2013 Athletic Business rate card

Rates Effective Jan. 1, 2013
All rates are gross, 15% agency discount applies

Magazine Ad Rates

AB 2012 B&W RATES

	1x	3x	6x	9x	12x	15x
Page	4435	4345	3895	3765	3670	3570
2/3	4015	3665	3310	3220	3135	3050
Isl. 1/2	3565	3370	3005	2915	2840	2755
1/2	2980	2755	2470	2400	2340	2270
1/3	2310	2150	1905	1860	1815	1750
1/4	1685	1580	1455	1410	1375	1315
1/6	1180	1120	995	975	960	925
Spreads	8520	7495	7080	6780	6690	6415

AB 2012 4/C RATES

	1x	3x	6x	9x	12x	15x
Page	5600	5510	5060	4930	4835	4730
2/3	5175	4935	4475	4385	4300	4215
Isl. 1/2	4725	4535	4170	4080	4005	3920
1/2	4140	3920	3635	3565	3505	3435
1/3	3450	3290	3045	3000	2950	2890
1/4	2825	2720	2595	2550	2510	2455
1/6	2320	2260	2135	2115	2100	2060
Spreads	9815	8790	8375	8075	7980	7710

2 COLOR

2/c standard — B&W rates plus 375
2/c PMS — B&W rates plus..... 540

COVERS/SPECIAL POSITION

2nd cover, earned rate plus..... 235
3rd cover, earned rate plus..... 160
4th cover, earned rate plus..... 315

PROFESSIONAL DIRECTORY

Monthly listing for architects, engineers and consultants specializing in sports and recreation facility planning and construction.

1x: 335 **6x:** 295 **12x:** 280

▸ No agency commission. Standard 2/c, add 100.

Digital Files:

For complete digital specs and FTP upload information, go to **athleticbusiness.com/files/digital.htm**

We prefer CMYK PDF or PDF/X1A files. We will also accept Mac files in Adobe Indesign, Photoshop and Illustrator. All files must be **300 dpi** or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .pdf, .tif, .eps and .jpeg. All .jpeg files will be converted to an .eps. Do not use True Type or multiple master fonts. Do not apply attributes to a font (i.e., bold with applied italic) — use the bold italic font.

Email ad materials to: **production@athleticbusiness.com**
FTP files larger than 15MB, please call or email us for ftp instructions.

Select Premium Partnerships are available.
Contact your AB sales representative for details.

Mechanical & Printing Requirements

Magazine Ad Dimensions (given in inches)

Ad size	Width	Depth	Bleed	Trim
Full (Non-bleed)	7	10		
Full (Bleed*)	7.25	10.125	8.25 x 11.125	8 x 10.875
2/3 Vertical (Non-bleed)	4.5	10		
1/2 Horizontal (Non-bleed)	7	4.875		
1/2 Vertical (Non-bleed)	3.375	10		
1/2 Island (Non-bleed)	4.5	7.5		
1/3 Vertical (Non-bleed)	2.1875	10		
1/3 Square (Non-bleed)	4.5	4.875		
1/4 Vertical (Non-bleed)	3.375	4.875		
1/6 Vertical (Non-bleed)	2.1875	4.875		
Spread (Non-bleed)	15	10		
Spread (Bleed*)	15.5	10.125	16.25 x 11.125	16 x 10.875
Professional Directory	3.25	1		

Binding — Perfect Bound

▪ Live area must be .375 inside trim on all sides for bleed ads only.

Digital Ad Rates/Requirements

ATHLETICBUSINESS.COM BANNER ADS:

AthleticBusiness.com serves the following types of banner ads: jpg, gif or Flash. File size less than 30KB. *(No animation in block ads.)*

		1 Mo.	6 Mo.	12 Mo.
Welcome Ad	640 x 480 pixels	1,800	10,350	19,500
Top Leaderboard	1000 x 90 pixels	1,500	8,550	15,900
Block 1	336 x 280 pixels	975	5,400	9,600
Block 2	336 x 280 pixels	650	3,600	6,500
Bottom Leaderboard	1000 x 90 pixels	500	2,760	5,280

Guarantee average of 10,000 impressions per month | 5,000 for welcome ad

E-NEWS:

Banner ..... 500 x 100 pixels .....Less than 30 KB
1x: 1000, **3x:** 950 **6x:** 850 **9x:** 725 **12x:** 600
No animation or Flash files.

ADMAIL:

1x: 3000 **3x:** 2700 **6x:** 2400

MICROSITE:

Annual Investment..... 2500

ARCHITECT PORTFOLIO:

Annual Investment..... 1500

Please email your sales representative the banner ad along with the URL the banner should link to, the start date and the end date. For more detailed specs, go to athleticbusiness.com/advertise

For ad material information, contact:

Marjorie Schultz, Production Manager
(608) 249-0186, ext. 123
production@athleticbusiness.com

DIANE EBNER DIANE@ATHLETICBUSINESS.COM | **PATRICK KEEFE** PATRICK@ATHLETICBUSINESS.COM

PLAN for Success

The best-read broad-based industry monthly. The **only** daily online industry newsletter. The **exclusive** source for valuable Athletic Purchasing Data leads. With its own leading trade show, nobody helps you connect with more influencers in more ways, more often, than *Athletic Business*.

Maximize impact and ROI by customizing a Multimedia Package

Invest more. Save more.

Reach. Frequency. Leads. The more you prioritize, target, and combine, the greater your return can be. Your *Athletic Business* representative can help you assemble the right marketing package to meet your goals. Some sample savings:

PRINT	MICROSITE	WEBSITE	E-NEWS	ADMAIL	APD LEADS	INVESTMENT	VALUE	SAVE
3 - 1/4 pg. - 4/c	1 year		3		3 months	**$12,480**	$13,135	**$655 (5%)**
4 - 1/2 pg. - 4/c	1 year	12 months bottom leaderboard	3	1	4 months	**$26,200**	$28,170	**$1,970 (7%)**
6 - full pg. - 4/c	1 year	6 months block banner 2	10		6 months	**$37,930**	$41,680	**$3,750 (9%)**
9 - full pg. - 4/c	1 year	6 months block banner 1	6	1	9 months	**$52,970**	$59,515	**$6,545 (11%)**

Athletic Business *All rates are gross, 15% agency discount applies.*

2013 Buyers Guide Special Offer

Combine the power of print + online Microsite and save 7%.

Just by planning ahead….

- **the more you connect, the lower your cost per lead**
- **combining media unifies your message, helps build selling momentum**
- **utilizes all available discounts**
- **simplifies media management**

To view our media kit & detailed spec sheets for all of our products online, go to:

www.athleticbusiness.com/advertise/

Copy and Contract Regulations

A. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising he/she feels is not in keeping with the publication's standards. Publisher may add the word "advertisement" to any ad. | B. Publisher is not bound by any conditions appearing on the space order, contract or billing instructions which conflict with the publisher's policies. | C. Cancellations are only accepted before the stated space reservation date. Covers/special positioning are non-cancelable. | D. If no new copy arrives by the closing date, the publisher reserves the right to run the most recent advertisement. | E. A contract year starts from the date of the first insertion (12 months). | F. Commission: A 15% commission is allowed on all quoted rates (except professional directory) to all accredited agencies. No commissions allowed on product or mechanical charges. Unearned discounts will be rebilled. Invoices are rendered upon publication of each issue and are due 30 days from invoice. Advertising agencies are fully responsible for payments of all advertisements ordered through and/or by them. Payment in U.S. funds required for all invoices.

Want 5 million impressions? Ask about the Premium Partnership Package.