

Professor Litwin's Media Kit Examples

Visit: www.larrylitwin.com

larry@larrylitwin.com

✓
In my opinion the WPVI-TV (Channel 6) media kit is well organized. The contents in side range anywhere from ratings to program schedules. It is very informative in getting the message across. WPVI-TV's local air time is the most watched station.

To begin, the media kit contains a Philadelphia DMA coverage map. This shows the designated market area for WPVI-TV. This map tells us exactly how far and who this station reaches. There is also information stating that WPVI-TV reaches more adults 18-49 in Philadelphia than any other ad vehicle in the market.

The media kit also has in it the 1998 Philadelphia tv market schedule. This schedule includes the following stations: 6 WPVI, 10 WCAU, 3 KYW, 29 WTXF, 17 WPHL, and 57 WPSG-UPN. It listed all the programs from 5am to 4:30am on each station. In addition, WPVI-TV also provided a Saturday and Sunday program schedule for the month of July.

Next, the media kit provided information about *Fast Forward* '98. This is programming for the youth of the Delaware Valley. This segment directs certain issues towards teens such as: peer pressure, drugs, crime, and the environment. This program also covers actual local events like: school sports, championship games, and state tournaments. This program is hosted by Lisa Thomas-Laury of *Action News*.

The last and most important bit of information contained within this media kit is the ratings. Graphs containing ratings starting from 5:30 in the morning to 11:00 at night are provided.

— should spell out first time

The first two graphs compare channel 6 news at 5:30am to channel 10 and channel 3. The outcome is that over 60% of adults viewing early morning news watch "Action News At 5:30AM". The next two graphs compare the ratings for the 6am news broadcast. Once again, the graphs compare channel 6 to channel 10 and channel 3. The result is that over 62% of adults viewing early morning news at 6AM are watching "Action News At 6AM".

The following two graphs seem to support that "Good Morning America" is Philadelphia's #1 network news program. The graphs this time compare WPVI-TV to one more affiliate, WTXF (FOX). This result shows that half of all the adults viewing the morning news and information programming watch "Good Morning America" on WPVI-TV.

The next graph just shows that WPVI-TV's morning rotation outdelivers the competition by at least 50%. Now comes the midday news. These two graphs seem to prove that "Action News At Noon" is Philly's leading midday newscast. This midday newscast reaches over 71% of all women who view midday news on the two affiliates, WPVI-TV and KYW.

At 4pm "Oprah" dominates in early fringe among all competition. Most people, especially women are tuned into this program at 4pm than any other program being aired.

From 5-6pm WPVI-TV has higher ratings than that of WCAU. Next, "Action News At 6pm" delivers over 64% of the adult audience. It outdelivers the rest of the competition at 6pm. The weekend edition of WPVI-TV's "Action News At 6pm" delivers over half the adult audience at 6pm who are viewing news on the

in the time slot

what does this mean?

three affiliates.

Now we move onto the 7pm and 7:30pm time slot. *Jeopardy and Wheel of Fortune* are the Delaware Valley's prime access leader for over a decade. The graphs even show that both program's ratings have gone up since November of 1997 in women demographics.

One of last graphs posts the growth of the 11pm newscast. "*Action News At 11pm*" has increased in ratings since May of 1998. It is the only 11pm newscast to post growth. Along with this graph came one urging buyers not to buy a Monday-Sunday "*News 10 At 11pm*". It advises buyers to number if they are not airing on Thursday nights.

Finally, the last graph deals with the Sunday morning editions. This graph shows that WPVI-TV Sunday Morning Edition of "*Action News At 9am*" outdelivers WCAU-TV's "*News 10 Today*" in ratings.

After reading through this media kit I found it to be extremely well organized and very informative. The material was easy to follow and understand. The graphs were colorful and simple to use. Dividing each graph according to the program time was probably easier to read, rather than just daily and weekly statistics. Overall, ~~I believe~~ ^{LS} this ~~was~~ an outstanding media kit, that contained excellent informative material, especially the advice it gives to the buyers concerning the "*News 10 At 11pm*" ratings. I did receive the message: "*WPVI-TV, The Most Watched News*".



South Jersey's Newspaper

COURIER-POST
South Jersey's Newspaper | courierpostonline.com

Local Rates 2006
Rates effective May 1, 2006.

Build Your Business with the Courier-Post

Count on us to work for you!

The Courier-Post wants to do more than just sell you advertising. We want to forge a marketing partnership that will work to meet your goals, resulting in your success in the marketplace.



1.2 MILLION

people are served by the Courier-Post in Camden, Burlington, and Gloucester counties.

Please call us today at 856-486-2543.

THE MORE YOU RUN, THE MORE YOU SAVE.

You can run any combination of ad sizes during a twelve-month period. Your cost is based on the total number of column inches used within your contract year.

CONTRACT/INCHES	DAILY COLUMN INCH	SUNDAY COLUMN INCH
Open Rate	\$93.64	\$99.11
55	81.34	87.36
165	78.90	84.74
270	77.36	83.09
540	76.01	81.64
1,300	74.51	80.01
2,700	73.66	79.12
4,000	71.92	77.24
5,400	71.02	76.27
8,000	70.13	75.32
10,700	68.49	73.57
16,000	66.79	71.73
21,400	65.36	70.20
27,000	64.48	69.26
35,000	63.44	68.13
41,000	61.77	66.99

REPEAT YOUR AD AND SAVE UP TO 50% HERE'S HOW:

SUNDAY DISCOUNT RATE

Ads run during the week can be repeated on Sunday at a 35% discount off the Sunday rate.

SUNDAY TV BOOK DISCOUNT RATE

Any ad in the Sunday TV Book can be repeated during the week at 50% off the daily rate.



Money Saving Rates and Discounts

All rates are based on "column inches." To figure out the area of any ad, multiply its height in inches by the number of columns.

Example: 2 columns by 5 inches equals 10 column inches.

As a rule the more space you buy, the less your cost per column inch. You can lower your column inch costs by running larger ads, running them more often, or both.

X	2 COLUMNS
1"	
2"	
3"	
4"	
5"	
2 COLUMNS X 5 INCHES = 10 COLUMN INCHES	

**HOUSEHOLDS IN THE TRI-COUNTY AREA
HAVE A TOTAL EFFECTIVE BUYING INCOME
OF \$26.4 BILLION...
THAT'S OVER \$58,738 PER HOUSEHOLD.**

(EBI - Gross disposable income after taxes)

FILL A PAGE AND SAVE EVEN MORE!

FULL PAGE DISCOUNTS

Full page ads qualify for special discounts.
They are as follows:

200 pgs/yr: 35% discount
180 pgs/yr: 30% discount
160 pgs/yr: 25% discount



Inserts delivered for less than mail!

Almost any preprinted piece — sales flyer, circular, brochure — can be inserted into the Courier-Post and delivered for less than the cost of mailing them.

ZONED DISTRIBUTION

Non-commissionable

No. of TAB PAGES	NUMBER OF INSERTIONS / PRICES PER 1000					
	OPEN RATE	5-14x	15-24x	25-34x	35-49x	50+x
4	\$53.00	\$50.75	\$45.50	\$44.50	\$42.00	\$40.75
8	59.75	58.75	52.25	50.75	49.00	48.25
12	64.50	62.75	58.00	56.00	53.00	52.25
16	68.75	65.75	60.00	59.00	58.00	56.75
20	71.00	69.25	63.00	61.75	60.00	59.50
24	74.00	72.25	65.25	63.75	62.75	62.25
28	77.25	75.00	69.50	67.75	66.50	65.25
32	80.75	79.00	73.50	72.00	70.25	68.25

FULL RUN DISTRIBUTION

Deduct \$5.00 per thousand

SINGLE SHEET CARD INSERTS

\$32.50 Full Run / \$35.75 Zoned

DESIGN, PRINT & DELIVER PROGRAM

Full-color glossy inserts are available for pennies per piece.

TOTAL MARKET COVERAGE & ZIP CODE DISTRIBUTION

In addition to normal coverage, your insert can be delivered to non-subscribers to achieve total coverage of the South Jersey Tri-County market: Burlington, Camden and Gloucester Counties.

"WE PRINT" PROGRAMS AVAILABLE

The Courier-Post will help you plan, design, print & distribute your own inserts at competitive rates. Call 856-486-2513 for details.

DIRECT MAIL MARKETING PROGRAMS AVAILABLE!

INSERT GUIDELINES

1. Inserts can appear any day (based on availability).
2. Insert dollars count towards your display advertising contract. Rebates apply on ROP inches.
3. Charges based on tabloid page size unless card rate applies.
4. Add \$1 per thousand for every four pages over 32.
5. Please order inserts 10 days prior to daily distribution, and 15 days prior to Sunday distribution.
6. Our staff is available to accept insert delivery from 8am-3:30pm. Daily insertions: 5 days prior; Sunday insertions: 10 days prior.
7. We require a firm delivery date and approximate time of arrival at dock. Deliver Courier-Post and THIS WEEK inserts to:
Courier-Post, 301 Cuthbert Boulevard,
Cherry Hill, New Jersey 08002; 856-486-2488.
8. Please quarter-fold single newspaper page inserts and 4-page tab size inserts.
9. For an accurate count, please package in uniform turns.
10. Please deliver on 42" skids. Skid steel wire bonded as a unit. 2,000 pounds or less per skid.
11. Please print: "Supplement to Courier-Post,
Cherry Hill, NJ 08034" on your insert.

Commissions

Recognized advertising agencies earn 15% on open rate.
All billings are net. Insert rates are non-commissionable.

Sunday Comics

The Sunday Comics are widely read, enjoyed by many different audiences, and often overlooked by advertisers. Your ad can appear on the comic pages themselves, or wrap around the entire section. Ask us how you can take advantage of this unique, full-color, advertising opportunity.

FULL PAGE RATES

Full Page Open rate	normal contract rate
Full Page 15x or more per year	25% off contract rates

COLOR COMIC SECTIONS

No. of TAB PAGES	OPEN RATE	15x OR MORE
4	\$ 8,286	\$ 6,910
8	15,189	12,422
12	18,474	16,569
16	24,595	22,090
20	30,711	26,501
24	36,898	30,772
28	43,007	35,821
32	49,182	40,892
36	55,232	46,028

Rates include full color. Prices quoted for camera-ready material.

Sunday TV Book

YOUR AD IS SEEN EVERYDAY!

Because people tend to keep it around all week for reference, the Sunday TV Book lets people see your ad over and over again. It's like getting seven ads for the price of one!

FULL PAGE & HALF PAGE RATES

	FULL	HALF
Open	\$1,452	\$738
13x	1,080	584

All ads less than half TV Book page size earn open or contract rate. See page 1.

REPEAT RATE

Monday thru Saturday: 50% off daily rate.
Repeat ads may be enlarged to ROP sizes.

FREE COLOR

With all full page ads. All others:

Black & one color:	\$260
Black & two colors:	334
Black & three colors:	420

This Week Editions

FOR MAXIMUM COVERAGE

Unlike other newspapers in the region, the Courier-Post makes it possible for you to cover the most affluent areas of the South Jersey Tri-County market. Each week, THIS WEEK, our local news and advertising publication is mailed to non-subscribers.

In all, these reach over 103,000 of the area's most affluent households.

TARGET BY ZIP CODE

For more information about THIS WEEK, call us at 856-486-2502.



Special Classification Rates

	DAILY COLUMN INCH	SUNDAY COLUMN INCH
Charity	\$74.48	\$79.55
Merchant Associations	76.38	81.61
Special Events and Political	89.58	95.73
Co-op Rate	90.02	96.21
Guaranteed Position	10.11 extra	10.11 extra

Other rates available. Contact your sales representative.

**LAST YEAR, RETAIL SALES IN THE TRI-COUNTY AREA
WERE OVER \$16.7-BILLION...
THAT'S OVER \$37,157 PER HOUSEHOLD!**

Source: Claritas 2004

Color adds 43% more sales to your buy!

With full color capabilities, the Courier-Post offers a whole world of opportunities to our advertisers. According to a study done by the Newspaper Advertising Bureau, color ads generate 43% more sales than black and white ads. Color ads give you the competitive edge. They make it possible to target your market like never before.

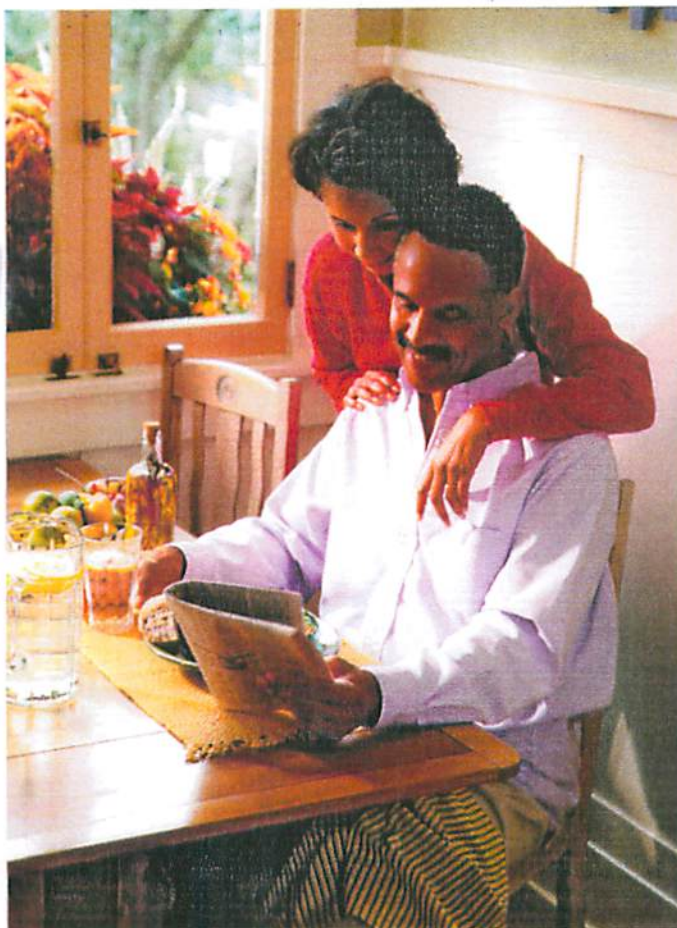
Let us show you how to choose the right color for your audience... how to use color to its fullest effect... how to create a mood with color... and when to use spot or full color. Color is the exciting way to target South Jersey and get the results you want. And the colorful Courier-Post delivers!

MONDAY-THURSDAY WEEKDAY COLOR RATES

	OPEN RATE	13x	26x	52x
1-color:	\$ 835	\$ 796	\$ 750	\$692
2-color:	1,023	979	925	824
3-color:	1,248	1,189	1,114	997

FRIDAY-SATURDAY-SUNDAY WEEKEND COLOR RATES

	OPEN RATE	13x	26x	52x
1-color:	\$ 952	\$ 908	\$ 855	\$788
2-color:	1,168	1,114	1,055	940
3-color:	1,422	1,355	1,271	1,139



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Arts & Entertainment Business Living Food Travel Real Estate TV Book Color Comics Sports	Business Living/Family Senior Scoop Sports	Business Living Sports Teen Static	Business Food Living Sports	Business Living Sports Communities (Zoned Products)	Business South Jersey Scene Home & Garden Real Estate Sports	Business Religion Living/ Family Fun Sports Varsity/ HS Sports
MONTHLY FEATURES: End Of Month Values section Pic-A-Home Real Estate magazine (twice-monthly)						



The sections, pages, and features listed above are designed to appeal to audiences with special interests. Running your ad in one or more of them can help you target potential customers more effectively.

When you request an ad position in any special page or section, we will make every effort to give you the space you ask for. There are times, however, when this may not be possible.

Space Reservation Closing Times

Monday11am, Friday prior to issue
 Tuesday5pm, Friday prior to issue
 Wednesday-Saturday 5pm, two days prior to issue
 Sunday advance sections..... 2pm, Wednesday
 Sunday main sections..... 12-noon, Friday
 Sunday TV Book 5pm, Wednesday, 11 days prior to issue
 Wednesday food..... 2pm, Monday
 Friday The Scene entertainment 3pm, Wednesday
 Saturday "Varsity" 3pm, Thursday
 Cancellations times are the same as closing times.

Circulation Facts

Published mornings Sunday thru Saturday.
 Carrier delivered to doorsteps
 by 6:00 a.m., billed by mail.

Daily: 76,508
 Sunday: 91,110

Total average paid circulation as reported by Audit Bureau of Circulations, Dec. 2004. The Courier-Post gives you the Key to the Nation's 4th Largest Market!

Source: Claritas 2004.



Advertising Sizes and Specifications

PRINTING PROCESS

Offset lithography

SCREEN RULING

100 lines per inch

COLOR AVAILABILITY

Black and white, spot and 4-color process using standard Ad-Litho colors.

DEPTH REQUIREMENTS

Ads should be at least as deep as they are wide. (The smallest display ad size we run is one inch deep by one column wide.) Ads that are 20.5 inches or more in depth will be charged at 21.5 inches.

DISPLAY ADVERTISING

A full page is six columns wide, and 20.75 inches deep.

Number of columns	Width in inches	Width in picas
One	1.833"	11p0
Two	3.792"	22p9
Three	5.75"	34p6
Four	7.708"	46p3
Five	9.667"	58p0
Six	11.625"	69p9

TABLOID WIDTHS

Tabloid pages are five columns wide, and 11.375 inches deep.

Number of columns	Width in inches	Width in picas
One	1.833"	11p0
Two	3.792"	22p9
Three	5.75"	34p6
Four	7.708"	46p3
Five	9.667"	58p0

TV BOOK

TV Book ads are modular blocks. A TV Book page is 9.25" deep.

	Inches	Picas
Full Page:		
Width	5-3/4"	34p6
Depth	9-1/4"	55p6
Half Page:		
Width	5-3/4"	34p6
Depth	4-9/16"	27p4.5

SUNDAY COMICS

Please send copy to Courier-Post at least 35 days before publication date.

Standard page size:

12"x20" copy area

Color availability:

Black & white, and 3 colors

Printing process:

Rotary Flexo letterpress



Other Ways We Can Help

We can help you identify new prospects, target your most valuable customers, and use your advertising budget more effectively. We can show you how to use color for added impact. We can design your ads and do all pre-press work, including color separations, typesetting, and the production of mechanicals and veloxes. Call your sales representative today.

Subsidize Your Budget with Co-op funds

Manufacturers routinely make money available to help you promote their products. Our Co-op specialist will identify sources of Co-op funds and help you get your share. Call today at 856-486-2522.

Advertising Guidelines

1. Short-Rating. If, at the end of Advertiser's contract with the Newspaper, the Advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed to in the contract or (b) exceeded or fallen short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Newspaper's current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced or increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay or receive a [credit/rebate] for the difference.

2. Newspaper's Rate Card. The Newspaper may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.

3. Right to Edit or Reject. The Newspaper may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

4. Payment for Advertising. Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on the Newspaper's invoices, and, in the event that it fails to timely pay as provided for in the invoices, the Newspaper may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify the Newspaper for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, the Newspaper may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.

5. Typographical Errors; Incorrect Insertions or Omissions. The Advertiser's contract cannot be invalidated, and the Newspaper will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

6. Indemnification. Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.

7. Ownership of Advertising Copy. All advertising copy which represents the creative effort of the Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Newspaper, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Newspaper's prior written consent.

8. Taxes. In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

9. Assignment. Advertising contracts may not be assigned or transferred by Advertiser.

10. Force Majeure. All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the Newspaper, excluding the Advertiser's failure and/or inability to perform.

11. Cancellations. The closing time for cancellations is two working days prior to the scheduled publication date for black & white and color material. Cancellations will not be accepted after the applicable closing time, and Advertiser will be responsible for any production or creative services provided by the Newspaper regardless of the cancellation of Advertiser's advertising.

12. Positioning of Advertisements. Newspaper shall have full latitude with respect to positioning all advertisements; provided, however, that Newspaper will use its reasonable efforts to accommodate the Advertiser's positioning requests.

13. Credit Check. The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.

14. Joint and Several Liability. If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.

15. Agency Commissions. Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.

16. No Sequential Liability. The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Newspaper's Credit Department. It is further agreed that the Newspaper does not accept advertising orders or space reservations claiming sequential liability.

17. Incorrect Rates in Order Forms. When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule, and in accordance with the conditions contained in Advertiser's contract.

18. Brokered Advertising. The Newspaper deals directly and individually with its local advertisers and does not accept local brokered advertising.

Ads that imitate news material:

Any advertising designed to imitate news material will have the word "advertisement" set in bold type above the ad.

How we bill you:

The Courier-Post's billing cycles are based on a 52-week year, divided into 13-week quarters. Each accounting period begins on a Monday and ends on Sunday. The first accounting period of each quarter contains five weeks, the second and third each contain four weeks. Invoices are mailed three days after the end of each period.

Proofs:

Proofs are provided only if materials are received at least 72 hours prior to publication. One day additional for color.



Electronic Ad Submission

The Courier-Post accepts electronic ad submissions through AdTransit (www.adtransit.com), AdDirect (www.addirect.com) and AdSend (phone: 800-233-7363). AdDirect and AdSend charge a fee for their services, but offer a large network of delivery destinations. AdTransit is provided through the Courier-Post at no cost to the advertiser, and we offer assistance to get you started.

Making the transition to digital ad transmission requires very little time and effort. You may continue to work in your software program of choice – Quark, FreeHand, etc. – provided that it has PDF (Portable Document Format) file creation capability. For details, call 856-486-2528.

Important Numbers

President and Publisher, Mark J. Frisby	856-486-2600
Advertising Director, Tom Geonnotti	486-2500
Retail Advertising Manager, Joan Mason	486-2502
Classified Advertising Manager, Loretta Schleifer	486-2540
Market Development Director, Mike Morris	486-2630
National Advertising, Sophia Falkenstein	486-2527
Advertising Production Services, Nancy Raymond	317-7923
Main Switchboard	856-663-6000
Retail Advertising	486-2503
National Advertising	486-2527
Classified Advertising	486-2547
Classified Telephone Sales	663-7100
Customer Satisfaction Hotline	486-2486
Credit Department	486-2606
Advertising Detail Services	486-2530
Retail Advertising Fax	665-5788

Courier-Post represented by Metro-Suburbia, Inc

- New York City • 212-697-8020 • roberts@metrosurbia.com
- Los Angeles • 323-965-3677 • kevind@metrosurbia.com
- Chicago • 312-337-6242 • dfeldman@metrosurbia.com
- Florida • 561-998-0944 • brendag@metrosurbia.com
- Atlanta • 770-777-4910 • jgold@metrosurbia.com
- Detroit • 248-433-2441 • johnh@metrosurbia.com

COURIER-POST

South Jersey's Newspaper | courierpostonline.com

301 Cuthbert Boulevard, Cherry Hill, NJ 08002
Mailing Address: P.O. Box 5300 • Cherry Hill, New Jersey 08034



JIM MCKAY OF ABC'S 'WIDE WORLD OF SPORTS' DIES. A-8

BROWN DENIED CROWN

SUNDAY

June 8, 2008

Longshot pulls off upset at Belmont. SPORTS, C-1

Gloucester County Times

11th year: No. 128 Copy right 2008 Gloucester County Times

Woodbury, N.J. http://www.nj.com/gloucester

Earmarks far from endangered species

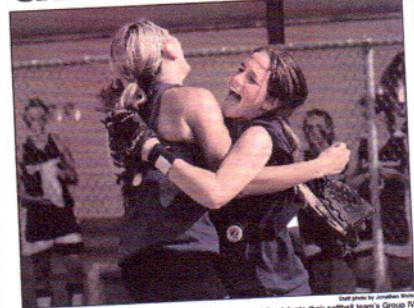
Local projects also reaping the benefits

By Jessica Coomes
WASHINGTON — Most years, federal money finds its way to a job at Rutgers University, where researchers attempt to eradicate invasive species and diseases that threaten New Jersey's blue

With Dems in charge, spending goes on

By Andrew Taylor and Jim Salzman
WASHINGTON — It's much for trying to get the practice of earmarking legislation with billions of dollars in pet projects

CHAMPIONS KINGSWAY, 2-1 WILLIAMSTOWN, 2-0



Williamstown's Rachel Matos (left) and Chrissy Tamburino (right) celebrate their Group IV Final victory at Ridgecroft at Toms River on Saturday. Earlier in the day, Kingsway used late heroics to edge John F. Kennedy-Islands for the Group III title. Meanwhile, Pennsville made it a difficult for the Tri-County Conference in softball championships by winning in Group I. Coverage in Sports, Page C-1

Route raises southern discomfort

Some think Rep. Robert Andrews' loss will hamper the region politically

By Peter McCarthy
WASHINGTON — When U.S. Rep. Bob Andrews went against the Democratic Party and challenged incumbent U.S. Sen. Frank Lautenberg,

Senator suspends campaign, endorses Clinton: U.S. 'passion' help Obama

By Beth Enley
WASHINGTON — Sen. Lautenberg suspended his reelection campaign for the 2008 election and endorsed Barack Obama for president

Sen. Lautenberg has thrown his full support behind Obama, the former first lady, delivering the strong affirmation that the senator's endorsement is a powerful endorsement of Obama's campaign.

