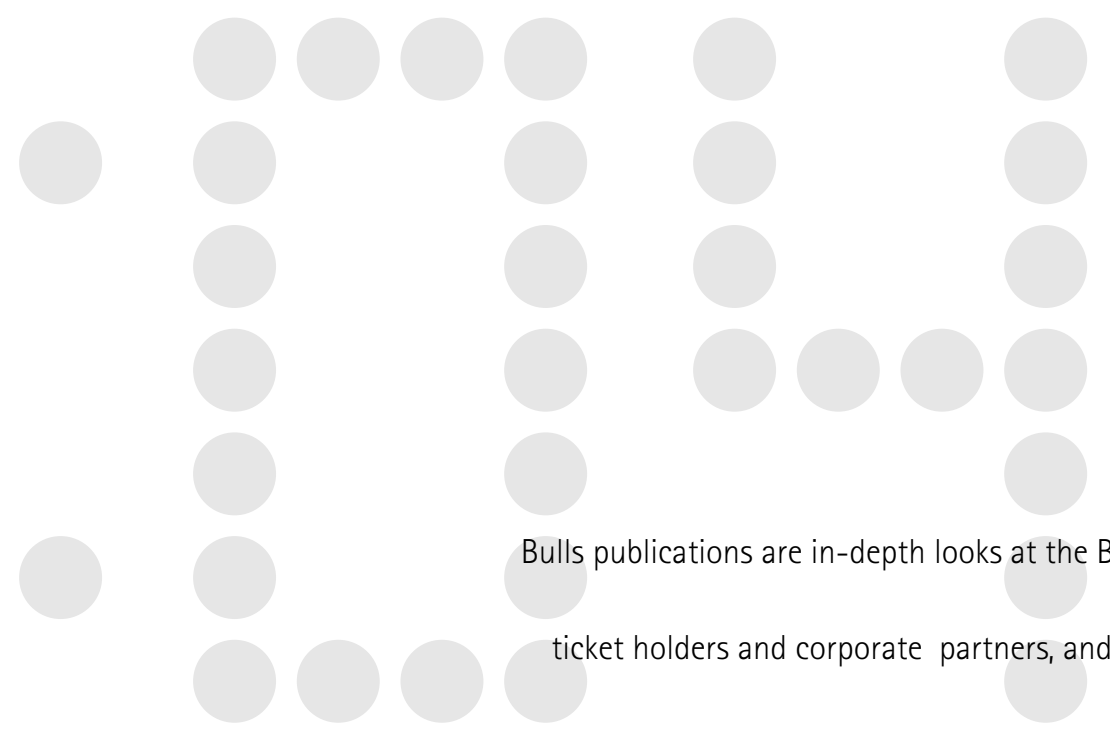


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Bulls publications are in-depth looks at the Bulls team, organization, season ticket holders and corporate partners, and they present a highly effective way to promote your products and services. Whether you are in the United Center or at a magazine stand in the Chicagoland area, you are sure to find that Bulls' publications are popular keepsakes for fans of all ages.

PRINT ADVERTISING





01
Bullpen: Official Game Program

Bullpen is sold at every Bulls home game. Your ad will appear in all regular and post-season editions. This is where Bulls fans turn to get the latest news and feature stories about the Bulls.

2 page spread, 4 color: **\$25,000**
 Full page, 4 color: **\$14,500**
 Full page, B&W: **\$11,000**
 Half page, 4 color: **\$9,000**
 Half page, B&W: **\$6,500**
 Closing Date: **09/05/2005**

02
BasketBall Magazine

BasketBall is mailed to all season ticket holders, suite holders and corporate partners ten times annually. Have you heard the latest inside information about the Bulls? Check out *BasketBall*.

2 page spread, 4 color: **\$25,000**
 Full page, 4 color: **\$15,500**

03
Bulls Yearbook

This valuable keepsake is sold at every Bulls home game and at magazine stands throughout Chicagoland. This publication is the definitive resource of the Bulls season.

2 page spread, 4 color: **\$20,000**
 Full page, 4 color: **\$11,500**
 Closing Date: **09/10/2005**

04
Bulls Pocket Schedule

Chicago Bulls pocket schedules are distributed throughout Chicagoland, and include valuable information such as upcoming promotions, broadcast schedules and ticket information. Advertising space is available on the back panel of the pocket schedules. (2 3/8" x 2 1/2")

Back panel, 4 color: **\$5,500 per 100,000**
 Closing Date: **09/10/2005**

05
Bulls Calendar

The Chicago Bulls calendar is a perennial fan favorite, given away at three Bulls home exhibition games each season. Perfect for home or office use, the Chicago Bulls calendar will keep fans informed of game dates, times and opponents, promotions, and where the games are telecast or broadcast. Advertising space is available adjacent to each month, and advertisers will receive 1,000 calendars for their own use.

3" x 7" advertisement: **\$14,500**
 Bottom Lip: **\$20,000**
 Closing Date: **09/10/2005**

06
Bulls Ticket Backs

Get into the hands of our fans and have your logo featured on the backs of all season tickets and tickets purchased through the Bulls box office, accounting for 75% of all tickets sold for Bulls home games. Advertising may be used as coupons for special offers. Placement is available for one of the two spots on the back of the Bulls tickets and measures 1" x 1".

One ad, 4 color: **\$75,000**
 Closing Date: **06/30/2005**