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2012

NBA Valuations: The Most Valuable Teams in The Business of Basketball

Forbes presents the **NBA Valuations**—a ranking of the NBA’s most valuable teams, also including their profits/losses. In 2011 the New York Knicks took the number one spot as the highest valued team in the NBA at \$655 million. What team will top the list in 2012?

Benefits of Advertising in The Forbes NBA Valuations issue:

- Create impact and heighten exposure with special print and online opportunities
- Align your brand with team valuations of the 30 NBA franchises – including who’s up and who’s down
- Measurable results—through eStarch study for print and Ad Effectiveness Research for online available upon request

SPORTSMONEY — NBA TEAM VALUES

The Year Of LeBron

James' move led to the biggest jump (Heat) and largest decline (Cavaliers) in this year's NBA valuations. The average team is worth \$369 million, up 1% from last year, but 17 teams lost money.

BY KURT RANDBRUGER, MICHAEL K. GEDDIS AND CHRISTINA LETTMAN

<p>1. New York Knicks VALUE: \$655 MILLION ↑ PROFIT: \$64 MILLION</p> <p>2. Los Angeles Lakers VALUE: \$493 MILLION ↑ PROFIT: \$33.4 MILLION</p> <p>3. Chicago Bulls VALUE: \$281 MILLION ↓ PROFIT: \$13 MILLION</p>	<p>4. Boston Celtics VALUE: \$412 MILLION ↑ PROFIT: \$4.1 MILLION</p> <p>5. Houston Rockets VALUE: \$410 MILLION ↓ PROFIT: \$15.9 MILLION</p> <p>6. Dallas Mavericks VALUE: \$408 MILLION ↓ LOSS: \$18 MILLION</p>	<p>7. Miami Heat VALUE: \$405 MILLION ↑ LOSS: \$5.9 MILLION</p> <p>8. Phoenix Suns VALUE: \$401 MILLION ↓ PROFIT: \$21 MILLION</p>
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Forbes Issue Date
February 13, 2012

Print Ad Close
January 12, 2012

Online Launch Date
January 25, 2012

See reverse page for details ▶

MULTI-PLATFORM SPONSORSHIP OPPORTUNITIES

Print Opportunities:

Align your brand message next to Forbes' ranking of NBA teams and their values. Descriptions of NBA teams in the magazine may include photos and fast facts such as game attendance, ticket prices, number of titles won, TV ratings, owners and more.



Online Opportunities:

- 350,000 impressions over two month program flight
- Lander: NBA Team Values Climb to New Record
- The league's new collective bargaining agreement and how it makes owners a lot richer
- "The Business of Basketball" story
- A feature on Peter Guber, the Hollywood producer who bought the Golden State Warriors
- Table of the NBA's 30 teams with information including:
 - Team Value
 - Owner
 - Price Paid
 - Year Purchased
 - Championship History
 - Revenue
 - Operating Income
 - Debt/Value
 - Player Expenses
 - Gate Receipts
 - Revenue per Fan
 - Metro Area Population
- Video Opportunities



The list online will also feature slideshows including:

- NBA Billionaires
- NBA Highest Paid Players
- The Most Valuable Teams in the NBA
- The 5 Most Profitable and 5 Most Unprofitable NBA Teams The Past 5 Years
- The 5 Worst NBA Teams for the Money

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