Andrew announced on April 2 that he would resign on his 60th birthday, the 84-year-old incumbent.

Children today will grow up taking for granted that an African-American or a woman can be the president of the United States," she said.

For Clinton and her backers, it was a poignant moment, the end of an extraordinary run that began in 2007.

Naji McLendon, 5, and her mother, Tameyah McLendon, enjoy a day at the playground in Pilesgrove on Wednesday afternoon. Tameyah McLendon, a special needs teacher at the New Jersey National Guard, will be deployed to Iraq this month for a second tour of duty.

McLendon is one of 250 women being deployed, and only one of two single mothers in her unit. For her, the part of going back to Iraq is the hardest part of going back to Iraq.

"Right now, I'm nervous, excited," said McLendon, a Wood Deptford Township resident. "I get sad by myself, but I'm more in love with her because I know what to expect now."

A member of the 50th Infantry Brigade Combat Team, McLendon (see ENCLIN, Page A-8)

Single mom prepares to answer call to serve

By Shannon A. Coonan

Like all of the 2,800 members of the New Jersey National Guard who are being deployed in Iraq this month, Tameyah McLendon will leave behind her career, her friends and her family to fight for her country.

But unlike many of her fellow soldiers, McLendon, a single mother, will also have to say goodbye to her daughter, 5-year-old Naji.



Naji McLendon, 5, and her mother, Tameyah McLendon, enjoy a day at the playground in Pilesgrove on Wednesday afternoon. Tameyah McLendon, a special needs teacher at the New Jersey National Guard, will be deployed to Iraq this month for a second tour of duty.

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Classified...A-93
Classified...A-94
Classified...A-95
Classified...A-96
Classified...A-97
Classified...A-98
Classified...A-99
Classified...A-100

WEATHER Mostly sunny and humid, highs in mid 80s, lows in mid 70s.

PAGE A-2



Gloucester County Times
Community news, local nightlife, real estate & more

Real-time news from South Jersey

- **DRPA gives final OK to toll increases** - The Delaware River Port Authority has given the final approval to a toll increase that will take effect on September 1st.
- **Jury indicts mother in son's death** - A jury has indicted a woman on charges of murder in the death of her 15-year-old son.
- **WT budget draws more debate** - The Delaware River Port Authority's budget for the next year has drawn more debate from local officials.
- **Monroe district gives 30 new educators an education** - The Monroe district has given 30 new educators an education in the district's new curriculum.
- **National Park police switch kicks in** - The National Park Police have switched to a new uniform and equipment.

Gloucester County Times Service Center
Contact us: 856.845.3300

Gloucester County Times
You pay what we pay. Not a cent more. on every '08.

Gloucester County Times
SELECT A BRAND TO FIND YOUR EMPLOYEE PRICE

Gloucester County Times
SELECT A BRAND TO FIND YOUR EMPLOYEE PRICE



Everything Jersey

Phone | 856.845.3300 Fax | 856.845.2132

Address | 309 South Broad Street, Woodbury, NJ 08096

Online | http://www.nj.com/gloucester

South Jersey Newspapers Company | Frank Gargano, President/Publisher
Jim DeFilippo, Vice President of Advertising | Robert Buffone, Online Director | Brad Smith, Advertising Manager

Frequency Advertising Rates

frequency	rate per column inch
--- Open	\$41.10
04 weeks	\$19.25
08 weeks	\$17.35
13 weeks	\$15.50
26 weeks	\$14.60
52 weeks	\$13.40

Based on per column inch rates. Frequency rates available with signed advertising agreement, and are based on 12-month cycles. Frequency rates/insertions are per paper. Maximum size 60 column inches.

Multiple Insertion Discounts

Multiple Insertion Discounts are available with annual contract rates only. All ads must be picked-up with no changes and run within a six (6) day period of the first run. May not be used in combination with any other discount program.

Multiple insertion discounts do not apply to pick-up rates

First Insertion	Full Contract Rate
Second Insertion	25% Discount
Third Insertion	40% Discount

Pick-Up Rates

Bridgeton/Millville News	\$10.00
Today's Sunbeam	\$10.00
Bridgeton/Millville News and Today's Sunbeam	\$14.50*

All ads must be picked up with no changes. May not be combined with any other discount program. *Invoice will reflect \$7.25 for Today's Sunbeam & \$7.25 for Bridgeton.

Special Classification Rates

South Jersey Weekender*	\$26.00
S.J. Weekender Pick-Up Rate	\$16.00
Non-Profit, In Memoriam	\$24.05
Paid Position (when available)	30% Surcharge

*South Jersey Weekender contract discounts available. Ask your sales representative for the South Jersey Weekender rate card.

SUPPLEMENTAL RATES supplemental rate card rates are non-commissionable

South Jersey Record

Distributed every Friday to 7,500 households who do not currently subscribe to the Gloucester County Times in Gloucester County.

rates

Full Page/Full Color	\$500.00
Half Page/Full Color	\$300.00
Quarter Page/Full Color	\$175.00
Smaller Ad Units	\$6/column inch

Pick-up rate from Today's Sunbeam, Gloucester Co. Times or Bridgeton/Millville News \$4/column inch

Deadline: Mon. prior to the Fri. Publication Date

Polybag Rates - CPM

	daily 6.5" x 23"	sunday 9" x 23"
No Product Sample	\$65.00	\$70.00
With Product Sample	\$70.00	\$75.00

Rates will be based on most current Audit Bureau of Circulation audit. Home delivery distribution only.

Stand-By Rates

	daily (Approx. Paid Circulation)	sunday
Gloucester County Times	24,000	26,000
Today's Sunbeam	10,000	10,000
Bridgeton/Millville News	8,000	n/a

net advertising rates/cpm

Full Page	\$17.00
Half Page	\$15.00
Quarter Page	\$12.00

- Standby ads may be run on a space available basis
- Min. size standby ads will measure no less than 30"
- No other discounts apply
- Accounts must be in good financial standing w/SJNC
- Only camera ready ads will be accepted

Standby advertising is sold on a cost per thousand basis. Rates will be based on the most current ABC audit report.

Movie Advertising Rate

Movie rates are available with annual contract 52 weeks only. Advertisers must run at least a Fri/Sat schedule or a Sat/Sun schedule.

Friday Rate	\$18.25/column inch
Saturday Rate	\$7.25/column inch
Sunday Rate	\$18.50/column inch

All ads must be picked up with no changes. May not be combined with any other discount program

Special Section Advertising

Non-Contract Advertisers \$19/column inch

Full Page/Back Page of Tabloid Section (includes full color)	\$1650.00
Full Tabloid Page/B&W	\$1050.00
Spot Color	\$150.00
Full Color	\$275.00

Special Section Pick-Up Rates

Any advertisement run in a special section will qualify for a 1/2 price pick-up when rerun within 6 business days of the original special section. Special section rates may not be combined with any other discount or special. Color not subject to discount.

Section Front Advertising

Front Page - A1

	6 column x 1" rate	weekly rate
Gloucester County Times	\$375	\$1800
Today's Sunbeam	\$375	\$1800
Bridgeton/Millville News	\$200	\$900

All section front ads reproduce in full process color. Regular advertising deadlines apply.

Section Fronts

	daily rate
Gloucester County Times	
6 column x 1"	\$225
6 column x 2"	\$425
Today's Sunbeam	
6 column x 1"	\$150
6 column x 2"	\$300
Bridgeton/Millville News	
6 column x 1"	\$175

Frequency Discount

6 times per year	10% Discount
12 times per year	15% Discount
26 times per year	20% Discount
52 times per year	30% Discount

Section Front/Banner Advertising Policy:
South Jersey Newspapers Company maintains standards of accuracy and good taste. The Gloucester County Times, Today's Sunbeam and the Bridgeton/Millville News reserve the right to reject or revise any copy or graphics considered offensive, dishonest or detrimental to the public or another advertiser. Section Front/Banner Advertising must be image institutional or generic in nature. Price and item advertising will not be permitted. Political advertising not accepted. Banner advertising is non-commissionable and is sold on a first come first served basis.

Pre-Print Rates & Information

Gloucester County Times and Today's Sunbeam accept preprints for Tuesday, Wednesday, Thursday, Friday & Sunday distribution. Bridgeton/Millville News accepts preprints for Tuesday, through Saturday distribution. TMC publication is distributed to select non-subscribers on Friday. The South Jersey Record in Gloucester County. Refer to SJN distribution map on insert quantities.

frequency	cost per thousand
--- Open	\$67.00
6 - 12x	\$61.00
13 - 26x	\$59.00
27 - 52x	\$57.00
53 - 65x	\$56.00
66 - 80x	\$52.00
81 - 125x	\$51.00
Single Sheet	\$33.00

Please call for rate information on pre-prints in excess of 48 pages. Inserts will be zoned by zip code. Zip code zoning information and quantities are available upon request. Minimum charge for pre-print insertions: \$250 for GCT and Today's Sunbeam. \$100 for Bridgeton/Millville News. Maximum size inserts: 12.5" x 11.25". Preprints must be received in our warehouse at least 10 working days prior to insertion date. Preprints are accepted Monday through Friday 9:00 am - 4:30 pm.

Deliver insertions to:

Gloucester County Times

309 South Broad Street, Woodbury, NJ 08096
856.845.3300

Bridgeton/Millville News

100 E. Commerce Street, Bridgeton, NJ 08302
856.451.1000

TV Times

A full color tabloid supplement published every Sunday and distributed in the Gloucester County Times and Today's Sunbeam.

Front pg. (10.16" x 2")	\$250/week
Back pg. (10.16" x 10")	\$475/week
Inside pgs. (10.16" x 2")	\$200/week

Ad Deadline: 2 weeks prior to publication

Electronic Files

Electronic files are accepted in PDF format with fonts embedded, or an InDesign file with all images and fonts included. We accept all files on CD.

They can also be emailed to ads@sjnewsco.com.
Call for additional details: 856.251.1303

Color Comics

Full Page	\$1200.00
3/4 Page	\$950.00
1/2 Page	\$650.00
1/4 Page	\$400.00
2" Strip Bottom of Page	\$250.00

Ad Deadline: 2 weeks prior to publication

ROP Color

1 Color	\$250.00
2 Color	\$350.00
3 Color	\$425.00

Color is available when mechanically possible.
Color rates are per paper.

Advertising Deadlines

Day of Publication	Space & Copy Deadline - Proof	Space & Copy Deadline - NonProof
Sunday	Wed. 4pm	Thurs. 4pm
Monday	Wed. 4pm	Thurs. 4pm
Tuesday	Thurs. 4pm	Fri. 4pm
Wednesday	Fri. 4pm	Mon. 4pm
Thursday & S.J. Record	Mon. 4pm	Tues. 4pm
Weekender	Tues. 4pm	Wed. 3pm
Friday & Saturday	Tues. 4pm	Wed. 4pm
TV Magazine	2 weeks prior to publication	

Mechanical Requirements

Ad make-up conforms with Industry-wide measurement standards. Printing by Offset: 85-line screen.

Column Width	Tab	Broadsheet
1	1.589"	1.589"
2	3.303"	3.303"
3	5.017"	5.017"
4	6.732"	6.732"
5	8.446"	8.446"
6	10.16"	10.16"
Column Depth	Tab	Broadsheet
	10.16"	21.5"

Double truck: 83" gutter, a minimum of 16 inches deep in 8, 9, 10, 11 or 12 columns wide, the gutter is charged as a (1) column. A tab double truck must be 11 columns wide.

General Policy

South Jersey Newspapers Company maintains standards of accuracy and good taste. All issues relating to advertising will be governed by the laws of the State of New Jersey. Any action based on or alleging a breach of this rate card must be commenced in a state or federal court in the State of New Jersey.

The advertiser agrees that all damages arising from any errors in the placement, content, or timing of an advertisement shall not exceed the price charged for that advertisement, recoverable in the form of additional advertising space comparable in size, content and format.

All rates are net inch rates unless otherwise noted. Advertising agency commission shall be the responsibility of each agency.

Advertising charges are paid in advance of publication until the advertiser has established credit and has opened an account with South Jersey Newspapers Company.

Charges to an account are due and payable upon receipt. The advertiser and its agency assume liability jointly and separately for the payment of all advertising published by South Jersey Newspapers Company and for all the content (including text representation and illustrations) of advertisements published or distributed and will indemnify South Jersey Newspapers Company for any claims arising there from made against South Jersey Newspapers Company, including cost associated with defending such a claim. Payment by advertiser to agency shall not constitute payment to South Jersey Newspapers Company.

Agreements for advertising may be negotiated in accordance with the terms of this rate schedule. Publisher reserves the right to revise rates, discounts and other provisions of this rate card on 30 days written notice.

All contracts are for use by contract holder only and may not be assigned or transferred by the advertiser.

Any bill tendered by South Jersey Newspapers Company shall be conclusive as to the correctness of the item therein set forth and shall constitute an account state unless written objections are made thereto within ten days from the rendering thereof.

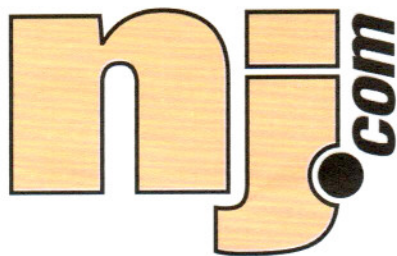
Orders containing terms, rate or conditions or specify position may be accepted but such terms, rates, conditions or specifications are not binding unless Publisher has specifically agreed to them in writing.

Advertiser and its agency recognize that the copyright in any advertisement created by Publisher is owned by Publisher. As to all other advertisements, advertiser and its agency agree that Publisher has the nonexclusive right, for the full term of copyright, by itself or through third parties, to republish and reuse any advertisements submitted in any form in which the advertisements may be published or used (in any media nor in existence or hereafter developed) in whole or in any part, whether or not combined with materials of others.

Publisher is not responsible for any inadvertent or legally compelled disclosure of advertising information. In the event a) Advertiser uses or pays for less advertising than that agreed upon or the Advertiser or Agency otherwise breaches the term of this rate card, or b) if at any time Publisher in its reasonable judgment determines that advertiser is not likely to have published the total amount of the advertising specified herein during the term of the agreement, any rate discount will be retroactively nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used and paid for, in accordance with Publisher's applicable rates schedules ("shortrate"). In such event, Advertiser and Agency must reimburse Publisher for the shortrate within ten days of Publisher's invoice therefore and Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) (as applicable). Interest will accrue at a rate of one and one-half percent (1.5%) per month (or such other maximum amount as is permissible by law) on all past due balances. If it becomes necessary to place with an attorney for collection any claim for funds due under the term of this agreement, then Advertiser agrees to pay to Publisher a reasonable attorneys' fee of twenty-five percent (25%) of the balance then unpaid.

South Jersey Newspapers Company will not be responsible for advertising materials left with South Jersey Newspapers Company after 30 days.

Copy Regulations — We reserve the right to edit, alter or reject any advertisement whether or not the same has been already acknowledged and/or previously accepted. We reserve the right to reject or edit any photograph submitted. We shall be under no liability for failure, for any reason, to insert an advertisement. Advertising depth is sold as is measured in 1/4 inch increments. News style ads must be marked "Advertisement". A 2pt. border is required around entire ad. Proofs can be supplied at the request of the advertiser. Proofs are submitted for typographical corrections only and are not subject to author's change of copy, layout or items unless advertiser is willing to assume extra composition charges. Liability for errors shall not exceed the cost of the space occupied by the error. Advertiser shall notify the newspaper of such errors within 24 hours or prior to the second insertion. South Jersey Newspapers Co. will only be liable for the first ad, not repeats. No advertisement (or any portion thereof) will be published sideways or up-side-down without prior approval.



Everything Jersey

Gloucester County Times

STRONG ALONE POWERFUL TOGETHER

The Gloucester County Times and NJ.com combined provide a powerful and growing audience. Expand your marketing reach and increase your business by adding NJ.com to your media mix. NJ.com offers a number of unique opportunities to fit any budget and deliver the audience you desire.

Who is NJ.com?

- New Jersey's largest local Web Site, reaching over 2.2 million unique visitors per month* and serving over 79 million page views per month.
- NJ.com is our online home and leading interactive resource for people who have an interest in the South Jersey marketplace.
- The site features up-to-the-minute local news, weather, business, sports, classifieds, forums and features.

NJ.com Demographics

Male	48.8%
Female	51.2%
Median Age	39 yrs old
Education: Some College, College Graduate	79%
Employment: Upper Management, White Collar	78%
Average HH Income	\$90,000

*Source: The Media Audit, Jul-Aug '07/Jun-Feb '08, Base: New Jersey Fourteen-County Area (Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Somerset, Union, Hunterdon, Mercer, Ocean, Sussex, Warren) adults age 18+, past 30 days

ONLINE ADVERTISING OPPORTUNITIES:

Shop Jersey

Shop Jersey is the shopping database you have been waiting for. Shop Jersey is a searchable database of digitized newspaper ads with each item in the ad entered separately in appropriate database categories. Once there, visitors can print, save or email the ad. The feature also offers a link to your web site. Each print insertion will include a digitized version distributed via NJ.com for 7 days for only \$25 per ad.



Business Finder

Our Business Finder is the local search tool that makes our Yellow competitors green with envy. The feature allows you to customize your business listing with photos, descriptive copy, a weblink and several keywords, while allowing your listing to sort above all your competitors' listings within the category. The charge is \$40 per month for the first listing and an additional \$8 per month for each additional location. Ask about special pricing for 10 locations or more.



Impression Packages

NJ.com custom programs offer a unique opportunity to develop a strong web brand in New Jersey. We provide a powerful, flexible direct response vehicle that effectively delivers traffic to your website and enhances your brand.

Commitment Level	Marquee (130 x 60) (120 x 90) (120 x 60)	Banner (468 x 60), Tile (160 x 100)	Leaderboard (728 x 90), Small Tower (160 x 240)	Rectangle (300 x 250)	Skyscraper (160 x 400), (160 x 600)	Interstitials, Sliding Billboards, Corner Peels
Open	\$6.00	\$10.00	\$12.50	\$15.00	\$13.00	\$25.00
\$18,000	\$5.75	\$9.50	\$12.00	\$14.25	\$12.50	\$23.75
\$30,000	\$5.00	\$8.50	\$10.75	\$12.75	\$11.00	\$21.25
\$50,000	\$4.75	\$8.00	\$10.00	\$11.75	\$10.25	\$19.75
\$75,000	\$4.25	\$7.00	\$8.75	\$10.50	\$9.00	\$17.50
\$100,000	\$3.50	\$6.00	\$7.50	\$9.00	\$7.75	\$15.00
\$250,000	\$3.25	\$5.75	\$7.00	\$8.50	\$7.25	\$14.00
\$500,000+	\$3.00	\$4.75	\$6.00	\$7.25	\$6.25	\$12.00

All rates are commissionable at 15% to recognized agencies. Prices effective January 1, 2008.

- NJ.com offers a wide variety of editorial environments, including: Home Page, Business News, Sports, Automotive, Real Estate, Employment, Living, Entertainment, Local Forums and more.

- (CPM) Cost per thousand impression rates based on run-of-site targeting for all banner/tile ad sizes.

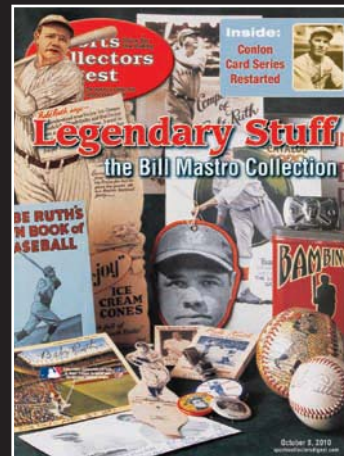
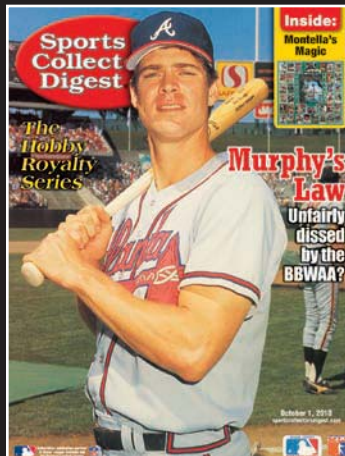
- Additional charges may apply for geo-targeting, rich media or video campaigns.



Sports Collectors Digest

Voice for
the Hobby

Featuring weekly coverage of
memorabilia and trading cards.
www.sportscollectorsdigest.com



ADVERTISING REPRESENTATIVES:

Steve Madson (steve.madson@fwmedia.com)ext. 13441
Missy Beyer (missy.beyer@fwmedia.com)ext. 13642

DISPLAY ADVERTISING:

(Cost per consecutive issue. All rates net):

	1x	6x	13x	26x	52x
Full Page (7" x 10")	\$1,160	\$1,025	\$965	\$899	\$785
2/3 Vertical (4.625" x 10")	\$950	\$815	\$738	\$675	\$585
1/2 Horizontal (7" x 4.75")	\$740	\$640	\$565	\$510	\$460
1/2 Vertical (3.4375" x 10")	\$740	\$640	\$565	\$510	\$460
1/2 Island (4.625" x 7")	\$740	\$640	\$565	\$510	\$460
1/3 Vertical (2.25" x 10")	\$570	\$490	\$440	\$400	\$350
1/3 Square (4.625" x 4.75")	\$570	\$490	\$440	\$400	\$350
1/4 Square (4.625" x 3.25")	\$425	\$355	\$325	\$295	\$250
1/4 Horizontal (7" x 2.25")	\$425	\$355	\$325	\$295	\$250
1/4 Vertical (3.4375" x 4.75")	\$425	\$355	\$325	\$295	\$250
1/6 Vertical (2.25" x 4.75")	\$340	\$295	\$265	\$245	\$210
1/6 Horizontal (4.625" x 2.25")	\$340	\$295	\$265	\$245	\$210
1/12 Horizontal (2.25" x 2.25")	\$210	\$180	\$160	\$147	\$130
Collector to Collector (3.25" x 2.875")	\$75				

COLOR AND SPECIAL PAPER STOCK:

(Cost per consecutive issue. All rates net):

	1x	6x	13x	26x	52x
Full page/4-color					
on 40# white offset	\$2,655	\$2,375	\$1,305	\$2,240	\$2,145
Full page/4-color					
on newsprint	\$2,199	\$1,935	\$1,855	\$1,788	\$1,690
Full page/spot color					
on 40# white offset	\$2,199	\$1,935	\$1,855	\$1,788	\$1,690
Full page/spot color					
on newsprint	\$1,525	\$1,478	\$1,400	\$1,335	\$1,245
Full page/b&w					
on 40# white offset	\$1,635	\$1,478	\$1,400	\$1,330	\$1,245
Front Cover Wrap	\$3,510				
Inside Front Cover	\$2,665				
Inside Back Cover	\$2,230				
Back Cover	\$2,920				

CLASSIFIED ADVERTISING:

(Cost per consecutive issue. All rates net.
Please specify classification):

	1x	13x	26x	52x
4 columns x 10"	\$1095	\$955	\$850	\$805
3 columns x 10"	\$715	\$625	\$560	\$525
2 columns x 10"	\$375	\$335	\$299	\$285
2 columns x 6"	\$237	\$210	\$190	\$175
1 column x 6"	\$135	\$115	\$110	\$95
1 column x 3"	\$76	\$65	\$55	\$48
1 column x 2"	\$58	\$48	\$43	\$38

4 columns to a page

1 column	1.5" wide
2 columns	3.33" wide
3 columns	5.1667" wide
4 columns	7" wide

DISCOUNTS:

Commission, cash, camera-ready or agency discounts
— not available, all rates are net.

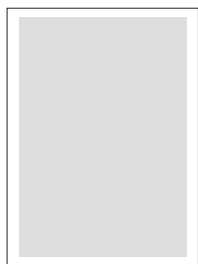
MECHANICAL INFORMATION:

- Printed web offset.
- 85-line screen for b & w and 4-color.
- Trim size: 8" x 10.75"
Live Area: 7" x 10"
Bleed size: 8.5" x 11.25"
- FOUR COLOR-CAMERA-READY:
100 line screen for 50# white offset. Maximum density 240. Ads sent electronically are preferred ie: disk, email, FTP. In-house 4-color design available—copy must arrive two weeks prior to deadline.
- SPOT COLOR:
Colors available—yellow (background only), green, blue and red.

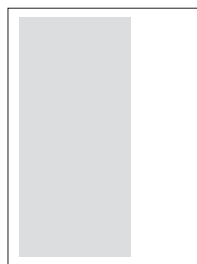
All advertisers must have a completed reference form on file before advertising (Call or write our advertising department to receive a reference form). Advertisers are responsible for understanding and following our standard advertising policies listed on page 2. Payment must accompany ad copy. We accept all major credit cards, do not send cash!



