2014 Athletic Business PRINT RATE CARD

Rates Effective Jan. 1, 2014
All rates are gross, 15% agency discount applies

Magazine Ad Rates/Requirements

AB 4/C RATES

	1x	3x	6x	9x	12x	15x
Page	5000	4880	4500	4380	4280	4200
2/3	4500	4380	4000	3880	3780	3700
Isl. 1/2	4300	4180	3800	3680	3580	3500
1/2	3700	3580	3200	3100	3040	3000
1/3	3100	2980	2780	2720	2660	2620
1/4	2580	2500	2360	2320	2280	2240
1/6	2100	2060	1940	1900	1860	1840
Spreads	8820	8300	7600	7300	7100	7000

For Black & White, 2-Color and Cover/Special Positioning Rates please contact your sales rep.

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.

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.

Show Guide Ad Rates/Requirements

ATHLETIC BUSINESS CONFERENCE & EXPO SHOW GUIDE:

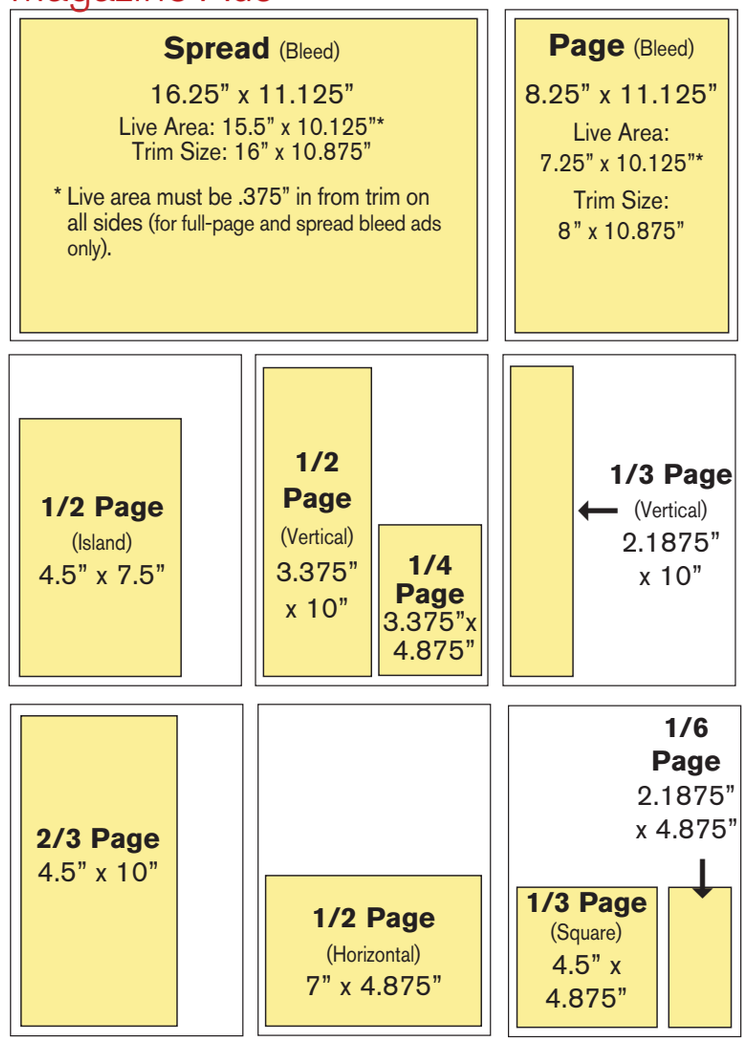
Mechanical & Printing Requirements

Magazine Ad Dimensions (given in inches)

Ad size	Width	Depth
Page (Non-bleed)	4.5	7.5

Advertisers in November issue: 800
Non Advertisers: 1,200

Magazine Ads



Electronic 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.

For ad material information, contact:

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

DIGITAL RATE CARD

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
Special Placement	646 x 70 pixels			

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: 1100, **3x:** 1000 **6x:** 900 **9x:** 800 **12x:** 680
No animation or Flash files.

ADMAIL:

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

CONTENT LIBRARY:

3 Months.....5000

MICROSITE:

Annual Investment.....2500

ARCHITECT PORTFOLIO:

Annual Investment.....1500

TRADE SHOW VIDEO:

Per Video 2500

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

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.