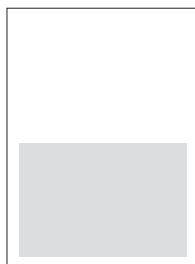
700 East State Street • Iola, WI 54990-0001
715-445-2214 • FAX: 715-445-4087
<http://www.fwmedia.com>



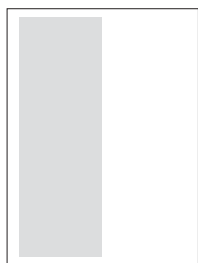
Full Page
7" x 10"



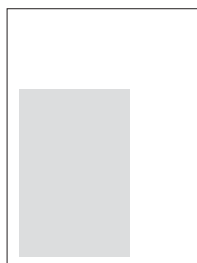
2/3 Vertical
4.625" x 10"



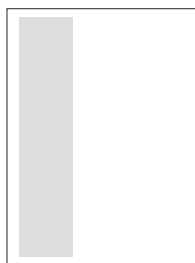
1/2 Horizontal
7" x 4.75"



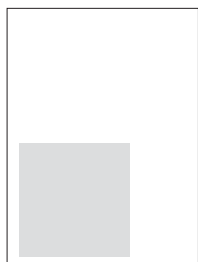
1/2 Vertical
3.4375" x 10"



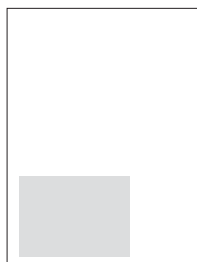
1/2 Island
4.625" x 7"



1/3 Vertical
2.25" x 10"



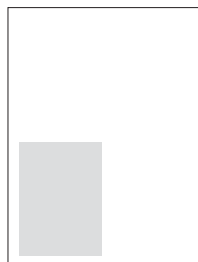
1/3 Square
4.625" x 4.75"



1/4 Square
4.625" x 3.25"



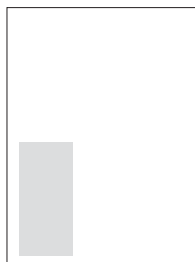
1/4 Horizontal
7" x 2.25"



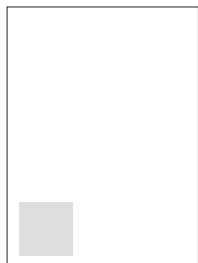
1/4 Vertical
3.4375" x 4.75"



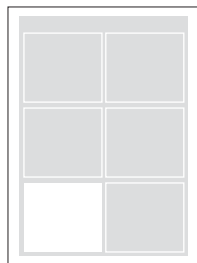
1/6 Horizontal
4.625" x 2.25"



1/6 Vertical
2.25" x 4.75"



1/12 Square
2.25" x 2.25"



Collector to Collector
3.25" x 2.875"

AD DIMENSIONS:

Full Page	7" x 10"
2/3 Vertical	4.625" x 10"
1/2 Horizontal	7" x 4.75"
1/2 Vertical	3.4375" x 10"
1/2 Island	4.625" x 7"
1/3 Vertical	2.25" x 10"
1/3 Square	4.625" x 4 3/4"
1/6 Vertical	2.25" x 4.75"
1/6 Horizontal	4.625" x 2.25"
1/12 Horizontal	2.25" x 2.25"
1/4 Horizontal	7" x 2.25"
1/4 Square	4.625" x 3.25"
1/4 Vertical	3.4375" x 4.75"
Collector to Collector	3.25" x 2.875"

AD SUBMISSION:

Accepted Advertising file formats:

Application Files (mac or PC):

Adobe Creative Suite v4 (*Illustrator, InDesign, Photoshop*)

QuarkXpress v8

PDF (*Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded*)

TIFF (*300dpi, CMYK, fonts embedded*)

EPS (*300dpi, CMYK, fonts embedded*)

For Ad creation:

Word/Excel (*type used only*)

Images:

JPG, TIFF, PNG, EPs formats

300dpi minimum resolution for continuous tone

600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

FTP Instructions:

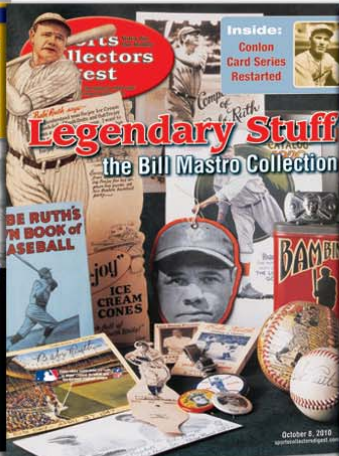
MAC users: [ftp.krause.com](ftp://ftp.krause.com)

PC users: <ftp://ftp.krause.com>

User ID: type the word "anonymous"

Password: is your email address

Inbound folder. Then look for folder of publication you are submitting for.



Sports Collectors Digest

Voice for the Hobby

700 E. State St., Iola, WI 54990-0001
1-800-726-9966 (+ext.) • Fax: 715-445-4087

2011 DEADLINES

COVER DATE	DEADLINE	MAIL DATE	COVER DATE	DEADLINE	MAIL DATE
11/5/10	10/11/10	10/19/10	6/17/11	5/23/11	5/24/11
11/12/10	10/18/10	10/26/10	6/24/11	5/27/11	5/31/11
11/19/10	10/25/10	11/2/10	7/1/11	6/6/11	6/07/11
11/26/10	11/1/10	11/9/10	7/8/11	6/13/11	6/14/11
12/3/10	11/8/10	11/16/10	7/15/11	6/20/11	6/21/11
12/10/10	11/15/10	11/23/10	7/22/11	6/27/11	6/28/11
12/17/10	11/19/10	11/30/10	7/29/11	7/1/11	7/05/11
12/24/10	11/29/10	12/7/10	8/5/11	7/11/11	7/12/11
12/31/10	12/6/10	12/14/10	8/12/11	7/18/11	7/19/11
1/7/11	12/13/10	12/21/10	8/19/11	7/25/11	7/26/11
1/14/11	12/17/10	12/28/10	8/26/11	8/1/11	8/02/11
1/21/11	12/27/10	1/4/11	9/2/11	8/8/11	8/09/11
1/28/11	1/3/11	1/04/11	9/9/11	8/15/11	8/16/11
2/4/11	1/10/11	1/11/11	9/16/11	8/22/11	8/23/11
2/11/11	1/17/11	1/18/11	9/23/11	8/29/11	8/30/11
2/18/11	1/24/11	1/25/11	9/30/11	9/2/11	9/06/11
2/25/11	1/31/11	2/01/11	10/7/11	9/12/11	9/13/11
3/4/11	2/7/11	2/08/11	10/14/11	9/19/11	9/20/11
3/11/11	2/14/11	2/15/11	10/21/11	9/26/11	9/27/11
3/18/11	2/18/11	2/22/11	10/28/11	10/3/11	10/04/11
3/25/11	2/28/11	3/01/11	11/4/11	10/10/11	10/11/11
4/1/11	3/7/11	3/08/11	11/11/11	10/17/11	10/18/11
4/8/11	3/14/11	3/15/11	11/18/11	10/24/11	10/25/11
4/15/11	3/21/11	3/22/11	11/25/11	10/31/11	11/01/11
4/22/11	3/28/11	3/29/11	12/2/11	11/7/11	11/08/11
4/29/11	4/4/11	4/05/11	12/9/11	11/14/11	11/15/11
5/6/11	4/11/11	4/12/11	12/16/11	11/18/11	11/22/11
5/13/11	4/18/11	4/19/11	12/23/11	11/28/11	11/29/11
5/20/11	4/25/11	4/26/11	12/30/11	12/5/11	12/06/11
5/27/11	5/2/11	5/03/11	1/6/12	12/12/11	12/13/11
6/3/11	5/9/11	5/10/11	1/13/12	12/19/11	12/20/11
6/10/11	5/16/11	5/17/11	1/20/12	12/26/11	12/27/11

800-726-9966

Steve Madson, Ext. 13441
steve.madson@fwmedia.com

Missy Beyer, Ext. 13642
missy.beyer@fwmedia.com

All advertising copy must be received by the Sports Collectors Digest office by 4 p.m. Central Time on the deadline day.

WWW.SPORTSCOLLECTORSDIGEST.COM

STANDARD ADVERTISING POLICIES

Sports Department/F+W Media

STANDARD ADVERTISING POLICIES:

- A.** All advertising orders are accepted subject to the terms and provisions outlined below. The publisher reserves the right to omit or decline advertising, or suspend advertising privileges, for any reason, irrespective of the validity of the reasons for such omission, declination or suspension of advertising privileges. Accepting payment does not constitute ad acceptance. The publisher reserves the right to decline advertising at any time.
- B.** The publishers assumes no responsibility for misprints or claims and actions by advertisers.
- C.** The grouping of several advertisements in any one issue to earn a lower rate will not be permitted. Brokered advertising is strictly prohibited.
- D.** The publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with the publisher's policies. The advertiser and or the advertising agency are jointly or severally liable for advertising invoices.
- E.** All advertising is subject to the publisher's approval. The publisher reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies. Ad copy with reference to another party without written consent is strictly prohibited. Contact your sales representative for details.
- F.** The publisher does not guarantee, and disclaims all knowledge of the right of seller or buyer to contract. Specific inquiries should be made on questions of minority or ownership.
- G.** Advertisers and advertising agencies concerned assume liability for all content (including text representatives and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. It is the advertiser's and agency's responsibility to obtain appropriate releases, licenses and/or permissions on an item offered or individuals pictured in the advertisement. The advertising agency and its client together and separately assume 100% of debt payment responsibility in the event of default by either party.
- H.** All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.
- I.** Copy running longer than the space ordered will be cut from the end of the listing at the discretion of the publisher.
- J.** Advertising unauthorized cards of current players is prohibited. Advertising collector-issue cards will be accepted only when accompanied with copies of necessary licenses or waivers from the individual players, teams, leagues or commissioner's office stating the advertising as appropriate. Advertising noncurrent player cards will be at the discretion of the publisher. In all cases, the publisher reserves the right to accept or reject advertising of collector-issue cards or memorabilia for any reason.
- K.** An advertiser who cashes a check or charges a credit card has entered into a binding agreement of deliver that merchandise at the advertised price.
- L.** Advertising offering modern copies, restrikes, reproductions or fantasy pieces which violate the Hobby Protection Act is not acceptable.
- M.** Advertisements offering prizes, grab bags or contests of any nature, are not acceptable unless prior written approval has been obtained from the United States Postal Service, Washington, D.C.
- N.** Unless stated otherwise in the ad, the buyer has a 10-day return privilege from the time he/she receives an item from an advertiser. The buyer does not have to give a reason for a return and can demand a refund less postage cost. Advertisers must allow buyers to obtain authenticity judgements as the basis for retention provided they notify the advertiser in writing of their intent within the applicable return privilege period. The buyer can request, but not demand a replacement. If the buyer requests it, the seller must refund the purchase price rather than issue a credit or exchange. When, in the sole judgement of the publisher's staff, the seller delivers over graded material in an attempt to force the buyer to seek a refund, the publisher reserves the right to demand that the seller deliver properly graded material or make a refund in an amount determined by the publisher to be commensurate with the current market.
- O.** Merchandise returned must be in the same condition it was sent. In the event of a return, the seller may request that the entire order rather than a portion be returned for a refund.
- P.** Unless delayed delivery is specified in the ad, the buyer may request an immediate

refund if delivery is not made within 30 days after seller accepts payment. When delayed delivery is specified in the ad, but the stated period passes without delivery, the buyer may request an immediate refund. This policy takes precedence over any terms or conditions which may appear in any advertisement. When, in the opinion of the publisher, delayed delivery is being used to avoid fulfilling an order for available merchandise on which the market value has risen the publisher reserves the right to alter the amount of refund due and enforce its immediate remittal to the buyer.

Q. Advertiser who are in violation of these or any other o Publications advertising policies may be subject to penalties included, but not limited to, suspension or revocation of advertising privileges, at the sole discretion of the publisher.

R. The publisher's staff reserves the right to—without prior notice—suspend application of these policies, to amend any policy, or to create any new policy which in its sole opinion will facilitate fair play in a specific transaction or among the hobby in general.

S. The publisher retains the right to obtain financial information through a credit bureau or other sources. This applies to existing accounts and new accounts.

GENERAL INFORMATION:

A. REFERENCE FORM POLICY: A completed reference form must be in our confidential files before any buy, sell or trade ad can be placed. Our standard reference form is available upon request. Minors are required to furnish a certificate of responsibility from their parents or guardian before their advertising can be accepted.

B. AD COPY: Ad copy does not need to be furnished camera ready. Our staff will lay out your ad an typeset it at no additional charge. Typewritten copy is recommended. The publisher is not responsible for errors resulting from hand written or illegible copy, FAX copy or changes submitted by phone. The publisher's liability for any error shall not exceed the cost of the space occupied by that error.

C. DEADLINES: Advertising deadlines are absolute. No ads will be accepted or changes in ad copy allowed after 12 noon on the deadline day.

D. TEARSHEETS: A copy of each display ad, as it appears in the newspaper is sent out via First-Class mail upon request. A sample copy of the issue in which your ad appears is available at the cover price.

E. CONTRACT RATES: While an ad can be placed in a single issue, money saving contract rates are available and require the placement of ads in CONSECUTIVE ISSUES. Ad contact and space size occupied many vary from issue to issue. Contract forms are available upon request.

F. RATE GUARANTEE: The publisher may not impose any rate increases on the advertiser during the term of a written contract. Contract cancellation by the advertiser allows the publisher to reinvoice covered ads at the earned rate.

G. PHOTOS: Photos may be reproduced in any ad at no charge. High-quality photos are required to achieve high-quality reproduction as a graphic arts camera will reproduce exactly what it sees. Cards can be photographed directly . If you do not have a photo of the items, our staff photographer can prepare a quality photograph of any item to be advertised at a cost of \$10.00 per item, with the original negative becoming the property of the publisher. The publisher assumes no responsibility for the return or condition of items to be photographed.

H. RETURNING ARTWORK: When artwork, film or photos are requested to be returned, please specify at time of placement, otherwise all material will be recycled.

I. P.O. BOXES: P.O. Boxes may be used but a permanent home address or place of business must be filed with publisher before P.O. Box advertisement can be carried.

J. ADVERTISING AGENCIES: Payment must accompany insertion. Agency discounts are not granted, all rates are net.

K. PRE-PRINTED INSERTS: Pre-printed inserts are acceptable in some instances. Inquire for additional information and technical specifications.

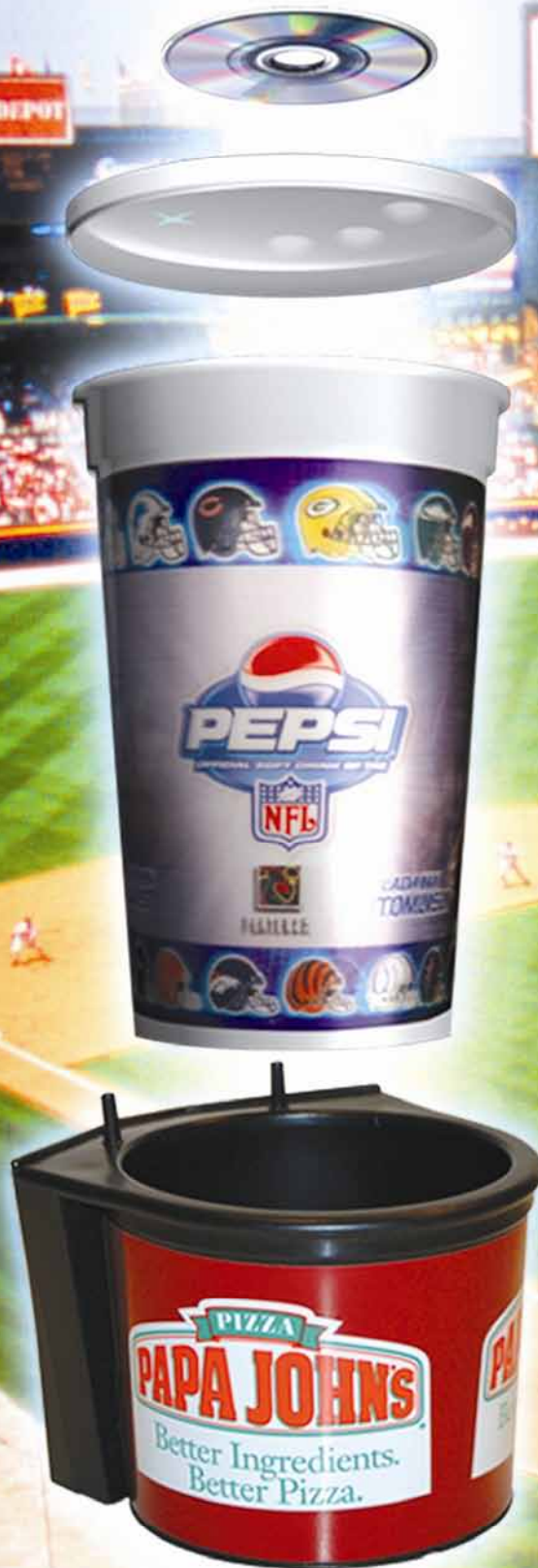
L. RETURN PRIVILEGE: Except as otherwise stated in any ad, an advertiser must accept the return of any merchandise postmarked within ten days of its receipt by a customer.

M. CIRCULATION: Throughout the United States and Canada by subscription, newsstand sales, hobby shops and other outlets.

N. ADVERTISEMENTS received on disk or modem must be accompanied by an exact proof. Please contact your sales representative for more details, including the type of program and disk.

Sports Media, Inc.

Put Your Brand In The Game!



Content
Development

Delivery

Ad Message

Branding



**WE BRING IT
ALL TOGETHER**

STADIUM • ARENA • NASCAR • THEATRES

Sports Media, Inc.



Stadium Advertising Has Just Gotten Easier.

Sports Media, Inc. is the USA's leading full-service marketing agency specializing solely in live-sports and sports-related media. The company works directly with advertisers, ad agencies and media buying firms to plan, place and activate advertising campaigns and promotions.

Sports Media uses a combination of traditional stadium advertising along with exclusive Sports Media products. Sports Media products help advertisers activate sponsorships, enhance event marketing efforts and build brands in sports. Come and explore the possibilities!

Savvy Sports Media

A full-service creative boutique specializing in live-sports and sports-related creative specifically targeting the Sports Fan. Sports Media has been telling clients and their agencies for years that the customers we put them in front of should be considered sports fans, first, and consumers second. Savvy Sports Media well be able to lend a hand in crafting creative messages that ring true with fans. It's Sports Media view that the creative aspect of sports marketing is as much a niche specialization as the media piece, Sports is a category in and of itself. For the creative to really be effective, you have to incorporate knowledge of the sport into the brand's presentation and not lose the essence of what the brand means to its customers.

Media Buying

Sports Media, Inc. offers a media buying services, we work for ad agencies as well as independent advertisers, placing advertising in stadium and arenas throughout the United States. If your looking for a Jumbotron 30 second spot or TV rotational, local or national media placement, Sports Media can place both traditional and non-traditional advertising. Our knowledge base of the current availability of stadium and Arena media opportunities, and the 'cause-related' sector is unrivalled, because of our very close link with sporting venues.

Media Planning

Sports Media planning service incorporates traditional, non-traditional, hospitality, sponsorship and exclusive Sports Media products together to exceed any advertisers expectations. Sports Media recognized that the success of any media plan hinges on the strength of the buying strategy employed in its implementation. To achieve a great buying result requires the same quality of strategic thinking which should be applied to media planning.

Sports Media Planning and Buying Service Advantage:

1. Seventeen years of experience in the sports and stadium industry
2. Rate and plans usually delivered in 3 business days
3. Eleven unique sports alternative media options available only through Sports Media!
4. Volume Buying Power, Sports Media has relationships with over 1500 venues in the USA!

Sports Media Internet Resources:

1. Demographics
2. Sign images
3. Media Descriptions
4. Attendance Records
5. Cost of Impressions
6. Stadium database
7. Sports News

Sports Media, Inc.

PHONE: 877.266.0042 FAX: 847.574.0458 E-MAIL: INFO@SPORTSMEDIA.NET

Sports Media Stadium/Arena Television Network offers advertisers on-screen graphic, animation, audio, and video, utilizing existing television screens in stadiums and arenas.

The Next Generation in Digital Signage, Sports Media enables integration of logos, dynamic animated graphics, text content and video. All graphic pages can be individually controlled via a schedule that permits looping on duration or specific days of the week and time of day. In addition there is the ability to integrate audio WAV files for sound effects, sound clips or voice-over capability. *Put Your Name in the Game!*

***SPORTS MEDIA strives
to provide the highest
level of commercial and
customer service to all
our clients***

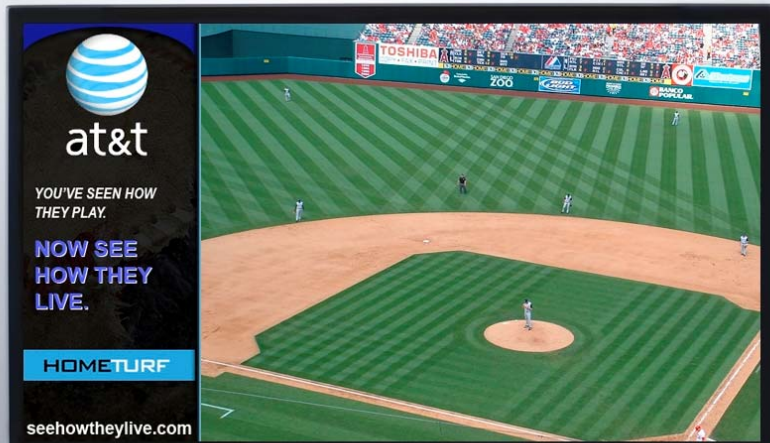
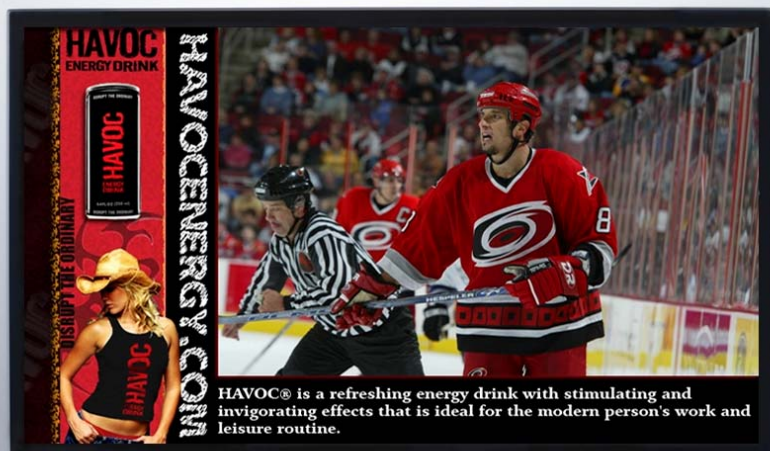
- Located in Professional Sporting Venues
- Take control of the global signage network with over 300 TV set in each stadium/arena
- Create clear, consistent signage, deployed when and where you select
- Full-motion video regions and animations
- Play audio WAV files overlaid with incoming audio
- Multiple graphic zones may be independently sized and positioned
- Schedule pages in play list, including looping durations or specific day and time control
- Content Distribution - deliver content to sports loyal fans, your audience
- Dynamic broadcast quality effects

Sports Media Stadium TV Network

Sports Media technology has the capability to offer sponsorship of services like live news feeds, sports scores, news, weather information and emergency alert system in stadiums and arenas.

SPORTS MEDIA Stadium/Arena Television Network, technology is based on Chyron's renowned broadcast graphics technologies, offers a low-cost video informational display in Stadiums and arenas.

The Sports Media Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sports Media Studios be your design staff, making The SPORTS MEDIA Stadium/Arena Television Network even easier to use.



520 EIGHTH STREET SILVIS, ILLINOIS 61282-1413

WWW.SPORTSMEDIA.NET

Sports Media, Inc.

PHONE: 877.266.0042 FAX: 847.574.0458 E-MAIL: INFO@SPORTSMEDIA.NET

120 Thoroughbred Race Tracks

Thoroughbred Race Tracks attract millions of fans each year. These customers are an upscale, educated and affluent audience. They represent an untapped and desirable advertising target for National advertisers who spend millions upon millions of dollars annually in network television to reach such an audience profile.

Sports Media Thoroughbred Race Track Television Advertising Network offers; on-screen graphic, animation, audio, and video, utilizing over 2500 existing television screens at each venue. Sports Media offers the only advertising vehicle to reach Suites Holders and C-Level executives in sports.



*Horse tracks offer
over 22 Million
Impressions
per month on over
252,000 TV's*

Advertising And Promotional Benefits

- Sports Media offers advertising and sponsorships on the racetracks live simulcast closed circuit network. The advertisers spots are aired in the adjacencies between each race.
- Captive audience watching TV screens more than 80% of the time
- Sports Loyal Fans
- Advertisers can run :15 to 3:30 minute spots per event day in each market
- All racetracks have closed circuit television.
- Tracks average 2,500 TV Screens including private suites
- All customers watch the races at the tracks on closed circuit TV's.
- Currently there are 120 horse tracks in the SM TV Network.
- Over 13,000 racing days a year.
- Ten (10) races on a card per day.
- Add text messaging to any campaign for an additional fee of 15%
- Custom creative available for an additional fee
- Over 22 million impressions per month (Estimated impression Source: Association of Racing Commissioners International)
- Advertisers receive 6 :30 second spots per event day in each market
- Advertisers may increase spot run to :60 second spots per event day in each market for twice the above rates
- Advertisers may reduce spot run to partial flights for 10% premium
- Advertisers may reduce spot run to 3 :30 second spots per event day in each market for 50% of the above rates
- Estimated impression: 1 times average attendance of 7,500 at Each Horse Track



Demographics

Male	54.9%
Female	45.1%
18 to 24	12.9%
25 to 34	18.7%
35 to 44	18.9%
55 to 64	12.0%
65+	4.9%
Some College	20.1%
College Grad	36.1%
Income	
Under \$50K	38.8%
\$50K to \$70K	24.0%
\$70K to \$100K	14.5%
\$100K+	7.5%
White	73.0%
Black	10.0%
Asian	.4%
Hispanic	16.6%
Married	57.0%

From 1999 to 2006 Horseracing attendance is up 12.7%

SM TV Network vs. Other OOH Digital TV Networks

Certified Attendance	NO
Clear Demographics	NO
Sports Brand Loyalty Index	NO
Captive Audience for 3 hours	NO
Live Sports Broadcast Content	NO

Sports Media, Inc

Sports Media Major League Baseball Jumbotron Network

The entertainment package at stadiums provides creative, high powered, entertainment concepts. thirty second commercials dedicated to offering audiences the best entertainment experience in the sports

Sports Media regards sports advertising as an important and growing media sector. Our knowledge of the current availability of stadium and Arena media opportunities in sports, and the 'cause-related' sector is unrivalled, because of our very close link with sporting venues.

Stadium Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Stadium Advertising has the power to deliver results.

Now advertisers have an opportunity to run thirty second spots at MLB Ballparks through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in ballparks. Placed strategically on the largest scoreboards in baseball. Advertisers receive thirty seconds trailer approximately ten minutes prior to the start of the game.

In Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at MLB Stadiums, Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty seconds trailer with audio during inning brakes.

In Game Feature*

Advertisers receive an interactive video board feature that will take place during an inning break. Some possible features include: Great plays, attendance quiz, bloopers, league highlights...etc. Run time thirty to ninety seconds with advertisers logo displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the outfield video board. A customized message promoting advertiser would be displayed via LED/Matrix board during the feature accompanied by advertisers logo on the LED boards.

MLB FAN DEMOGRAPHICS:

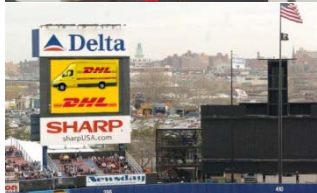
- 57% of our fans are male and 43% are female.
- 61.6% are between the age of 18 and 49 years old.
- 59% of our fans are from households with an income above \$75,000.
- 81% are from households headed by college graduates.
- 61% have households with children.
- 58.8% watch 40 or more games on TV.

Major League Baseball DMA's

Anaheim	Houston	Oakland
Arizona	Kansas City	Philadelphia
Atlanta	Los Angeles	Phoenix
Baltimore	Kansas City	Pittsburgh
Boston	Los Angeles	San Diego
Chicago	Miami	San Francisco
Cincinnati	Milwaukee	Seattle
Cleveland	Minneapolis	Tampa
Colorado	New York	Washington DC
Detroit		

*Notes: in-games thirty second trailer and Features can not run without an pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on an Beta SP-1 tape. All Creative subject to team approval.

Sports Media, Inc. • 520 Eighth Street • Silvis, IL 61282 • www.SportsMedia.net
(877) 266-0042 • Fax (847) 574-0458 • E-mail: Info@SportsMedia.net



Sports Media, Inc

National Basketball League Jumbotron Network

The Jumbotron entertainment package at Arenas that provides a creative, high powered, entertainment concept. Thirty second commercials dedicated to offering audiences the best entertainment experience in sports.

Sports Media regards sports advertising as an important and growing media sector. Our knowledge of the current availability of Stadium and Arena media opportunities in sports, and the 'cause-related' sector is unrivaled because of our very close link with sporting venues.

Arena Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Arena Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots at NBA Arenas through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in arenas. Placed strategically on the largest scoreboards in basketball, advertisers receive thirty second trailers approximately ten minutes prior to the start of the game.

In-Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at NBA Arenas. Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty second trailers with audio during timeouts and intermissions.

In-Game Feature*

Advertisers receive an interactive video board feature that will take place during a timeout or intermissions. Some possible features include: greatest plays, attendance quiz, bloopers, or league highlights. Run time is generally thirty to ninety seconds with the advertisers logo proudly displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the Jumbotron video board. A customized message promoting the advertiser would be displayed via LED/Matrix board during the feature accompanied by the advertisers logo on the LED boards.

NBA FAN DEMOGRAPHICS:

- 59% of our fans are male and 41% are female.
- 37% are between the age of 18 and 34 years old.
- 48% of our fans are from households with an income above \$50,000.
- 62% are from households headed by college graduates.
- 61% have households with children.
- 66% Access the Internet Regularly

Sources: Proquest/ABI, Mediawatch

National Basketball League DMA's

Atlanta	Indianapolis	Philadelphia
Boston	Los Angeles	Phoenix
Charlotte	Memphis	Portland
Chicago	Miami	Sacramento
Cleveland	Milwaukee	Salt Lake City
Dallas	Minneapolis	San Antonio
Denver	New York	Seattle
Detroit	Oakland	Toronto
East Rutherford N.J.	Orlando	Washington, D.C.
Houston		

*Notes: In-games thirty second trailer and Features cannot run without a pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on a Beta SP-1 and VHS tape. All Creative subject to team approval.

Sports Media, Inc. • 520 Eighth Street • Silvis, IL 61282 • www.SportsMedia.net
(877) 266-0042 • Fax (847) 574-0458 • E-mail: Info@SportsMedia.net



Sports Media, Inc

National Hockey League Jumbotron Network

The Jumbotron entertainment package at Arenas that provides a creative, high powered, entertainment concept. Thirty second commercials dedicated to offering audiences the best entertainment experience in sports.

Sports Media regards sports advertising as an important and growing media sector. Our knowledge of the current availability of Stadium and Arena media opportunities in sports, and the 'cause-related' sector is unrivaled because of our very close link with sporting venues.

Arena Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Arena Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots at NHL Arenas through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in arenas. Placed strategically on the largest scoreboards in Hockey, advertisers receive thirty second trailers approximately ten minutes prior to the start of the game.

In-Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at NHL Arenas. Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty second trailers with audio during timeouts and intermissions.

In-Game Feature*

Advertisers receive an interactive video board feature that will take place during a timeout or intermissions. Some possible features include: greatest plays, attendance quiz, bloopers, or league highlights. Run time is generally thirty to ninety seconds with the advertisers logo proudly displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the Jumbotron video board. A customized message promoting the advertiser would be displayed via LED/Matrix board during the feature accompanied by the advertisers logo on the LED boards.

NHL FAN DEMOGRAPHICS:

- 78% of our fans are male and 22% are female.
- 79% are between the age of 18 and 44 years old.
- 60% of our fans are from households with an income above \$50,000.
- 81% are from households headed by college graduates.
- 63% have households with children.
- 91% Access the Internet Regularly

Sources: Plan Spring

National Hockey League DMA's

Anaheim	Denver	Philadelphia
Atlanta	Detroit	Phoenix
Boston	East Rutherford N.J.	Pittsburgh
Buffalo	Los Angeles	San Jose
Charlotte	Miami	St. Louis
Chicago	Minneapolis	Tampa
Columbus	Nashville	Toronto
Dallas	New York	Washington, D.C

*Notes: In-games thirty second trailer and Features cannot run without a pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on a Beta SP-1 and VHS tape. All Creative subject to team approval.

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(877) 266-0042 • Fax (847) 574-0458 • E-mail: Info@SportsMedia.net



Sports Media, Inc

NASCAR Sprint, Nationwide, and Craftsman Jumbotron Network

The entertainment package at Speedways provides creative, high powered, entertainment concepts. Thirty second commercials pre-race, post-race and logo placement in-race are dedicated to offering audiences one of the best entertainment experiences in the sport.

Sports Media regards sports advertising as an important and growing media sector. Our knowledge of the current availability of Speedway media opportunities in sports and the 'cause-related' sector is unrivaled because of our very close link with sporting venues.

Speedway's are fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Speedway Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots and logo placement in races at NASCAR Tracks through the Sports Media Jumbotron Network.

Pre-Race

Video Scoreboard signs are one of the premiere signage opportunities at Speedways, placed strategically on the largest scoreboards in NASCAR. Advertisers receive rotational thirty or sixty second trailers prior to the start of the race.

In-Race

State-of-the-art Jumbotron videos are the focal point of all entertainment and race action at Speedways. Fans continually look to Jumbotron to see Driver statistics, check the track position, watch a replay, and view exciting features, vignettes, upcoming events, and promotions. Advertisers receive logo placement for up to fifteen minutes during the live racing action.

In-Race Feature

Advertisers receive an interactive video board feature that will take place during the race. Some possible features include: NASCAR Trivia, attendance quiz, bloopers, and past race highlights. Run time is thirty to sixty seconds with the advertisers logo displayed.

Post-Race

Advertisers receive rotational thirty or sixty second trailers at the end of the race.

DEMOGRAPHICS OF THE NASCAR FAN BASE: A sport for the entire family

NASCAR fans are among the most brand loyal in sports. NASCAR fans are 3 times as likely to try and purchase NASCAR sponsors' products and services as non-fans. NASCAR sponsors received a record \$6.2 billion of sponsorship exposure in 2007, as reported by Joyce Julius and Associates.

There are 75 million fans from coast-to-coast, equal to 1/3 of the U.S. adult population, 40 million of which are avid NASCAR fans.

60% male / 40% female

32% of NASCAR fans are 18-34 (100 index vs. U.S. pop);

58% of NASCAR fans are 18-44 (109 index vs. U.S. pop)

NASCAR fans are spread broadly across the U.S.

42% of NASCAR fans earn \$50,000+ per year (108 index vs. U.S. pop)

40% of NASCAR fans have kids under the age of 18 (111 index vs. U.S. pop)

NASCAR Speedways

Atlanta Motor Speedway

Bristol Motor Speedway

California Speedway

Chicagoland Speedway

Darlington Raceway

Daytona Int'l Speedway

Dover Speedway

Homestead-Miami Speedway

Infineon Raceway

Kansas Speedway

Lowe's Motor Speedway

Martinsville Speedway

Michigan Int'l Speedway

New Hampshire Speedway

Phoenix Int'l Raceway

Pocono Raceway

Richmond International

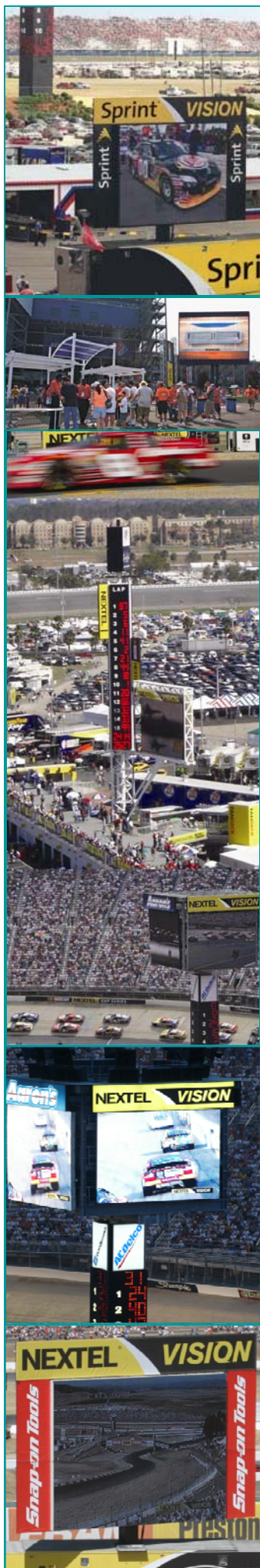
Raceway

Talladega Superspeedway

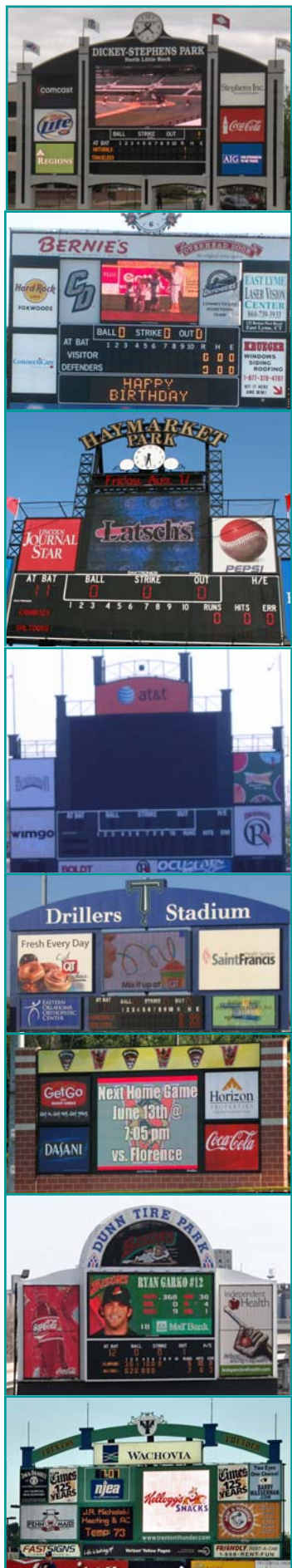
Texas Motor Speedway

Watkins Glen Int'l Raceway

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Sports Media, Inc



Minor League Baseball Jumbotron Network

The entertainment package at stadiums provides creative, high powered, and entertainment concepts. Thirty second commercials dedicated to offering audiences the best entertainment experience in sports.

Stadium Advertising is fast becoming a mainstream advertising opportunity. It can hold its own against the many other options available. Stadium Advertising has the power to deliver results quickly, to a very loyal fan base.

Now advertisers have an opportunity to run thirty second spots at 120 MiLB Ballparks through the Sports Media Jumbotron Network.

Pre-game

Video Scoreboard signs are one of premiere signage opportunities in ballparks. Placed strategically on the largest scoreboards in baseball, advertisers receive thirty second trailers approximately ten minutes prior to the start of the game.

In-Game*

State-of-the-art Jumbotron videos are the focal point of all entertainment at MiLB Stadiums. Fans continually look to video scoreboard to see player statistics, check the score, watch a replay, and view exciting features, vignettes, upcoming events, promotions etc. Advertisers receive thirty second trailers with audio during inning breaks.

In-Game Feature*

Advertisers receive an interactive video board feature that will take place during an inning break. Some possible features include: greatest plays, attendance quiz, bloopers, league highlights. Run time thirty to ninety seconds with advertisers logo displayed.

Video LED/Public Announcements*

The video board feature would be introduced by a live public address announcement along with a logo displayed on the outfield video board. A customized message promoting the advertiser would be displayed via LED/Matrix board during the feature accompanied by the advertisers logo on the LED boards.

MiLB FAN DEMOGRAPHICS:

- 56% of our fans are male and 44% are female.
- 57% are between the age of 18 and 44 years old.
- 78% of adult MiLB Fans are homeowners
- 59% of our fans are from households with an income above \$75,000.
- 52% of MiLB fans have children under the age of 17 living at home (30% have 2 or more children at home)
- More than 110 New stadiums built since 1990 (44 since 2000)

Minor League Baseball Jumbotron Network

- 118 Teams
- Over 7,000 total games played
- 38 U.S. States and 2 Canadian Provinces represented
- Annual attendance over 31 million

*Notes: In-games thirty second trailer and Features cannot run without a pre-game media buy. LED/PA bonus is at the discretion of the team. Creative must be provided on a Beta SP-1 and VHS tape. All Creative subject to team approval.

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Sports Mobile Marketing

As interactive sports fan ask for more ways to be engaged in stadiums and arenas, Sports Media answered the call with mobile marketing programs. Mobile marketing can now be activated with several of Sports Media products, including; Jumbotron, concession trays, SM TV Network and the new cup holder Stand In insert. Engage the fan with coupons, interactive downloads, trivia/voting, contests, interactive picture voting, sponsored game updates, ringtones and wallpapers.



Why Mobile?

Activate fans in their seats

Drive short term sales

Engage fans beyond the stadium

Create 'live' loyalty databases Gain immediate metrics for sponsors

Sports Mobile Advertising and Promotional Marketing Programs

Instant Coupons: Text in for sponsored coupons, Bring coupons to concession stands, store or website for discounts and giveaways, Can be sent as part of a contest or as a stand alone.

Voting/Trivia: Sponsored vote or player of the game

i.e. Select today's Subway Player of the Game. For LeBron James, text A; for Drew Gooden, text B. Every person who texts in receives a sponsored message back, that could be an ad or a coupon. i.e. "Thanx 4 playing Subway Player of the Game. Show this coupon at the Easton Ave. Subway for a free drink when you buy a meal. Expires 10/14/08" Winner is announced later in game

Live Game Updates: Sponsor live game text updates to subscribers during game with sponsor message in text. 4-5 texts per game

i.e. Brian Griese throws another interception for a td, bears down 14-7. Brought to you by Chicago Tribune, visit www.tribune.com for more. Promotional opportunities: Announce at games Post on website Optionally we can build a WAP page for sponsor for an immediate link

Ringtone/Wallpaper Packages: Wallpapers that includes sponsor logo or sponsored ringtones. Different wallpapers/ringtone for each game, each sponsor. Download page on web or wap includes sponsor message. Associate a discount, i.e. anyone who shows the wallpaper when they enter the gate gets a coupon for a free item

Sports Media creates the wallpapers/ringtones and hosts the download pages Promotional opportunities: Announce at games

Promote on Jumbotron

Instant Win/Sweepstakes: Text to win contests i.e. text in now to win a free ford car text your answer to a trivia question to win a year free DirecTV - Sports Media Mobile is the exclusive mobile provider for ePrize the leading instant win/sweepstakes company in the US Sports Media Mobile will handle all legal, and regulatory issues.

Mobile Website (WAPsites): Can be setup in conjunction with any program. Drives people to sponsored content. Why can't people use our regular websites on their phones? Not designed for "thumb browsing", Doesn't automatically fit to screen.

Picture Vote: Fans are invited to send in picture messages with the funniest picture of themselves to win fan of the game. Moderator selects and posts top pictures to big screen. Fans vote on top picture, person with most votes is called up and wins. Sponsors get logo shown during picture vote. Sponsored text messages sent to voters and contestants.

Interactive Downloads: Download videos of team clips, pictures of cheerleaders and players. Can combine with a contest i.e. vote for play of the week, favorite cheerleader etc. Announce the downloads at the games. Sponsors can place banner ads on mobile download site.

Shout Out Contests: People in stands are asked to text in something to enter into a contest. i.e. send your friends a shout out on the big screen and you'll be entered to win a free itunes gift certificate. Fans send in Messages that are displayed next to a prominently featured sponsor logo. i.e. Lets go VC! -John. Every person who texts in receives a sponsored message back. i.e. "Thank you for participating in the Ford team support board. Learn more at ford.com/team". Can be setup to send back a code that can be checked online or via a mobile website. Messages are automatically filtered for inappropriate language.

Sports Media, Inc.

Sports Media offers Collegiate Media Licensing and Marketing Services

Sports Media, Inc. has been officially licensed by Collegiate Images for the use and distribution to Brand Marketers and Advertisers of Collegiate archival video and still images along with various Collegiate logos to create Sports Media products for advertising, marketing and other promotional uses.

Sports Media offers access to past Collegiate player images, video, and College logos, these media assets can be used to create themes across one or more Colleges.

All of Sports Media Collegiate media product shall be affixed with the Collegiate Images officially licensed consumer product logo seen below.



*Put your Brand in the Game
Today with Collegiate Sports
Licensing and Sports Media*

Sports Media Licensing Benefits:

- ◆ Sports Media is a licensor and distributor of college sports content.
- ◆ Sports Media is a media licensing agency for over 100 major college sports programs, the top athletic conferences, bowl games and major networks.
- ◆ Sports Media can provide you with compelling video and still images that are cleared for both commercial and promotional use.
- ◆ Sports Media is able to grant licensing within 10 days.
- ◆ Sports Media offers complete CD replication services and can personalize each CD.
- ◆ Sports Media allows licensees to brand theme programs like, "Greatest Running Backs of Texas", "Basketball Stars of the 90's" or "Pac 10 All Stars".



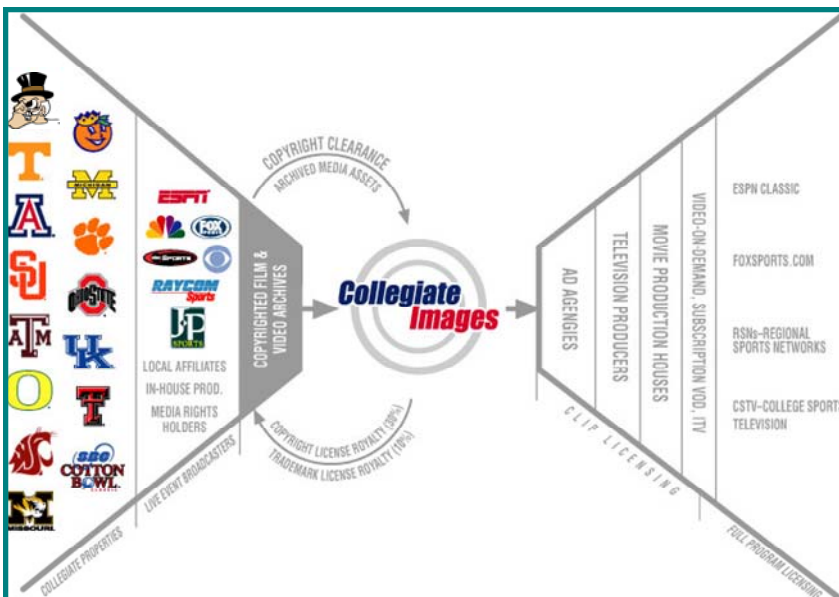
COLLEGE MARKET FACTS

College Sports has the longest selling season of any major sports licensor, starting in August and running through June.

College market sales have consistently been on the rise the past three years.

Sales of non-apparel products continue to be on the upswing as percentage change has recently been in the double digits.

- ◆ College sports fans dominate consumer spending: 2.7 Billion
- ◆ 41% larger consumers base than non-college sports fans
- ◆ 103% larger consumers base than non-sports fans



Sports Media, Inc.

PHONE 877.266.0042 FAX 847.574.0458 E-MAIL INFO@SPORTSMEDIA.NET

Advertising In Sporting Venues Just Got Easier!

Sports Media provides Advertising Agencies as well as Independent Advertisers a media buying and planning service by placing advertising in Stadiums and Arenas throughout the United States.

Sports Media also produces concession products such as CD Drink Lids, 3D Lenticular Cups, Photo Cups, Plastic Cups, Cupholders and Concession Trays.

Sports Media product distribution covers over 1,500 Stadiums and Arenas including, MLB, NFL, NBA, WNBA, MLS, Minor Leagues, Universities, NASCAR, Theaters and Fairs.



Stadium Cupholders, a Great Branding Opportunity!

Stadium Cupholder advertising has proven to be one of the most appealing and effective ways to reach new consumers and build company brands. Cupholders offer high visibility and exposure; advertisers keep a captive audience with 3 hours of exposure per event. Cupholders build relationships directly with the consumer, team, facility, advertiser and other sponsors. Experience Marketing is a great way to build brand loyalty. Sports Media has Cupholders in sporting venues nationwide. Surveys show a 92% ad retention rate.



Hip-Tops CD Cup Lids - Fantastic Interactive Marketing!

The CD-ROM Cup Lid is a creative and innovative method for an advertiser to deliver a targeted message to specific demographics. Enhance customer loyalty by delivering an interactive marketing collectible wherever beverages are sold. Sports Media can track CD behavior, web activity and create an e-mail database. CD's can be co-branded with a sports team, musician, university or special event. *DMI and Sports Media* provides complete content development and distribution.



Take it home and keep it forever!

3D Lenticular Plastic Cups by Sports Media are an excellent promotional product and high impact collectible. These dishwasher safe souvenir cups offer 360° viewing with high quality lenticular 3D imaging. Consumers take the cup home and keep the collectible forever, giving the advertiser and sponsor long lasting brand impressions. Available in 22 oz. and 32 oz. sizes. CD Cup Lids are also available for this product.



Photographic Cups!

Turn beverages into works of art with custom photo cups. These dishwasher safe cups come with full color photo graphics, more colorful, more resilient, and more fun. Photo cups will add value to any fountain program and provide increased profits. Available in several sizes.



Plastic Cups!

The everyday use of plastic cups, still has a major impact on advertising; these cups can be printed in a full color range and offer an economical means to delivering your message. Available in several sizes.



Color Change Cups!

Add an interactive experience with a cup that changes color right before your very eyes. "How does this work?" When a cold beverage is poured into the cup the temperature change from the cold liquid causes the cup to change color. After drinking the beverage, the cup turns back to its original color. Your advertisement is always in the customer's view with a twist. Available in several sizes.



Sports Media Stadium Concession Trays!

These unique food and drink trays can be distributed throughout the country in MLB, NFL, NASCAR, NHL, NBA stadiums and arenas. Concession Trays are just the thing to give the advertisers' message a refreshing boost. The Sports Media Tray can be used for branding, couponing, and even for sampling!

520 EIGHTH STREET, SILVIS, ILLINOIS 61282

WWW.SPORTSMEDIA.NET

Sports Media, Inc.

PHONE 877.266.0042 FAX 847.574.0458 E-MAIL INFO@SPORTSMEDIA.NET

Hip-Tops CD Cup Lids - Entertainment To Go

Leverage the power of rich, interactive content and innovative, non-traditional media to effectively connect your brand to consumers. The CD-ROM Cup Lid is a creative and innovative method for an advertiser to deliver a targeted message to specific demographics. Enhance customer loyalty by delivering an interactive marketing collectible wherever beverages are sold. Sports Media and DMI can track CD behavior, web activity, create an e-mail database and co-brand with sports, music and universities.



*CD Cup Lids offer a unique and creative delivery method to:
Create Brand Identification,
Brand Loyalty
and Brand Activation
with Fast Measurable Results*

Advertising And Promotional Benefits

- ◆ High visibility and exposure anywhere fountain beverages are sold
- ◆ Customized content is strategically created to extend brand messages to consumers
- ◆ Existing advertising and/or video assets can be repurposed to maximize investments and create a value-added marketing campaign
- ◆ Coupon discs can include interactive web coupons and in-store sales data tracking capabilities
- ◆ Media that provides the advertiser a faster response rate and the availability to measure and collect consumer data
- ◆ Ability to drive consumers to the web for additional online promotions
- ◆ A convenient and cost saving method of targeting consumers at Point of Sale
- ◆ Additional services include music branding strategy, custom music composition, production and licensing



Fantastic Interactive Marketing!

CD TECHNOLOGY

The CD is a non-traditional, emotional medium that delivers brand messages to consumers by using music, games, video and other entertainment platforms. Sports Media and DMI have the ability to produce campaigns as low as 5000 units:

- ◆ Complete Content Development
- ◆ Exclusive ability to place totally different artwork on each CD
- ◆ Capabilities include bar coding, personalization, or serializing
- ◆ DVD quality CD's with the capacity to hold 30 minutes of video on mini CD
- ◆ Track and create reports on CD behavior
- ◆ Music download program
- ◆ Gift Card technology program
- ◆ Co-Branding with a Sports Team, Musician or Special Event

Sports Media, Inc.

PHONE 877.266.0042 FAX 847.574.0458 E-MAIL INFO@SPORTSMEDIA.NET

Take it home and keep it forever!

3D Lenticular Plastic Cups by Sports Media are an excellent promotional product and high impact collectible. These dishwasher safe souvenir cups offer 360° viewing with high quality lenticular 3D imaging. Consumers take the cup home and keep the collectible forever, giving the advertiser and sponsor long lasting brand impressions. Available in 22 oz. and 32 oz. sizes. CD Cup Lids are also available for this product.



22 oz. Cup

*3D Lenticular Cups offer a unique and creative delivery method to:
Create Brand Identification,
Brand Loyalty
and Brand Activation
with Measurable Results*

Advertising Benefits

- ◆ High visibility and exposure, taken into the consumer's home
- ◆ Effective advertising and branding medium
- ◆ High-end promotional items; durable long-lasting collectible
- ◆ Branding impression initiated by beverage consumption
- ◆ Build relationships directly with the consumer
- ◆ Convenient and cost effective; targeting consumers at Point of Sale
- ◆ Ability to place multiple brands in campaign with minimal investment
- ◆ Adds animation and dimension to create an exciting promotional product



32 oz. Straight Cup



32 oz. To-Go Cup

High-End Promotional Cup

3D Lenticular Cups are a great high-end promotional item and long-lasting collectible. Advertisers add excitement and movement to the cup with 3D, 2 Flip, 3D with Flip, Zoom, Morph, and Full Motion Images. Cups can be fully licensed with:

- ◆ NASCAR
- ◆ Major League Baseball
- ◆ National Football league
- ◆ National Hockey League
- ◆ National Basketball Association
- ◆ Major League Soccer
- ◆ Arena Football League
- ◆ MLB Players Association
- ◆ NBA Players Association
- ◆ NFL Players Association
- ◆ NHL Players Association
- ◆ NCAA

(Licensing Fees are paid to the respective Licensing Body)

Sports Media, Inc.

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CD Commemorative Event Ticket

Sports Media enables the advertiser to deliver a new level of marketing and sales programs. This could be in the form of a highly cost effective CD catalog, Internet Transaction Card, Customer Loyalty Card or CD Ticket.

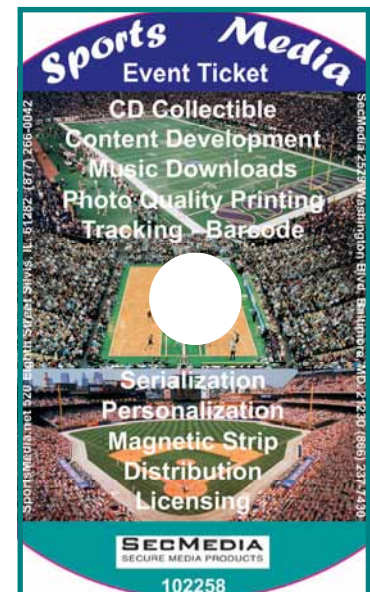
Sports Media offers design, management, and the delivery of turnkey CD and DVD marketing solutions. The ability to uniquely identify each and every disc, opens up a world of possibilities in creating innovative and exciting CD programs while linking the consumer directly to the advertiser.



*CD Tickets offer the opportunity to
Combine Video, Music and Sports
to a Loyal Fan Base,
Creating Higher Response Rates
and Brand Activation
with Fast Measurable Results*

Advertising And Promotional Benefits

- ◆ Creative and innovative method for sponsors to deliver a targeted message to thousands of like minded, enthusiastic consumers
- ◆ Enhance fan loyalty by delivering an interactive fan appreciation commemorative
- ◆ Economical and innovative way to drive web traffic
- ◆ Increased interest levels through personalization and superior image quality
- ◆ Highly effective advertising and branding medium
- ◆ Trackable interactive marketing opportunities
- ◆ Media that provides the advertiser a faster response rate and the availability to measure and collect consumer data.
- ◆ Track and produce reports on venue/team web activity and gather accurate email database
- ◆ Sports Media offers licensing and distribution in Stadiums, Arenas, Universities, NASCAR, Theaters, and Event Marketing



Commemorative Information

Personalized

CD TECHNOLOGY

The CD Ticket is a non-traditional, emotional media that delivers brand messages to consumers by using sports, music, games, video and other entertainment platforms.

- ◆ Complete Content Development
- ◆ Exclusive ability to place totally different artwork on each CD
- ◆ Capabilities include bar coding, personalization, or serializing
- ◆ D1-DVD quality CD's with the capacity to hold 30 minutes of video on a Mini CD
- ◆ Track and create reports on CD behavior
- ◆ Music download program
- ◆ Gift Card technology program
- ◆ Licensing available for Sports, Musicians and NASCAR.

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Sports Media Stadium Concession Trays Advertising!

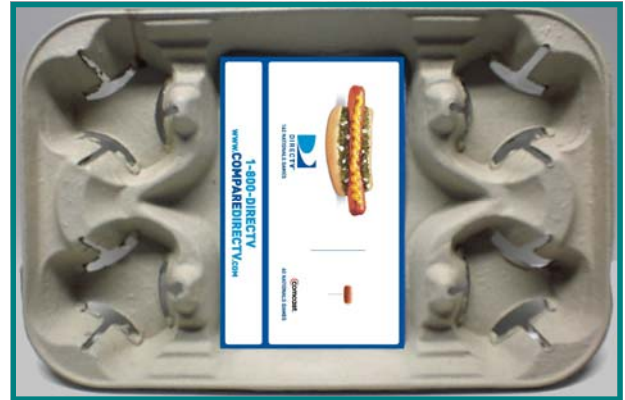
The number one Concession Tray in all of sports. These unique food and drink trays can handle up to 32 oz. size beverages. They can be distributed throughout the country in MLB, NFL, NASCAR, NHL, and NBA stadiums and arenas. Concession Trays are just the thing to give the advertisers' message a refreshing boost. The Sports Media Concession Tray Advertising Program can be used for branding, couponing, CD Media delivery and even sampling! Plastic Branded Trays are available for use in Club and Suite levels throughout Professional Sports.



*Concession Trays offer a unique and creative delivery method at Point of Sale to:
Create Brand Identification,
Brand Loyalty
and Brand Activation
with Fast Measurable Results*

Advertising Benefits

- High visibility and exposure in the hands of consumers
- Effective advertising and branding media, 2 and 4 drink tray
- An opportunity to deliver coupons and product samples
- Multiple impressions initiated by concession sales
- Build relationships directly with the consumer
- Convenient and cost effective; targeting consumers at Point of Sale
- Half the cost of competitors carrying tray products
- Media insert measures 4 1/4 x 6 1/2 inches
- Full four color printing on one or two sided insert
- 3d Lenticular printing available
- Used for coupons, sweepstakes, or branding
- One month to full season campaigns in sports venues
- The number one carry tray in all of sports
- 15 days to market from the day your art work is approved
- Sponsor messages can be changed several times during the sports season to reinforce current marketing campaigns
- Sports Media offers distribution in Stadiums, Arenas, Universities, NASCAR, Fairs, and Event Marketing



Consumer Support Data

A research study conducted throughout the United States in Sporting Venues, regarding the effectiveness of advertising on Concession Trays concluded the following results:

- 73% of fans surveyed use Concession Trays
- Users of the Concession Trays looked at the Tray an average of 16 times during concession consumption
- 94% thought the Concession Trays were convenient
- 89% would like Concession Trays in other facilities
- 59% were more inclined to purchase concessions because of the Concession Trays
- 86% correctly recalled the company advertising on the Concession Trays

(Source: Sports Media Research)

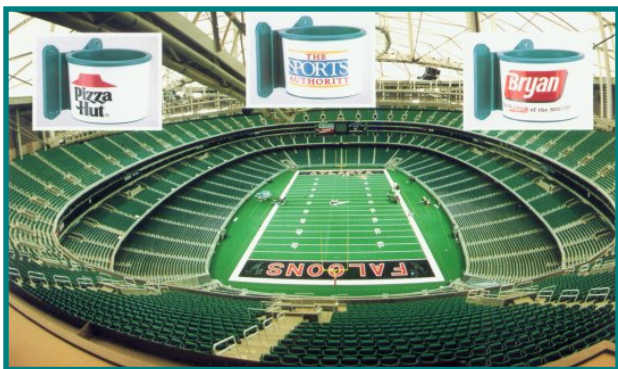


Sports Media, Inc.

Sometimes You Have To Give Up Flashy To Get Results!

Stadium Cupholder advertising has proven to be one of the most appealing and effective ways to reach new consumers and build company brands. Cupholders offer high visibility and exposure; Advertisers keep a captive audience with 3 hours of exposure per event. Cupholders build relationships directly with the consumer, team, facility, advertiser and other sponsors. Experience Marketing is a great way to build brand loyalty. Cupholders provide a positive experience while protecting the fan's beverage.

Sports Media Has Cupholders in Sporting Venues Nationwide!



*Collectively,
Sports Media Cupholders
Offer The Largest Ad Space
In Stadium, Arena,
and Ballparks.
Now available at NASCAR*

Advertising Benefits

- ◆ High visibility and exposure
- ◆ Effective advertising and branding medium
- ◆ Captive audience for a minimum of 3 hours per event
- ◆ An opportunity to deliver brochures and product samples
- ◆ Multiple impressions initiated by beverage consumption
- ◆ Build relationships directly with the consumer, team, facility and other sponsors
- ◆ Ability to further reach consumers through additional promotional campaigns
- ◆ Convenient and cost saving advertising in multiple facilities with Sports Media
- ◆ 3 hours of Brand building for less than 10¢ an impression



Consumer Support Data

Two separate Cupholder advertising research studies, conducted throughout the United States in Sporting Venues, concluded the following results:

- ◆ 92.3% of fans surveyed use Cupholders
- ◆ Users of the Cupholder looked at the holder an average of 28 times during the consumption of each drink
- ◆ 88.3% thought the Cupholders were convenient
- ◆ 96.4% would like Cupholders in other facilities
- ◆ 55% were more inclined to purchase concessions because of the Cupholder
- ◆ 53% correctly recalled the company advertising on the Cupholder

(Source; Caddy Products, Inc.)

Sports Media, Inc.

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Capture Your Audience in Everyday Life!

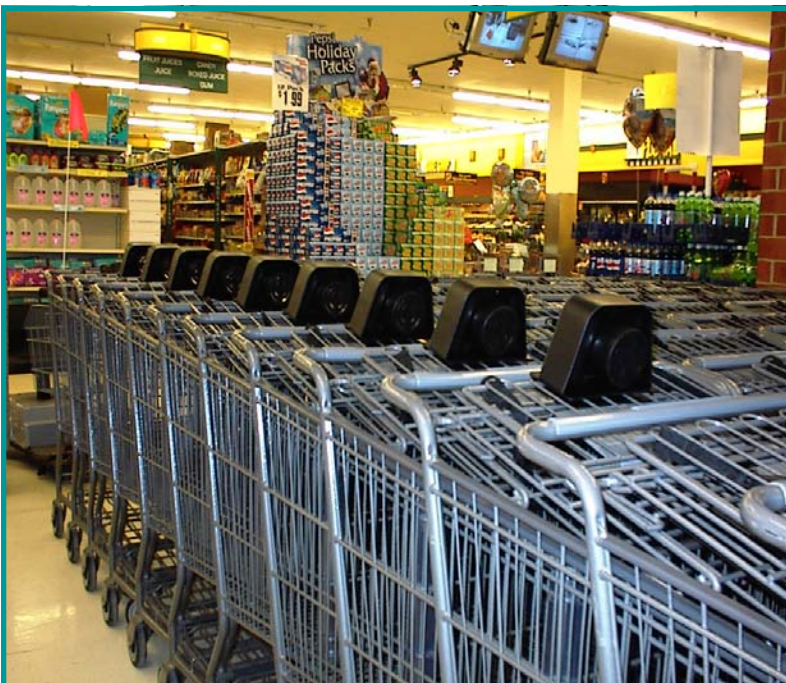
Shopping Cart Cup holder advertising can be used to help activate or enhance the consumers shopping experience. Cup holders in grocery stores are an appealing and effective way to reach consumers at the point of sale and build company brands. Cup holders offer high visibility and exposure, Advertisers have a captive audience during the consumers shopping experience. Cup holders build relationships directly with the Consumer, the Retailer and the Advertiser. Experience Marketing is a great way to build brand loyalty. Cup holders present a positive experience during shopping, while offering a convenient place to keep a beverage, coupons, pen and calculator. The Right Audience! The Right Place!



*Shopping Cart Cup holders
offer a unique and creative method to:
Activate Branding and Coupons,
Create Brand Identification,
Brand Loyalty and Brand Activation
with Measurable Results*

Advertising Benefits

- High visibility and exposure while consumers shop
- Effective advertising and branding medium
- Captive audience that creates a positive shopping experience
- Multiple impressions initiated by interactive use
- Build relationships directly with the consumers, the retailer and the advertiser
- Convenient and cost saving; targets consumer at Point Of Sale
- Ability to place multiple brands in campaign with minimal investment
- Sports Media creates custom design cup holders
- Consumer Coupon programs fit on cup holders
- Ad sales support provided



Consumer Support Data

Research studies conducted throughout the United States in Retail Stores with Shopping Cart Cup holders, concluded the following results:

- 89% of patrons surveyed use Cup holders
- Cup holder usage averaged 32 times per shopping experience
- 88% thought the Cup holders were convenient
- 96% would like Cup holders in other retail outlets
- 51% were more inclined to purchase beverages because of the Cup holder
- 63% correctly recalled the advertising on the Cup holder

(Source; Caddy Products, Inc.)

CUP-HOLDER ADVERTISING

DESCRIPTION | STAND ALONE MEDIA CARD

THE STAND-IN™ is an innovative patented card that uses friction and heavy cardstock to independently stand upright, securely held in any cup-holder. The base is perforated, acting like a stand, curving around the inside of the cup-holder. The Stand-In's entire surface is printable and the card and base separate, on the perforation, for dual functionality. It is designed not to block the cup-holder and is easy to install And even easier to take home.

THE STAND-IN™ transforms the cup-holder into an advertising space located within easy reach of patrons; a powerful medium with its own entertainment value. Your promotional messages are held by thousands of predictable consumers, inviting them to interact directly with a promotional program, easily integrated into traditional and non-traditional media including print, arena television networks and announcements, the internet and text messaging to yield fast, measurable results.

EFFECTIVE | EFFICIENT | TARGETED

- High visibility for fast measurable results
- Innovative and memorable exposure of your Brand
- Multiple impressions initiated by "within reach" location
- Targeted captive audience during the entire life of an event
- Integration of multiple media programs through one call to action
- Authority to invite immediate, interactive response to target demographic

THE STAND-IN™

UNIQUE | INNOVATIVE | MEMORABLE

TARGET | INTEGRATE | INSPIRE

ACTIVATE | MEASURE



INTEGRATION | APPLICATION

Releasing the power of **THE STAND-IN™** means exploiting its two components:

- The card is perfect for eye catching communications
- The perforated base is a call to action with its compact coupon or activation piece

POS Client Coupon Redemption | DVD Movie Clips | CD Music Clips | Surveys | Applications
Balloting | Measurable Results | Cross Promotions | On-Screen Integration | Unique Codes
Sweepstakes | Collectibles | URL Integration

THE STAND-IN™ | METRICS*

- 200,000 Stand-Ins | 3 Week Run
- Week 1 - Average Take Rate: 70%
 - Week 2 - Average Take Rate: 85%
 - Week 3 - Average Take Rate: 83%

* Source - ScreenVision | Verizon Campaign - 2007



Sports Media, Inc | CONSUMER SUPPORT DATA

Two recent research studies conducted in US sports facilities with Caddy cup-holders found that:

- 92.3% of fans use cup-holders, looking an average 28 times at or the cup-holder during the consumption of each drink
- 88.3% thought the cup-holders were convenient and 96.4% would like them in other facilities
- 53% correctly recalled the company advertising on or in the cup-holder

Sports Media, Inc.

Product Sampling In Sports, An Effective Ways To Get Noticed!

Sports Media has it – a way to distribute thousands of samples seamlessly through one marketing platform. It's one-on-one access to thousands of consumers in the mood to buy. Get up-close and personal with your target audience in Stadiums and Arenas. Product sampling can reach an extremely large audience and be extremely targeted. Stadiums and Arenas are perfect examples of a targeted environment. In fact, Stadiums and Arenas sampling campaigns are always successful.

Sports Media's brand sampling campaigns place trial-size product samples or take one brochures in the hands of consumers in an unique, memorable, and non-traditional fashion.



Product Sampling offers the opportunity to place Trial-Size Products in the Hands of Brand Loyal Sports Fan's. Creating Higher Activation Rates with Fast Measurable Results

Advertising And Promotional Benefits

- ♦ Creative and innovative method for sponsors to deliver product samples or a targeted message to thousands at sporting events
- ♦ Product samplings and take one brochures increase brand awareness and result in additional sales
- ♦ Product sampling offer consumers the chance to experience and try a product before buying it
- ♦ Sports Media can help you reach thousands of sports loyal interested consumers in a demographic rich environment
- ♦ Product samples or take one brochures are placed directly in front of consumes in cupholders
- ♦ Sports Media custom sampling programs include sample fulfillment, and brand experience planning
- ♦ Sports Media offers distribution in Stadiums, Arenas, Universities, and NASCAR



Sample Size 3.25" x 3.25" x 9"



Inserted in Cupholders

Sampling Information

- Sampling provides a unique moment with consumers where they stop and attend to your product. Evidence suggests these materials add value, and 73 percent of consumers report they always or sometimes look at information that "comes with" their samples.
- Avoid being caught in the "this looks too expensive" trap by failing to look beyond the cost-per-thousand metrics on distribution of the samples—regardless of the program chosen. To really understand the cost/benefit equation and reach a considered opinion on the value of sampling for your brand, you must look at the value of consumers who experience your program beyond their trial purchase. **Sports Loyal Fan's**

Sports Media, Inc.

Cupholders for Charity - Put Your Charity In The Game! Support a Charity

Sports Media brings new and exciting opportunities to the sports world that can trigger Cupholder Sponsorships with consistency and innovation. Sports teams and venues are continually looking for opportunities to increase sponsorship revenues and secure multi-year commitments for advertising. This can now be achieved through the use of our "Cupholders for Charity" program. Once the program is placed in service the team/venue will have a secure long term relationship from a highly visible Charity. This affiliation will bring an increase in sponsorship revenue, create good citizenship recognition, and provide a large amount of positive public relations.



*Sports Media Presents
"Cupholders For Charity"
A Stadium Sponsorship
Program Available
Wherever Cupholder are
or can be Installed*

Advertising Benefits

- ◆ Great Public Relations/Good Citizenship
- ◆ Increase sponsorship revenues through cupholder advertising
- ◆ Support of local charities and national causes
- ◆ Co-Sponsorship with charitable organizations
- ◆ Team/Venues name appears on Cupholder
- ◆ Team/Venue may choose charity
- ◆ Cupholders provide a capital improvement
- ◆ New Corporate Sponsors as well as individual sponsorships
- ◆ Multi-year sponsorship commitment
- ◆ Higher sponsorship renewal rate
- ◆ Cupholders increase beverage sales by as much as 35%
- ◆ Cupholders save up to 15% on cleaning costs



Consumer Support Data

Two separate Cupholder advertising research studies, conducted throughout the United States in Sporting Venues, concluded the following results:

- ◆ 92.3% of fans surveyed use Cupholders
- ◆ Users of the Cupholder looked at the holder an average of 28 times during the consumption of each drink
- ◆ 88.3% thought the Cupholders were convenient
- ◆ 96.4% would like Cupholders in other facilities
- ◆ 55% were more inclined to purchase concessions because of the Cupholder
- ◆ 53% correctly recalled the company advertising on the Cupholder

(Source; Caddy Products, Inc.)

Sports Media, Inc.

CD Commemorative Event Ticket

Sports Media enables the advertiser to deliver a new level of marketing and sales programs. This could be in the form of a highly cost effective CD catalog, Internet Transaction Card, Customer Loyalty Card or CD Ticket.

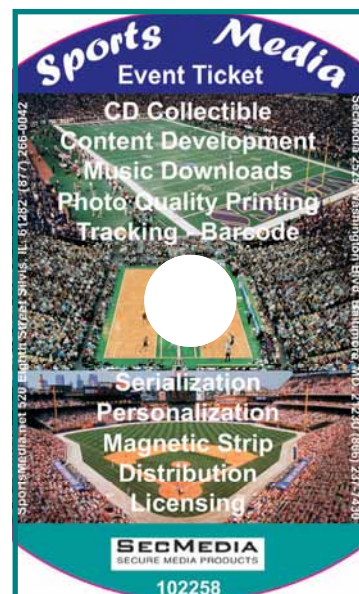
Sports Media offers design, management, and the delivery of turnkey CD and DVD marketing solutions. The ability to uniquely identify each and every disc, opens up a world of possibilities in creating innovative and exciting CD programs while linking the consumer directly to the advertiser.



*CD Tickets offer the opportunity to
Combine Video, Music and Sports
to a Loyal Fan Base,
Creating Higher Response Rates
and Brand Activation
with Fast Measurable Results*

Advertising And Promotional Benefits

- ◆ Creative and innovative method for sponsors to deliver a targeted message to thousands of like minded, enthusiastic consumers
- ◆ Enhance fan loyalty by delivering an interactive fan appreciation commemorative
- ◆ Economical and innovative way to drive web traffic
- ◆ Increased interest levels through personalization and superior image quality
- ◆ Highly effective advertising and branding medium
- ◆ Trackable interactive marketing opportunities
- ◆ Media that provides the advertiser a faster response rate and the availability to measure and collect consumer data.
- ◆ Track and produce reports on venue/team web activity and gather accurate email database
- ◆ Sports Media offers licensing and distribution in Stadiums, Arenas, Universities, NASCAR, Theaters, and Event Marketing



CD TECHNOLOGY

The CD Ticket is a non-traditional, emotional media that delivers brand messages to consumers by using sports, music, games, video and other entertainment platforms.

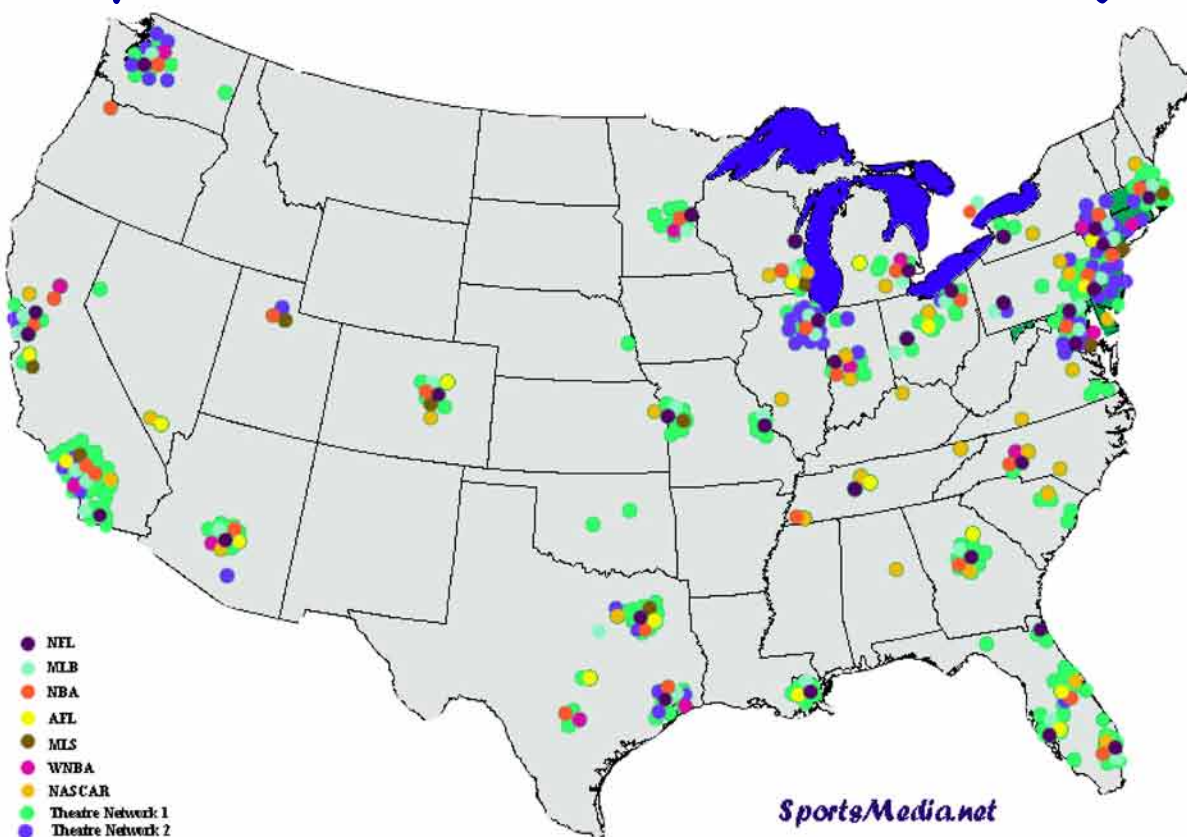
- ◆ Complete Content Development
- ◆ Exclusive ability to place totally different artwork on each CD
- ◆ Capabilities include bar coding, personalization, or serializing
- ◆ D1-DVD quality CD's with the capacity to hold 30 minutes of video on a Mini CD
- ◆ Track and create reports on CD behavior
- ◆ Music download program
- ◆ Gift Card technology program
- ◆ Licensing available for Sports, Musicians and NASCAR.

PHONE 877.266.0042 FAX 847.574.0458 E-MAIL INFO@SPORTSMEDIA.NET

520 EIGHTH STREET, SILVIS, ILLINOIS 61282

WWW.SPORTSMEDIA.NET

Sports Media Distribution Network



Please Visit us online for Network Maps and Rate Cards

Sports Media places advertising in Stadiums and Arenas throughout the United States. Sports Media uses a combination of traditional stadium advertising along with exclusive Sports Media products to create the kind of media plan that will far exceed any advertiser's expectations.

Sports Media product distribution covers over 1,500 Stadium and Arenas, including MLB, NFL, NBA, WNBA, AFL, MLS, Minor Leagues, Universities, NASCAR, Ski Resorts, Movie Theaters, Fairs and Amphitheatre.

Let Sports Media Put Your Brand In The Game!




Sports Media, Inc.

Los Angeles - Chicago - New York

www.SportsMedia.net



Toll Free: (877) 266-0042 Fax: (847) 574-0458 E-Mail: Info@SportsMedia.net



ON 680 THE FAN

SPORTS RADIO

680

The Fan

Talk Radio

1340




WALR

Why 680?


Presented by: Billy Kramer

Wednesday January 15, 2003

Atlanta's Straight Talk










ON 680 THE FAN

The Dysfunctional Family of 680 The Fan




Martina O'Boyle

Robb Tribble

Arnie Spanier


5:30A-10A



Max Howell


Perry Laurentino

10A-1P



Bill O'Reilly

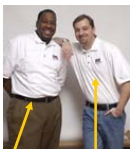
1P-3P



John Kincade

Buck Belue






3P-7P



James Renfro

Jerry Elinger

7P-10P



ON 680 THE FAN

SPORTS RADIO

680

The Fan

Play-by-Play

	January	February	March	April	May	June	July	August	September	October	November	December
NBA												
Regular Season	<-----1/1 - 4/18----->						<---11/1 - 12/31--->					
All-Star Game	2/8 - 2/10											
Playoffs	<-4/20 - 5/31->											
Finals	6/1-6/19											
MLB												
Regular Season	<-----4/1 - 10/3----->											
All-Star Game	7/9 - 7/11											
Playoffs							10/5 - 10/21					
World Series							10/21 - 10/31					
NCAA Bowl Games	1/1-1/5											12/16 - 12/31
NFL												
Regular Season	<-----9/8 - 12/29----->											
Playoffs	1/7-1/21											
Super Bowl	1/28											
















ON 680 THE FAN

SPORTS RADIO

680

The Fan






Talk Radio

1340

★ WALR ★

Atlanta's Straight Talk

Why 680 over 790?



ON 680 THE FAN

People Buy Mobile Phones - Rating Points Don't

For the past 5 Books, 680 The Fan has consistently reached more PEOPLE than 790

(source: Arbitron)

What does that mean to Coke?
More Listeners = More Spending Power

680 The Fan listeners spend **\$4.5 MILLION MORE** than 790 per year in TV and Electronic Stores

(source: Tapscan Retail Spending Power Report)

680 The Fan listeners spend **\$23 MILLION MORE** than 790 per year in Grocery Stores

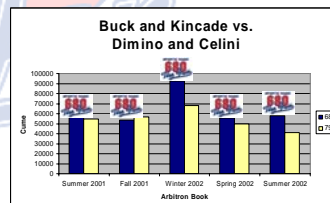
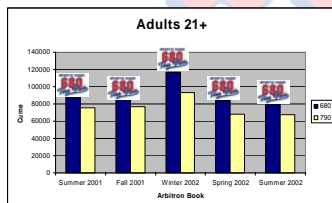
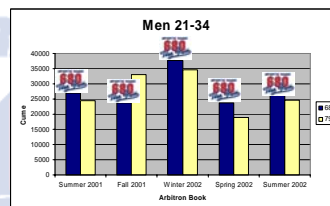
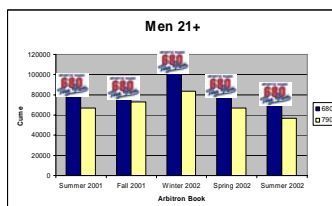
(source: Tapscan Retail Spending Power Report)


680 The Fan listeners spend **\$77 MILLION MORE** than 790 per year in the Automotive Industry

(source: Tapscan Retail Spending Power Report)



ON 680 THE FAN






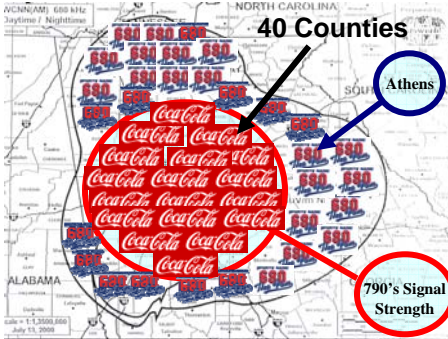
ON 680 THE FAN
FEEL THE POWER!!!

680 The Fan

790 The Zone



75 Counties




40 Counties


Athens


790's Signal Strength


"Georgia fans point to their flagship radio station (WSB) as a Southern beacon. Tech fans would point to their flagship radio station (790 the Zone) if they could, but they can't find it outside the Perimeter."


Mark Bradley, Atlanta Journal-Constitution, 11/26/02













ON 680 THE FAN



680 THE FAN'S
2ND ANNUAL REP PARTY

Presented by: Billy Kramer













ON 680 THE FAN

Premise: Give 680 The Fan's *Real Fans* their own sports Arena where they can to watch all the games on the 1st two days of March Madness.

How: 680 The Fan will encourage listeners to visit 680thefan.com and/or participating retailer locations for their invitation.

What's the deal? 680 The Fan and our sponsors will throw a MASSIVE party on March 20th and 21st at the 680 The Fan Sports Arena located at the corner of Roswell and Abernathy in Sandy Springs. Each "rep" will be invited to play hooky... and join 680 The Fan to watch ALL 32 first round games with plenty of **Food...Drinks...Basketball...Fan Girls** and fun!



ON 680 THE FAN

What happens if I need to work? In the event that you are a complete dork and feel like working during the biggest sports event of the year, that's cool, because we can play hooky with the best of them. The 680 The Fan Sports Arena comes equipped with a business center, including: Computer's with Internet Access, Copiers, Fax Machines and Printers

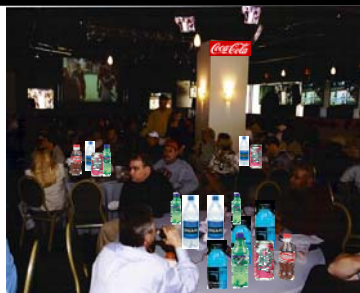
What happens if I come up with some other lame excuse not to come?

1. I don't want to drink and drive – No problem, a local DUI attorney will provide a breathalyzer. If you fail, you will get a FREE ride home.
2. My buddies and I play pool on Thursday's – No problem, 680 The Fan will provide a slew of pool tables for you and your buddies to take each other's money.
3. What happens if my wife tells me I have to get the car washed? – No problem. 680 The Fan will have a someone on site you can pay to have your car washed while you watch, eat and drink with your buddies.





ON 680 THE FAN



Over 1,500 people enjoyed the Rep Party at Upscales...Any bar in the metro...any retailer would have loved to have that traffic those two days!!! Take advantage of this terrific opportunity and sign up NOW!



ON 680 THE FAN

PRESENTING SPONSOR (3 AVAILABLE)

- 3 Available – Title, TV Room, Game Room
- Category Exclusivity.
- Three "Fan Girl" Appearances at your locations. Date and Location TBD. Two hour appearances. (can be off or on-premise)
- Sponsorship of ONE game room contest
- Inclusion on Invitation
- Inclusion on web site
- Invitation pick-up point – can be used for off-premise locations
- Raffle Opportunity

- | | |
|---|---|
| • Mar. 1 st – Mar. 21 st | Drive for 65 Selection Begins. |
| • Mar. 1 st – April 4 th | Inclusion in 200 sixty-second recorded promotional commercials. |
| • Mar. 1 st – April 4 th | Inclusion in 200 Live mentions during The Morning Show, Max & Perry, Buck & Kincade and Guys Night Out! |
| • Mar. 20 th – Mar. 21 st | Arena Wide Signage opportunities. |
| • Mar. 20 th – Mar. 21 st | Display opportunities. |
| • Mar. 20 th – Mar. 21 st | 4 Live Broadcasts at Coca-Cola Friendly Accounts |

Promotional Value = \$87,975

TOTAL INVESTMENT: \$ 7,500 Net Per Month
(3 Month Commitment Required)





ON 680 THE FAN

PARTICIPATING SPONSOR (5 AVAILABLE)

- Category Exclusivity.
 - One "Fan Girl" Appearances at your locations. Date and Location TBD. Two hour appearances.
 - Sponsorship of ONE game room contest
 - Inclusion on web site
 - Invitation pick-up point
 - Raffle Opportunity
- | | |
|--|---|
| • Mar. 1 st – Mar. 21 st | Drive for 65 Selection Begins. |
| • Mar. 1 st – April 1 st | Inclusion in 200 sixty-second recorded promotional commercials. |
| • Mar. 1 st – April 1 st | Inclusion in 200 Live mentions during The Morning Show, Max & Perry, Buck & Kincade and Guys Night Out! |
| • Mar. 21 st – 22 nd | Signage opportunity in your respective display area. |
| • Mar. 21 st – 22 nd | Display opportunities. |

Promotional Value = \$40,975

TOTAL INVESTMENT: \$ 5,000 Net Per Month
(3 Month Commitment Required)



ON 680 THE FAN

HIT THE ROAD WITH THE HOME TEAM





ON 680 THE FAN

Premise: Contest listeners to win a trip for TWO to each of the Falcons ten Road Games

How: 680 The Fan will encourage listeners to register on 680TheFan.com for one of 10 Trips to Falcons Road games. One week prior to each Falcons road game, Buck and Kincade will draw the winners name on the air.

The winner and a friend will:

1. Fly to the Falcons road game
2. Stay overnight
3. Enjoy limousine service in the away city



ON 680 THE FAN

• Aug. 1 st – Dec. 31 st	250 (minimum of) live promotional announcements
• Aug. 1 st – Dec. 31 st	250 (minimum of) recorded promotional commercials
• Aug. 1 st – Dec. 31 st	10 Trips for TWO to Falcons away games including: Airfare Hotel Accommodations Limousine service
• Aug. 1 st – Dec. 31 st	Each winner will be on the air before and after the trip
• Aug. 1 st – Dec. 31 st	Online Registration
• Aug. 1 st – Dec. 31 st	10 (minimum of) e-mail blast sponsorships encouraging listeners to register

Promotional Value = \$ 62,575

TOTAL INVESTMENT: \$ 10,000 Net Per Month
(5 Month Commitment Required)





ON 680 THE FAN

SPEED FREAKS



ON 680 THE FAN

SPEED FREAKS

MONDAY 7P-8P

Every Monday Night the "SpeedFreaks", Doug Allen (Publisher of MotorSports America) and Allen Johnson focus on racing, from NASCAR to Motorcross.

Allen and Johnson, the original hosts of Atlanta's first radio racing show, have covered the racing scene for years. Allen and Johnson, the real "motor-heads", have traveled the country covering events at the big tracks and the short tracks alike.

"SpeedFreaks" has broadcasted live from The Atlanta Motor Speedway, bringing the excitement of racing to SportsRadio 680 The Fan's listeners.

Aside from their weekly show, "SpeedFreaks" provide "special reports" into the day-to-day programming of the station during major race events. In addition to NASCAR racing, "SpeedFreaks" covers CART and NHRA events.

The show features live interviews with top names in racing and is interactive with live telephone calls from race fans. There is also plenty of talk about street model cars and information for the auto enthusiast!





ON 680 THE FAN

SPEED FREAKS

MONDAY 7P-8P

• Jan. 1 st – Dec. 31 st	Speed Freaks Sponsorship
• Jan. 1 st – Dec. 31 st	240 in-show promotional mentions
• Jan. 1 st – Dec. 31 st	500 (minimum of) Live/Recorded Promotional Commercials
• Jan. 1 st – Dec. 31 st	100 Commercials during Speed Freaks (2 per Week)

Promotional Value = \$55,000

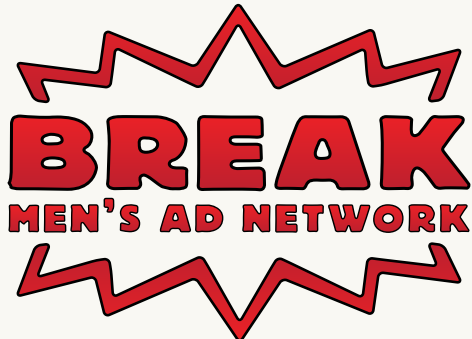
TOTAL INVESTMENT: \$ 3,000 Net Per Month
(12 Month Commitment Required)





BREAK MEDIA: THE NETWORK

Break Media consists of wholly owned sites and an affiliated ad network that targets young men through various genres such as comedy, sports, gaming and finance.



- | | | | |
|------------------|---------------|-------------|-----------------|
| The Bachelor Guy | Cheating Dome | MMOABC | Something Awful |
| Bar Stool Sports | Dragon Gamez | MuVids | Points In Case |
| Bubble Box | Free Arcade | Ninja Dude | The MishMash |
| Busted Coverage | Fret Play | ShowBiz Spy | Wrestling Inc |
| Buzz Humor | Life On Top | Slack Time | |

BENEFITS OF BREAK MEDIA FOR ADVERTISERS



Benefits of Break Media:

Single buy reaches 25 million monthly unique visitors

Integrated campaigns reaching an engaged audience

Ability to target different niches and psychographics

BREAK.COM OVERVIEW

BREAK.COM OVERVIEW

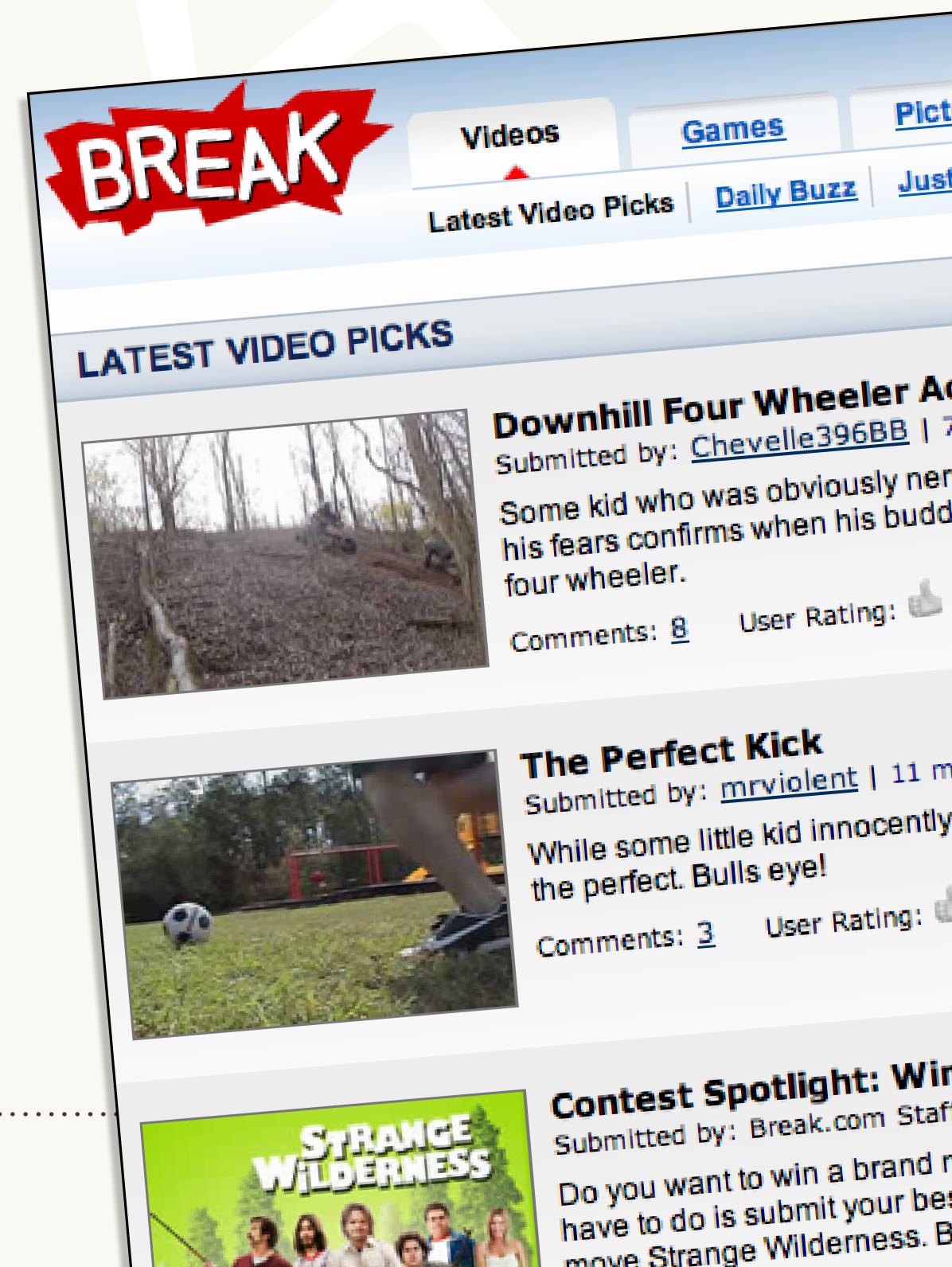
Break is a top online lifestyle and entertainment platform that speaks to, understands, and listens to young men.

Provides digital content to **over 18 million unique users per month.**¹

Offers professional and user generated original content with a unique male editorial voice.

Break is a brand that reflects an attitude, a point of view, and a sensibility that is unique and true to the guys that inhabit our site.

1. Source: Nielsen Site Census, October 2007



BREAK MEDIA OWNED SITES



Chickipedia.com The world's first wiki-based database of famous chicks. Entirely user generated, and moderated, making it the first female-only online encyclopedia



WallStreetFighter.com Targeted at armchair entrepreneurs, casual traders, and any dude who wants to know how to make more money, Wall Street Fighter offers insider business news and financial tips for the outsider.

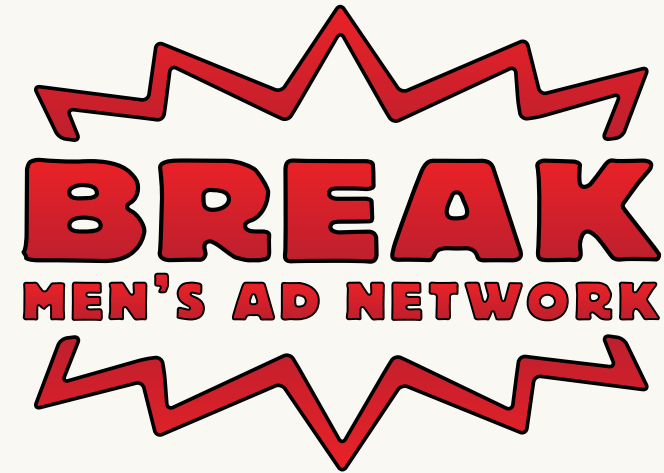


CagePotato.com Cutting edge, topical, and brutally funny, Cage Potato offers news, information and gossip about mixed martial arts (MMA).



HolyTaco.com Men's lifestyle site offering daily features on stuff relevant to guys - gear, gadgets, how-to and celebrity gossip.

BREAK MEN'S AD NETWORK



Break's Mens Ad Network targets young men through various genres such as gaming, comedy, and sports.

Each site has a minimum of 150K visitors per month and a distinct male editorial voice.

These network sites expand Break's reach and increase the coveted young male demographic footprint.

GAMING

Dragon Gamez DragonGamez.com

MMOABC MMOABC.com

Bubble Box BubbleBox.com

Free Arcade FreeArcade.com

Cheating Dome CheatingDome.com

GOSSIP

ShowBiz Spy Showbizspy.com

Ninja Dude Ninjadude.com

HUMOR

Buzz Humor Buzzhumor.com

Points In Case PointsInCase.com

The Mish Mash Themishmash.com

Something Awful Somethingawful.com

LIFESTYLE

Life On Top Lifeontop.com

The Bachelor Guy TheBachelorGuy.com

SPORTS

Bar Stool Sports Barstoolsports.com

Wrestling Inc. Wrestlinginc.com

Busted Coverage BustedCoverage.com

MUSIC

Fret Play Fretplay.com

MuVids MuVids.com

Slack Time Slack-Time.com



THE DATA

THE DATA (A)

Break vs. The Competition

	Total Mins (MM)	Average Mins per Visit	Average Visits per Visitor	Total Pages Viewed per Month
Break.com	82	7.4	4.5	173.0
Heavy Networks	9	1.0	2.0	17.0
Maxim	27	3.9	2.1	65.2
Maxim Online	20	5.4	1.4	87.0
Collegehumor.com	31	5.4	2.5	97.0
Metacafe	49	3.9	1.6	55.6

Source: Comscore, November 2007

The Break Growth Story

October 2005	October 2007
4.9 MM Uniques	18 MM Uniques
205 MM Page views	600 MM Page views
78 MM Video streams	300 MM Video streams

Source: Nielsen Site Census, October 2007

Index vs. Total Internet Males 18-34

Break	189
College Humor	188
Maxim Online	165
Heavy	136
Veoh	134
Metacafe	130
YouTube	128
MySpace	126

An increasingly powerful segment of men - 18-34 -constitutes nearly 30 percent of the total online population and is spending more time online than women- up to three hours a day.

Source: Comscore, November 2007

THE DATA (B)

The 10th Biggest Video Site on the Web

Rank	Property	Videos Viewed (MM)
1	Google Sites	2,966
2	Fox Interactive Media	419
3	Yahoo! Sites	328
4	Viacom Digital	245
5	Time Warner Network	184
6	Microsoft Sites	181
7	Disney Online	96
8	ABC.com	88
9	ESPN	87
10	Break	47
20	MetaCafe	26
25	Heavy	17
55	College Humor	8

Source: Comscore Video Matrix, November 2007

The 3rd Most Videos per Viewer

Rank	Property	Videos per Viewer
1	Google Sites	38.9
2	Your File Host	14.1
3	Break	12.0
4	Netflix	10.8
5	Video Egg	10.7
6	Viacom Ditial	10.4
7	DivX	9.7
8	Veoh	9.3
9	Disney Online	9.3
10	Fox Interactive Media	9.0
18	Heavy	6.8
47	MetaCafe	4.0
53	College Humor	3.6

The 10th Favorite Site Among Males, Ages 17-25

Rank	Property	% of Respondents
1	Facebook	56%
2	Youtube	19%
3	Yahoo	17%
4	Google	17%
5	ESPN	16%
6	MySpace	14%
7	Wikipedia	8%
8	CNN	8%
9	Amazon	6%
10	Break	6%

Source: Youth Trends, "Top Ten List" February 2007



CUSTOM SOLUTIONS

CUSTOM SOLUTIONS

CUSTOM SOLUTIONS

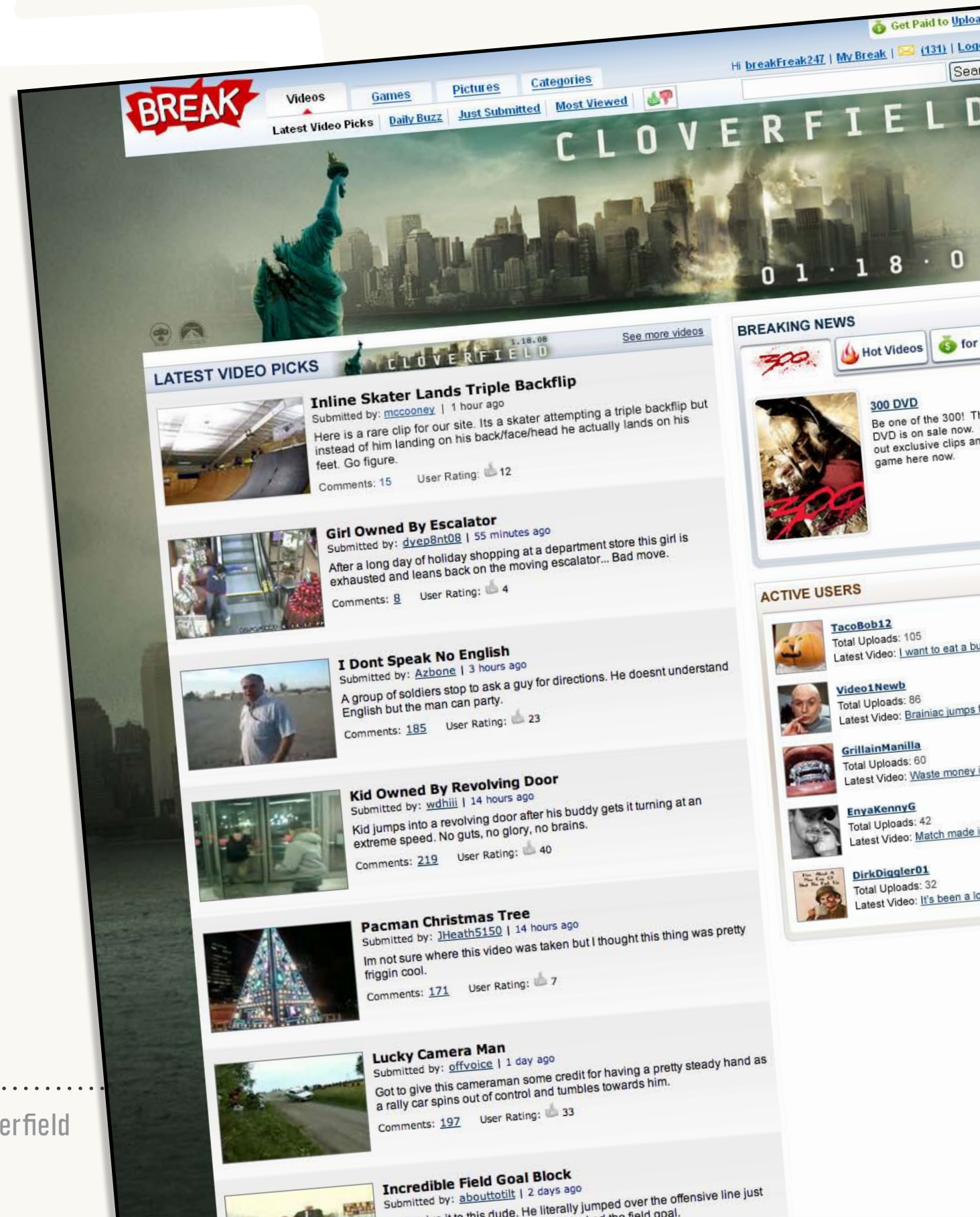
Break offers a suite of custom marketing solutions that enable advertisers to reach and interact with our young male audience.

Break provides clients with the ability to advertise against original professional and user generated content.

Advertisers can have their brands seamlessly woven into Break's vault of rich media such as flash overlays, pre-roll, in video bugs, and accompanying companion units.

Break also provides advertisers with custom sponsorship opportunities that include home page programs, custom content integration, and various types of product placement.

Home Page Road Block for Cloverfield



MEDIA SPONSORSHIP EXAMPLES A



Brand integration within custom programming
Rambo



High impact custom Homepage Roadblocks
Skyy Vodka



Custom Home Page Tab and Latest Video Picks unit
Absolut



Custom Video Player
Axe

MEDIA SPONSORSHIP EXAMPLES B



Breaking News Promotional Unit

Scion



Daily Buzz Sponsorship

Hennessy



Break In-Video custom Video Bug

Okami



AD RATES + CONTACT

AD RATES + CONTACT

AD RATES

Traditional placements range from \$10 CPM to \$35 CPM. Rate card for video placements and custom programming sponsorships, as well as home page sponsored units vary by project.

CONTACT

Andrew Budkofsky
SVP Sales & Partnerships
andrewb@break.com

NEW YORK

Mike Bender
mbender@break.com
(917)-742-9309

CHICAGO

Jon Harrison
jharrison@break.com
(773)-394-1177

LOS ANGELES

Brian Tu
btu@break.com
(310)-360-4158

SAN FRANCISCO

Steven Mikalis
smikalis@break.com
(415) 346-3415



SOUTHWEST AIRLINES

Spirit

2009 E-MEDIA KIT

FAST FACTS ABOUT SOUTHWEST AIRLINES-2007-2008

Total passengers carried in 2007	101.9 million
Daily Departures.....	More than 3,400 flights a day
Cities Served.....	65
States Served.....	33
Number of Boeing 737 Jets Operated.....	535
Average Aircraft Trip Length.....	630 miles
Average Duration of Flight	1 hour, 52 minutes
Consecutive Years of Profitability	36 years
Total Operating Revenue	\$9.9 billion
Net income.....	\$645 million
Total Southwest Employees.....	More than 34,000

- Ranked No. 1 or No. 2 in terms of passengers boarded in 84% of the airports served
- Ranked No. 1 in fewest customer complaints for 21 consecutive years
- First Airline to Offer Check-In Online 24-hours in Advance
- Sells 74% of tickets online in 2007, more than any other major carrier
- SWABIZ, a free online booking tool for business travelers to plan, purchase, and track business travel, saw enrollments increase by 19% in 2007.

2007 FUN STATS

Soda/Water/Juice Cans Served	64.9 million cans
Alcoholic Beverages Served	11.3 million
Bags of Pretzels Served	6.1 million
Bags of Peanuts Served	103.8 million
Snackpacks Served	14 million
Other Kinds of Snacks Served	32 million

Jet Fuel Used	1.5 billion gallons
Cargo/Mail Moved	223 million pounds

Source: Southwest Airlines/ US Department of Transportation Form 41/2007



2009 ENPLANEMENTS BY CITY

ENPLANEMENTS BY CITY

**SOUTHWEST AIRLINES
IS NO. 1 OR NO. 2 IN 84%
OF THE AIRPORTS SERVED**

City	Passengers	Share	Rank
Las Vegas, NV	7,887,375	37.1%	1
Chicago - Midway, IL	6,985,300	76.7%	1
Phoenix, AZ	6,241,468	30.4%	2
Baltimore, MD	5,530,296	54.0%	1
Oakland, CA	4,450,202	63.1%	1
Orlando, FL	3,726,167	22.5%	1
Houston (Hobby), TX	3,724,873	88.1%	1
Dallas (Love Field), TX	3,702,855	93.3%	1
Los Angeles, CA	3,478,946	14.6%	3
San Diego, CA	3,194,614	35.4%	1
Sacramento, CA	2,681,216	50.5%	1
Tampa, FL	2,568,258	28.2%	1
Nashville, TN	2,437,180	50.2%	1
San Jose, CA	2,315,928	44.8%	1
Kansas City, MO	2,018,412	34.8%	1
Philadelphia, PA	1,902,174	12.4%	2
St. Louis, MO	1,901,507	27.1%	2
Burbank, CA	1,875,200	63.8%	1
Ontario, CA	1,679,189	49.0%	1
Albuquerque, NM	1,630,247	50.5%	1
Salt Lake City, UT	1,428,875	13.5%	2
Fort Lauderdale, FL	1,422,446	13.6%	3
Seattle, WA	1,359,553	9.1%	3
Austin, TX	1,358,345	32.6%	1
San Antonio, TX	1,358,165	35.8%	1
Orange County, CA	1,345,037	27.2%	1
Denver, CO	1,282,790	5.4%	3
Portland, OR	1,266,776	17.8%	2
Providence, RI	1,221,788	49.2%	1
Reno, NV	1,186,822	49.2%	1
Long Island, NY	1,097,789	94.2%	1
Manchester, NH	1,051,903	55.1%	1

Source: US Department
of Transportation Form
41/2007

City	Passengers	Share	Rank
New Orleans, LA	954,004	25.5%	1
Raleigh-Durham, NC	943,264	19.2%	2
El Paso, TX	819,895	49.4%	1
Columbus, OH	814,119	21.7%	1
Pittsburgh, PA	678,456	14.1%	2
Jacksonville, FL	655,138	21.0%	2
Hartford, CT	651,696	20.4%	2
Tucson, AZ	632,823	29.4%	1
Detroit, MI	611,681	3.6%	3
Birmingham, AL	604,045	36.8%	1
Buffalo, NY	602,953	22.6%	1
Louisville, KY	590,579	31.0%	1
Cleveland, OH	576,121	10.4%	2
Oklahoma City, OK	521,452	29.3%	1
Albany, NY	511,824	36.2%	1
Tulsa, OK	503,216	31.6%	1
Omaha, NE	497,788	23.1%	1
Indianapolis, IN	492,465	12.1%	3
Boise, ID	491,154	29.2%	1
Spokane, WA	488,789	28.6%	2
West Palm Beach, FL	430,980	12.6%	5
Norfolk, VA	422,578	22.7%	1
Fort Myers, FL	394,403	10.2%	5
Little Rock, AR	392,499	31.6%	1
Lubbock, TX	370,725	64.8%	1
Washington (Dulles)	364,234	3.5%	5
Harlingen, TX	340,527	78.8%	1
Midland-Odessa, TX	334,151	68.1%	1
Amarillo, TX	275,235	60.2%	1
San Francisco, CA	247,635	1.7%	8
Jackson, MS	229,937	32.1%	1
Corpus Christi, TX	154,696	36.9%	1



2009 CITIES SERVED

CITIES SERVED

CITIES SERVED BY SOUTHWEST

**Serving 65 Cities in
33 states**

Albany	Indianapolis	Philadelphia
Albuquerque	Jackson	Phoenix
Amarillo	Jacksonville	Pittsburgh
Austin	Kansas City	Portland
Baltimore/Washington	Las Vegas	Providence
Birmingham	Little Rock	Raleigh-Durham
Boise	Long Island	Reno
Buffalo	Los Angeles (LAX)	Sacramento
Burbank	Louisville	Salt Lake City
Chicago (Midway)	Lubbock	San Antonio
Cleveland	Manchester	San Diego
Columbus	Midland-Odessa	San Francisco
Corpus Christi	Minneapolis/St. Paul*	San Jose
Dallas (Love Field)	Nashville	Seattle/Tacoma
Denver	New Orleans	Spokane
Detroit (Metro)	Norfolk	St. Louis
El Paso	Oakland	Tampa
Ft. Lauderdale/Hollywood	Oklahoma City	Tucson
Ft. Myers/Naples	Omaha	Tulsa
Harlingen/South Padre Island	Ontario, CA	Washington, DC (Dulles)
Hartford/Springfield	Orange County	West Palm Beach
Houston (Hobby)	Orlando	

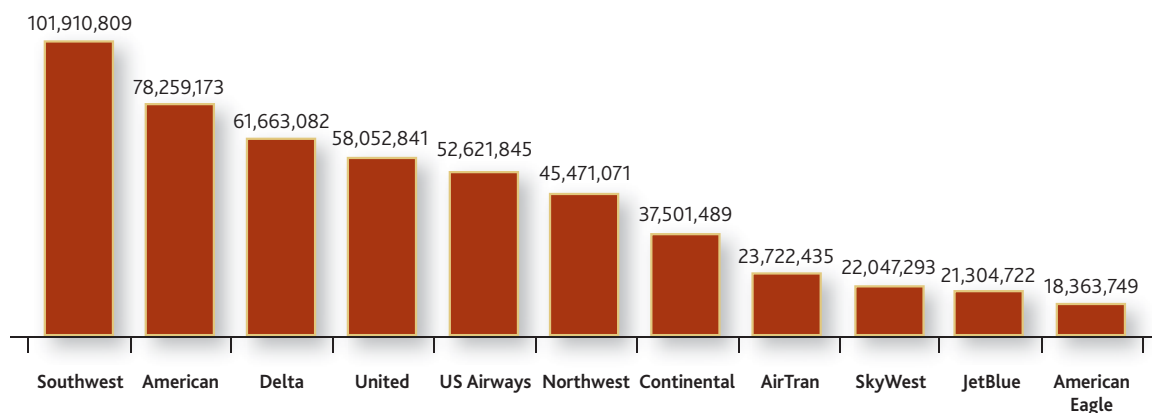
Source: U.S. Department of Transportation
Form 41/2007

*Service to MN begins March, 2009

DESCRIPTION	2007 DOMESTIC ENPLANEMENTS
Southwest	101,910,809
American	78,259,173
Delta	61,663,082
United	58,052,841
US Airways	52,621,845
Northwest	45,471,071
Continental	37,501,489
AirTran	23,722,435
SkyWest	22,047,293
JetBlue	21,304,722
American Eagle	18,363,749

Source: 2007 U.S. Department
of Transportation / Form 41
Mainline Service

LARGEST CARRIER IN THE UNITED STATES





2009 TOP 10 AIRPORTS

TOP TEN AIRPORTS

SOUTHWEST AIRLINES

TOP 10 AIRPORTS

Cities	Daily Departures	Number of Gates	Nonstop Cities Served
Las Vegas	240	21	55
Chicago Midway	223	29	47
Phoenix	198	24	42
Baltimore/Washington	162	26	38
Houston (Hobby)	144	16	29
Dallas (Love Field)	140	15	15
Oakland	134	11	21
Los Angeles (LAX)	126	11	18
San Diego	108	10	18
Orlando	106	14	33

Source: Southwest Airlines Fact Sheet (as of 8/15/08)

EDITORIAL & DESIGN AWARDS

PRESTIGIOUS AWARDS WON BY SOUTHWEST AIRLINES' SPIRIT

FOLIO'S EDDIE AND OZZIE AWARDS, 2007

GOLD

- Ozzie, custom, digital imagery, April 2007

SILVER

- Ozzie, custom, redesign, June 2007
- Ozzie, custom, photography, May 2007

BRONZE

- Eddie, custom, frequency six or more times a year, single article (Second Life, April 2007)

CUSTOM PUBLISHING COUNCIL'S 4TH ANNUAL PEARL AWARDS, 2007

GOLD

- Editorial, best new publication (Web)

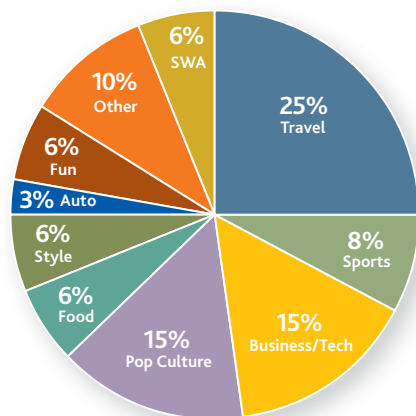
SILVER

- Best in custom, honoring overall excellence
- Editorial, best overall (more than 250,000 circulation)
- Design, best new publication (Web)

BRONZE

- Design, best overall (more than 250,000 circulation)
- Strategy, best tie-in with marketing/multimedia campaign





Editorial Content Mix

Designed using sophisticated reader-behavior studies, *Southwest Airlines Spirit* is a general-interest magazine that appeals to the upscale consumer. We explore a wide array of subjects, including pop culture, business, personal technology, sports, health, food, and drink. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to the reader, in their own voices.

Every Issue

CLICK THIS

The interactive side of Spirit

Throughout the magazine you'll find colored pointer balloons that steer the reader to a particular part of spiritmag.com, our innovative new Web site. Nearly every piece of information in the magazine will be actionable. "Click This" starts the action.

GARY'S GREETING

The president gets personal (English and Spanish)

Inside information on the world of Southwest Airlines from president Gary Kelly, along with tips for the Southwest customer.

STAR OF THE MONTH

The airline's best

A short, engaging profile of one of Southwest Airlines' 34,000-plus employees. A reader favorite.

FROM THE EDITOR

Focusing the reader's attention

A humorous personal letter that highlights one or two stories and expands upon their themes.

DEAR SPIRIT

Our letters column

Spirit is the most interactive magazine of its kind—not just with its Web strategy but with reader participation. True, we highlight our favorite letters here. But unlike other magazines, every letter gets answered.

WANT MY ADVICE?

Tips on travel, gear, and more

Reader-to-reader tips come out at or near the top among favorite departments throughout the magazine industry. We use spiritmag.com, as well as prizes, to encourage readers to participate.

SNAPSHOTS

Grab your camera!

Spirit readers feel connected to the magazine and express it in part through photos submitted at spiritmag.com. In fact, a man last year proposed to his girlfriend on this page.

LOVE LETTER

Personal inspiration

We solicit letters from top writers, our field editors, and our in-house editors. Topics range from a letter by a woman to her diaries, to a sports fan to his hometown stadiums.

COMING UP IN...

Heads up on travel, sports, tech...

A highly visual look at upcoming months. *Spirit* covers travel, sports, entertainment, fashion, automobiles, technology, and a host of other subjects of special appeal to Southwest passengers.

THE KNOWLEDGE

Business advice from the leaders

Spirit adds the voice of an business expert, recounting lessons learned on the way to the top.

THE NUMBERS

Useful, fun data for travelers

The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends research by our field editors. Here *Spirit* picks up the pace with a potpourri of just-in, front-and-center information, with an emphasis on numbers, data, and quick solutions, spanning a range from baby-boomer stats to advertising.

ENTERTAINMENT

The best of this month in media

We give the reader short takes on the best media—TV, DVD, film, paperback, hardback, blog, and website—being released that month. A distinctive design element of Venn diagrams ties the items together. All mediums are accessible to readers regardless of where they live, bringing us back to the goal of full reader participation.

KNOW PAIN, KNOW GAIN

A cost-benefit guide to the latest health news

Spirit plots diet, exercise, and lifestyle tips on a handy graph that calculates the pain and gain associated with each new action. One hint from the first installment: Cranberry juice is even better for you than you thought—though it tastes better with a splash of vodka.

GROUND FLOOR

An in-depth look at start-up companies

This business story profiles young companies and organizations, focusing on innovations that inform and inspire. The article covers both the top person or people as well as the big idea they came up with.

SPIRIT BUSINESS DICTIONARY

A lexicon for the modern office

"Ping." "Big timing." "Bucketize." These words make the rounds in the business world, but do you know where they come from? Or even what they mean? *Spirit* does—or will at least find out in this humorous look into today's business lingo.

WHO/WHAT/WHEN/WHERE/WHY/HOW

Personalities, travel, gear, and how-to

A playful, easily navigable general-interest section that segues from a personality ("Who") to a notable object ("What") to an event with a historical emphasis ("When"). "Where" is a very specific destination. "Why" is a short essay that offers a surprising insight into an aspect of life. Finally, "How" gives specific, step-by-step procedures for mastering a cool skill. The topics will cover all the major *Spirit* subject areas, from travel to business to entertainment.

YOUR ADVENTURE IN...

A new way to cover travel

An irresistible travel feature covering a different Southwest destination every month. After taking a fun quiz to identify hidden interests, readers will discover insider-only itineraries for their trip.

FEATURES

Drilling down into the core topics

The feature well beckons the reader's eye to linger on narrative stories and lavish photo spreads, covering travel, pop culture, sports, and health, among other subjects. Past features ranged from a look inside the secretive world of Mary Kay to an annotated list of 50 ways to woo your lover to a profile of the most quotable man in America.

CALENDAR

A graphic look at the future

Key dates and events for the current and upcoming two months are rendered graphically, followed by a list of events gathered by our field editors. Another favorite.

FUN

Puzzles and more

Our crosswords and puzzles section is the largest and most diverse in the category, and one of the most popular for readers.

BLESSINGS COUNTED

Leaving them inspired

A bit of inspiration as a final gift to readers. We pause to allow a well-known or accomplished person in business or entertainment to give thanks—following the lead of Bing Crosby, who in a popular song counted his blessings.

AUDIENCE PER ISSUE	3,237,100
READERS PER COPY	6.5
MEDIAN AGE	43.7
MEDIAN HOUSEHOLD INCOME (HHI).....	\$97,512
MEDIAN PERSONAL INCOME (IEI)	\$63,408
MEDIAN VALUE OF HOME	\$295,494

	U.S. Adults	Southwest Spirit	
Demographics	Comp %	Comp%	Index
Men	48.3%	55.9%	116
Women	51.7%	44.1%	85
Married	56.0%	61.4%	110
Single	44.0%	38.6%	88
Age			
Age 25-54	56.8%	70.4%	124
Age 35-49	29.4%	40.5%	138
Age 35-54	38.7%	53.6%	138
Education			
College Educated	53.4%	81.2%	152
Graduated College or Further	26.2%	53.1%	203
Post-Graduate Degree	8.6%	20.1%	235
Employment			
Professional/Managerial	23.3%	46.4%	199
Top Management	4.3%	12.5%	291
Home Ownership			
Owns a Home	70.2%	74.4%	106
Value of Owned Home: \$300,000+	22.7%	36.3%	160
Value of Owned Home: \$500,000+	8.8%	17.6%	203
Affluence			
HHI \$100,000+	23.9%	48.5%	203
HHI \$150,000+	10.1%	27.8%	275
HHI \$200,000+	4.4%	14.5%	333
IEI \$75,000+	10.2%	33.0%	322
IEI \$100,000+	5.6%	21.5%	384
IEI \$150,000+	2.0%	8.8%	447

Source: 2008 MRI Fall

**FOR MORE
INFORMATION
CONTACT:**

Southwest

Ellynn Adoue

940.483.9223

ellynn.adoue@paceco.com

Nevada & Pacific Northwest

Traci Pelter

281.778.6536

traci.pelter@paceco.com

West Coast

Nicole Bordges

310.322.2865

nicole.bordges@paceco.com

Southeast

Erin Kavanagh

336.383.5825

erin.kavanagh@paceco.com

Northeast

Diane Ciaglia

732.360.0217

diane.ciaglia@paceco.com

Midwest

Bridget McBride

773.248.8771

bridget.mcbride@paceco.com

Associate Publisher

Hilary Myrick

310.322.6273

hilary.myrick@paceco.com



2009 COMPARISONS SOUTHWEST AIRLINES

COMPARISONS

AUDIENCE PER ISSUE

Delta Sky	3,881,000
Southwest Airlines Spirit	3,237,000
US Airways Magazine	3,025,000
Continental	2,765,000
United Hemispheres	2,009,000
NWA World Traveler	1,837,000
American Way (1-issue)	1,270,000

CIRCULATION PER ISSUE

Southwest Airlines Spirit	508,703
United Hemispheres	399,333
Delta Sky	381,896
Continental	353,723
NWA World Traveler	348,171
American Way	342,440
US Airways Magazine	339,030

AUDIENCE LOWEST COST PER THOUSAND (1P/4C)

US Airways Magazine	\$8.94
Southwest Airlines Spirit	\$11.62
Delta Sky	\$14.39
Continental	\$12.63*
NWA World Traveler	\$16.79
American Way (1-issue)	\$24.50
United Hemispheres	\$24.05

* 2008 rate

Source: 2008 MRI Fall

Circulation: BPA June 2008; Passengers: U.S. Dept. of Transportation 2007 Mainline Services

2007 DOMESTIC PASSENGERS

Southwest Airlines	101,910,809
American Airlines	78,259,173
Delta Air Lines	61,663,082
United Airlines	58,052,841
US Airways	52,621,845
Northwest	45,471,071
Continental	37,501,489

CIRCULATION LOWEST COST PER THOUSAND (1P/4C)

Southwest Airlines Spirit	\$73.91
US Airways Magazine	\$79.76
American Way	\$90.85
NWA World Traveler	\$88.58
Continental	\$98.75
United Hemispheres	\$121.00
Delta Sky	\$145.51

Retail/Consumer

Blue Haven Pools & Spas
Bridgestone Firestone
Chase Card Services
Chevrolet of Texas-GM Planworks
Coca-Cola
Dillard's
E Trade Financial
It's Just Lunch
John Christian Jewelry
Linn Energy
Luggage Online
Luxury Motors
Miracle Mile Shops
Nancy Brown Custom Jeweler
Paradysz Matera/ Paul Fredrick
Patterson Auto Center
Rewards
Sakura of America, Inc.
Sport Court
Timberland
Tito'S Vodka
United States Postal Service
Venetian Grand Canal Shoppes
Tiny Prints
Guide Dogs For The Blind

Travel

Angel Fire Resort
Avis Rent A Car
Buffalo Thunder Resort & Casino
Chase Park Plaza Hotel
Choice Hotels
Cosmopolitan Resort
Coury Hotels
Crowne Plaza
Delsey Luggage
El Paso International Airport
Fantasea Yacht Charters
Grand Hyatt
Heavenly Mountain Resort
Iberville Suites
Las Vegas Monorail
Louis Armstrong New Orleans Int'l Airport
Oakland International Airport
Ohana Hotel & Resorts
Parking Co. of America Airport
Parking Spot
Pechanga Resort & Casino
Reno Airport
Resort Suites
Ritz Carlton Hotel
Shilo's Inn
Ski Lake Tahoe
Starwood Hotels & Resorts
Station Casinos
Thrifty
Valley International Airport
WallyPark
World Poker Tour
Sahara Hotel Casino
Morongo Casino, Resort & Spa

*Top Brand Advertiser list
continued on back ...*

Real Estate

Barker Realty
Brooks Companies
Centurion Partners, LLC
Heritage Reserve
Lubbock Economic Development Alliance
MOSAIC at University and Ash
Orchard Management- The Shores
Orchard Management- Waters Edge
Pardee Homes
Randall Davis
Santa Fe Area Home Builders
Sovereign Capital Management
Turnberry Towers Las Vegas

Business/Technology

Altigen Communications
Blue Ant Wireless
Boingo Wireless
Bose Corporation
CardScan
Fonality, Inc.
Fujitsu ScanSnap
Garmin
Growth Capital
HPP Hewlett Packard
ITI Manufacturing, Inc.
MyVU Corporation
Packet 8 Systems
Panasonic Toughbook Notebook PCs
Sage Software Inc.
Sage Telecom, Inc.
Sigma Solutions, Inc.
Sony Electronics
Strong Mail
Toshiba
Wilson Electronics Inc.

Entertainment

Circling Raven Golf Club
Atlantis Casino Resort & Spa
Barona Valley Ranch Resort & Casino
Blue Man Group
Busch Gardens
Chumash Casino
Cirque Du Soleil
Del Frisco's
Hard Rock
Harrah's Caesars Bette Midler
Harrah's Caesars Cher
Harrah's Caesars Elton John
Harrah's Flamingo Donnie & Marie
House of Blues
Independent Retail Cattlemans Assoc
Jersey Boys
Landry's Restaurants, Inc.
Las Vegas Hilton
Lawry's Prime Rib
Outrigger Hotels & Resorts
Pala Casino Spa & Resort
Penn & Teller
Peppermill Hotel & Casino
Phantom of the Opera
Planet Hollywood
Primetime Top 10
Red Rock Grille
Renaissance ClubSport/Hotel
Ruth's Chris Steak House
Sam's Town
San Manuel Casino
Sandia Resort & Casino
Sizzler Restaurant
Stratosphere Las Vegas
Talk Of The Town Restaurant Group

Texas de Brazil

The Hancock Observatory

Universal Orlando

Walt Disney

Wynn LeReve

CVB/Tourism Association

Arizona Office of Tourism
Arkansas Parks and Tourism
Austin CVB
Chicago Office of Tourism
City of San Antonio Cultural Affair
Del Mar Fairgrounds
Economic Dev. Agency County Of San Bernardino
Greater Birmingham Convention cntr.
Greater Philadelphia Tourism Marketing Corp.
Greater Phoenix CVB
Mesa CVB
Nevada Commission on Tourism
NEW ORLEANS TOURISM MKTG
Orange County Tourism Council
Reno Tahoe Regional Marketing
SAN ANTONIO CVB
State Of New Mexico
Virginia Beach Tourism
Washington State Dept of Trade and Economics

Health

Baylor Health
Cenegics Medical Institute
Center for Regenerative Medicine
Dallas Neurosurgical
Dellon Institute
Dr. Schiro & Dr. Kline
Executive Medicine Of Texas
Hotze Health & Wellness Center
Johns Hopkins Medicine
Laser Spine Institute
M.D. Anderson Cancer Center
Renown Health
Texas Heart Institute
University of Pittsburgh Medical
Vanderbilt Ingram Cancer Center

Education

Audobon Nature Institute
Colorado State University
Karrass
Lake Tahoe Shakespeare Festival
Language Plus
New Mexico Museum Of Natural History Foundation
Oregon Executive MBA
Rosetta Stone, Ltd.
Southern Methodist University
Stony Brook University
University of Washington-Bus. Sch.
Utah Museum of Fine Arts
Witte Museum
Fine Arts Museums Of San Francisco

Issue & Closing Dates – 2009

Including Special Advertising Sections

JANUARY

Closing date: November 14, 2008
Materials deadline: Nov. 20, 2008

Special Advertising Sections

CES SECTION

Closing date: November 6
Materials deadline: Nov. 13

FEBRUARY

Closing date: December 15, 2008
Materials deadline: Dec. 19, 2008

MARCH

Closing date: January 15, 2009
Materials deadline: Jan. 22, 2009

Special Advertising Sections

DESTINATION TEXAS SPIRIT OF RENO/TAHOE

Closing date: January 8
Materials deadline: January 14

APRIL

Closing date: February 13
Materials deadline: February 20

Special Advertising Section

SPIRIT OF WASHINGTON SPIRIT OF COLORADO

Closing date: February 5
Materials deadline: February 12

MAY

Closing date: March 13
Materials deadline: March 20

Special Advertising Section

SPIRIT OF CALIFORNIA SPIRIT OF CHICAGO

Closing date: March 5
Materials deadline: March 13

JUNE

Closing date: April 15
Materials deadline: April 22

Special Advertising Section

SPIRIT OF NEVADA HEALTH ISSUE

Closing date: April 3
Materials deadline: April 13

JULY

Closing date: May 15
Materials deadline: May 20

Special Advertising Sections

SPIRIT OF HEALTH

Closing date: May 5
Materials deadline: May 13

AUGUST

Closing date: June 15
Materials deadline: June 22

SEPTEMBER

Closing date: July 15
Materials deadline: July 22

OCTOBER

Closing date: August 14
Materials deadline: August 21

Special Advertising Section

SPIRIT OF NEW ORLEANS SPIRIT OF NEW MEXICO

Closing date: August 6
Materials deadline: August 13

NOVEMBER

Closing date: September 15
Materials deadline: September 22

Special Advertising Sections

SPIRIT OF ARIZONA SKI LAKE TAHOE

Closing date: September 4
Materials deadline: September 11

DECEMBER

Closing date: October 15
Materials deadline: October 22

Special Advertising Section

SPIRIT OF FLORIDA

Closing date: October 6
Materials deadline: October 14

**Tentative only*



JANUARY
CES SECTION

Closing date: November 6
Final closing: November 12
Materials deadline: November 13

MARCH
DESTINATION TEXAS
SPIRIT OF RENO/TAHOE

Closing date: January 8
Final closing: January 12
Materials deadline: January 14

APRIL
SPIRIT OF WASHINGTON
SPIRIT OF COLORADO

Closing date: February 5
Final closing: February 11
Materials deadline: February 12

MAY
SPIRIT OF CALIFORNIA
SPIRIT OF CHICAGO

Closing date: March 5
Final closing: March 12
Materials deadline: March 13

JUNE
SPIRIT OF NEVADA
HEALTH ISSUE

Closing date: April 3
Final closing: April 10
Materials deadline: April 13

JULY
SPIRIT OF HEALTH

Closing date: May 5
Final closing: May 12
Materials deadline: May 13

OCTOBER
SPIRIT OF NEW ORLEANS
SPIRIT OF NEW MEXICO

Closing date: August 6
Final closing: August 12
Materials deadline: August 13

NOVEMBER
SPIRIT OF ARIZONA
SKI LAKE TAHOE

Closing date: September 4
Final closing: September 10
Materials deadline: September 11

DECEMBER
SPIRIT OF FLORIDA

Closing date: October 6
Final closing: October 13
Materials deadline: October 14





2009 NATIONAL RATES

NATIONAL RATES

FOR MORE INFORMATION CONTACT:

Southwest

Ellynn Adoue

940.483.9223

ellynn.adoue@paceco.com

Nevada & Pacific Northwest

Traci Pelter

281.778.6536

traci.pelter@paceco.com

West Coast

Nicole Bordges

310.322.2865

nicole.bordges@paceco.com

Southeast

Erin Kavanagh

336.383.5825

erin.kavanagh@paceco.com

Northeast

Diane Ciaglia

732.360.0217

diane.ciaglia@paceco.com

Midwest

Bridget McBride

773.248.8771

bridget.mcbride@paceco.com

Associate Publisher

Hilary Myrick

310.322.6273

hilary.myrick@paceco.com

Four Color	1X	3X	6X	9X	12X
Full Page	\$37,600	\$36,506	\$35,761	\$35,273	\$34,381
2/3 Page	\$28,723	\$27,887	\$27,316	\$26,943	\$26,261
1/2 Page	\$24,070	\$23,369	\$22,897	\$22,583	\$22,011
1/3 Page Vertical	\$18,112	\$17,586	\$17,228	\$16,993	\$16,558
1/3 Page Square	\$16,466	\$15,987	\$15,662	\$15,448	\$15,053

Two Color*	1X	3X	6X	9X	12X
Full Page	\$31,281	\$30,373	\$29,751	\$29,346	\$28,603
2/3 Page	\$23,894	\$23,202	\$22,726	\$22,418	\$21,853
1/2 Page	\$20,027	\$19,446	\$19,044	\$18,784	\$18,310
1/3 Page Vertical	\$15,072	\$14,630	\$14,333	\$14,139	\$13,777
1/3 Page Square	\$13,702	\$13,300	\$13,031	\$12,853	\$12,524

Black & White	1X	3X	6X	9X	12X
Full Page	\$28,954	\$28,111	\$27,534	\$27,159	\$26,470
2/3 Page	\$22,115	\$21,478	\$21,035	\$20,750	\$20,224
1/2 Page	\$18,534	\$17,994	\$17,626	\$17,387	\$16,949
1/3 Page Vertical	\$13,944	\$13,540	\$13,266	\$13,086	\$12,751
1/3 Page Square	\$12,676	\$12,308	\$12,061	\$11,896	\$11,592

Covers	1X	3X	6X	9X	12X
2 or 3	\$44,048	\$42,770	\$41,892	\$41,321	\$40,276
4	\$47,835				

Southwest Airlines Spirit is published on the 1st of each month.

Rates are effective with the January 1, 2009 issue.

Recognized AAAA agencies receive a 15% agency discount.

*Two color rates apply to black + one color only.

2009 DEADLINES

Issue	Space	Materials
January	11/14/08	11/20/08
February	12/15/08	12/19/08
March	1/15/09	1/22/09
April	2/13/09	2/20/09
May	3/13/09	3/20/09
June	4/15/09	4/22/09
July	5/15/09	5/20/09
August	6/15/09	6/22/09
September	7/15/09	7/22/09
October	8/14/09	8/21/09
November	9/15/09	9/22/09
December	10/15/09	10/22/09

Space Reservation: 45 days prior to issue date.

Material: 40 days prior to issue date.

Reader Service Listing: 45 days prior to issue date.

Web site Listings: 35 days prior to issue date.

GUARANTEED POSITIONS:

10% premium added to earned rate.

PRODUCTION CHARGES: (non-commissionable)

Split Runs: 50/50 split (each split): \$1,750

Perfect Split: (each split): \$2,100

Bind In Charges, BRC, and Supplied Inserts: \$1,320-\$2,800 net.

COUPON ADS: Must be indicated when space reserved.

BRC CARDS: (Advertiser supplied / or printed by Publisher)

Rates on request. Purchase of back-up page required for all BRC cards.

MULTI-PAGE INSERTS: (Advertiser supplied / or printed by Publisher)

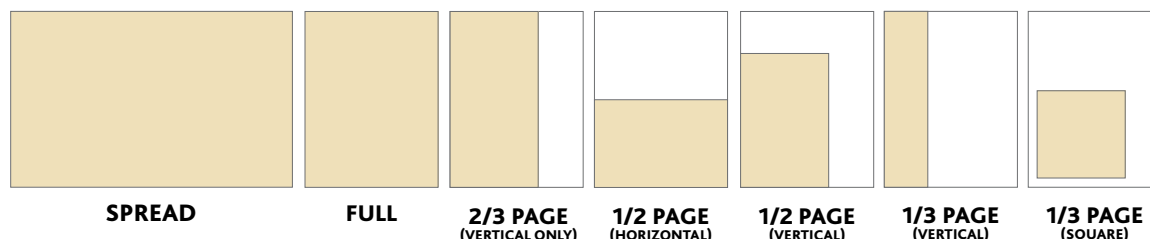
Rates on request.

READER SERVICE & WEB SITE LISTING: All display advertisers are eligible to participate free of charge in Southwest Airlines Spirit's Reader Service, online and in print.

PAYMENT TERMS:

Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order.

Size	Trim (inches)*	(millimeter)	Live/Non-Bleed (inches)**	(millimeter)
Full Page	8.0" x 10.5"	(203.2 x 266.7)	7.0" x 9.625"	(177.8 x 244.5)
2/3 Page Vertical	5.187" x 10.5"	(131.8 x 266.7)	4.625" x 9.625"	(117.5 x 244.5)
1/2 Page Vertical	5.187" x 7.625"	(131.8 x 193.7)	4.625" x 7.125"	(117.5 x 181.0)
1/2 Page Horizontal	8.0" x 5.187"	(203.2 x 131.8)	7.0" x 4.625"	(177.8 x 117.5)
1/3 Page Vertical	2.750" x 10.5"	(69.9 x 266.7)	2.187" x 9.625"	(55.6 x 244.5)
1/3 Page Square	—	—	4.625" x 4.625"	(117.5 x 117.5)
Spread	Create as two single pages			



* For Bleed ads, create page layout document to trim dimension, then pull .125" bleed on all four sides to fulfill bleed dimension. Critical Design and type elements must stay within the LIVE/Non-Bleed area listed above.

** Non-Bleed Ads (ad that does not touch trim)—Create page layout document to LIVE/Non-Bleed dimension listed above.

MATERIALS

*Southwest Airlines
Spirit Magazine*

ATTN: Production
1301 Carolina Street
Greensboro, NC 27401
336.383.5624 Fax: 336.378.8269

Digital Media Delivery: Macintosh formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned.

Preferred File: PDF as PDF/x-1a or pdfs created using settings supplied by the production manager.

Other File Types Accepted: Indesign, QuarkXpress, Photoshop, and Illustrator
Please supply all links and fonts used in the document.

For both PDF and native files, please follow the following rules.

1. Make sure that all images are high resolution (300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300

over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

2. Convert all spot colors to 4 color process (CMYK)
3. Our maximum ink density is 300.
4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.

Proofs: A contract proof is recommended, but not required. Only SWOP certified proofs such as Kodak Approval, Creo Iris, and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. Go to www.swop.org for more information.

Terms And Conditions

A contract consists of 12 consecutive months. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted, unless received in writing prior to space reservation closing date. Covers are not cancelable. Options on cover positions must be exercised at least 30 days prior to four-color closing date. If order is not received by such date, cover options automatically lapse. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to changes upon notice from publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Conditions other than rates are subject to change by publisher without notice. Invoices are due upon receipt. Interest is assessed at 1.5% per month more than 30 days past due. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by Pace Communications. If a past due balance is placed with an outside collection service or attorney, advertiser/Agency agrees to reimburse all costs of collection. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein shall not be binding on Southwest Airlines *Spirit* unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule. Publisher does not assume any liability for error in key number or advertising index listings. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web sites due to systems failures or other technological failures of the Web sites or the Web. When a contract for advertising or frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. If any controversy should arise between the parties in the performance, interpretation or application of this advertising AGREEMENT, the dispute shall be determined in Greensboro, North Carolina in accordance with the Rules for Commercial Arbitration of the American Arbitration Association. The decision of the arbitrator(s) shall be final and conclusive upon both parties.

Bonnie McElveen-Hunter, President and CEO

Internet Gateway

Directions for Sending Files/Folders to Pace Communications

1) Have the file/folder you are sending compressed as a .sit or .sitx and ready to send. Compression is not required, but preferred unless you are sending only a pdf.

Your file/folder name must be less than 30 Characters in length including spaces, periods, etc.

Also, in addition to the native files, you MUST include a low or high res pdf as a content proof.

2) Go to internet site <http://internetgateway.wamnet.com>. **If you are using OSX, do not use Internet Explorer..instead use Safari or Firefox.**

3) Type the username and password in lowercase:

User Name - pacegateway **Password** - wamprod

Select "Secure" and click on the submit button.

4) This window(right) will appear on your screen.

Select Send/Create Package; a new window will open.



5) In the new window click on the top "Browse" button. Next navigate to the compressed folder or file you are sending; click "Open" to select folder or file. Note that if you do not compress the folder, you have to send each file separately. It will be much easier if the folder is compressed!

Example of how to fill out job ticket

6) Click on "Complete Job Ticket" and a new window will open. Fields with an asterick to the right are required, all others are optional. Click "Submit" after filling out the ticket.

7) It is not necessary to type anything into the "Delivery Notification Email" line as Pace is notified when files are uploaded. However, if you would like to receive an email notification you may type your address here.

8) Click the "Submit" button. A progress bar will show up. Once it reaches 100% you will then get a window stating the folder/files have been successfully added. This is also a summary window showing sending information.

10)Exit site.

INPRINT

2011
Advertising
Rate Card

New Jersey Press Association

Why Advertise in InPrint?

It's a tremendous way to reach key executives at New Jersey newspapers. Published five times a year, it is read by more than 1,300 publishers, editors, advertising directors, circulation managers and the heads of business, finance, production and operations departments.



InPrint is read by decision makers at all 18 major New Jersey dailies and 3 out-of-state dailies — *The New York Times*, *The Philadelphia Inquirer* and *The Express Times* (Easton, Pa.) — and at more than 150 New Jersey weekly papers.

InPrint is also mailed to 55 associate members of NJPA, including state associations like the New Jersey Education Association, the New Jersey Hospital Association and the Insurance Council of New Jersey. More than 70 national, regional and state media organizations in the United States and Canada also receive *InPrint*.

If you have a message you want to convey to influential media people in New Jersey and beyond, advertise in *InPrint*. It's easy and cost-effective.

ROP DISPLAY ADVERTISING

Open Rate: \$6.25 per column inch

Frequency Discounts:

3 times 10% discount
5 times 20% discount

Color Charges:

process color \$300
spot color \$100 per color

ROP Column Widths:

1 1.875" 11p3
2 3.875" 23p3
3 5.875" 35p3
4 7.875" 47p3
5 9.875" 59p3

Ad Depths:

min. 2" 12p0
max. 12.375" 74p3

CLASSIFIED DISPLAY ADVERTISING

Open Rate: \$5.50 per column inch

Frequency Discounts:

3 times 10% discount
5 times 20% discount

Color Charges:

process color \$300
spot color \$100 per color

Classified Display Column Widths:

1 1.5417" 9p3
2 3.2083" 19p3
3 4.875" 29p3
4 6.5417" 39p3
5 8.2083" 49p3
6 9.875" 59p3

Ad Depths:

min. 2" 12p0
max. 12.375" 74p3

CLASSIFIED IN-COLUMN ADVERTISING

Rate: \$40 for 1 month in *InPrint* and 3 months on NJPA's website, www.njpa.org.

No frequency discount.

Ad Size: 150 words or less. Additional words: \$1 each

BUSINESS CARD ADVERTISING

Rate: \$65 per month, or

\$250 per year for 5 consecutive insertions

Ad Dimensions:

width 3.2083" 19p3
depth 1.8333" 11p0

Or send us your business card and we will reprint it at approximately 91% of its original size.

ADVERTISING DEADLINES

Spring • February 28 Fall • September 12
Summer • May 9 Winter • January 2
Annual Report • October 31

Submit Ads

Display Ads PDFs preferred. Use exact ad space, not page size. Embed all fonts.

In-Column Ads Text in body of email, or as Microsoft Word attachment.

Email to *InPrint* editor:

Catherine Langley • clangley@njpa.org

Questions: (609) 406-0600, ext. 17

Proud Supporter of the Alliance of Professional Tattooists
Proud Supporter of the Association of Professional Piercers

Tattoo & Piercing Supplies, Flash,
Custom Clothing and Gifts.



1 mag per month : \$24.00USD - yearly

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Business to Business Magazine for the Professional Artist

Collectors, Studios & Suppliers click here to start receiving our mag monthly - [Click here](#)

Click on this button and fill in all the information. We will be sure you start getting the magazine and also add you to the Studio Directory on this website.

Advertise In Tattoo Guru Magazine

Submitting Digital Artwork

PREFERRED FORMAT:

Adobe Acrobat PDF - Please visit <http://createpdf.adobe.com> if you do not have Adobe Acrobat. This format is as close to "What You See Is What You Get" as possible. If it isn't right on your PDF, it's not going to print right. Please follow the Design Requirements below to ensure best quality in your PDF.

ACCEPTABLE FORMATS:

Macintosh Quark XPress 6.5 or lower, with linked images and fonts included. TIFF, Photoshop EPS, or High Quality JPEG, 300 dpi at 100%, CMYK mode

OTHER FORMATS: (additional fees/processing time will apply):

- Windows Quark Xpress 6.5 or lower, with linked images and fonts included.
- Mac or Windows Adobe Indesign, with linked images and fonts included
- Mac or Windows PageMaker, with linked images and fonts included
- Mac or Windows Photoshop (rasterize all type)
- Mac or Windows Illustrator/Freehand/Coreldraw EPS files (embed bitmap

images, convert fonts to outlines, include preview)

If your program is not listed, please use a Postscript Driver to create a PDF file.

See <http://createpdf.adobe.com> for additional information.

LAYOUT PROGRAM POLICIES:

- Include ALL linked files (vector and bitmap/photo). Be sure all links are updated and current. Missing files will create delays and incur additional charges.
- Include all font files used in your document. Fonts should not have styles such as bold or italic applied to them within the page layout program. Use the font containing the desired attribute. If the desired font is not available, a different font should be chosen. Applying styles may not print as desired. All fonts used in EPS files must be converted to outlines.
- Type objects in black or grey should be black only, not combinations of process (CMYK) colors.
- Check for overprinting issues with black and white type.
- Pay attention to ad size and live area specifications.

SUBMISSION METHOD:

CD or email: production@tattoooguru.org

Publisher assumes no liability typographical errors in files that you design. We cannot modify PDF files. Other files that we modify at your request will require approval of a proof, creating delays and incurring additional fees.

PLEASE BE SURE YOUR FILE IS EXACTLY HOW YOU DESIRE IT BEFORE SUBMITTING IT TO US.

NOTE: When providing Camera Ready Artwork, please layout your ad to the above specifications to fit our format. Thank you.

DESIGN REQUIREMENTS:

Photo and bitmap files, whether separate or embedded in EPS



Color - resolution of 300 dpi at 100%, converted to CMYK mode.

Grayscale - resolution of 300 dpi at 100%.

Bitmap (BW) - resolution of 600 dpi at 100%.

Vector art (EPS, Illustrator, etc.)

Convert fonts to curves.

Convert all spot colors to process (CMYK) colors.

Advertising Rates

Inside Pages	1 Issue	6 Issues	12 Issues
2 Page Spread	\$1600	\$1550	\$1500
Full Page	\$900	\$850	\$800
1/2 Page	\$500	\$475	\$450
1/4 Page	\$300	\$275	\$250
2x2	\$100	\$90	\$80

Inside Front, Inside Back	1 Issue	6 Issues	12 Issues
Full Page	\$1300	\$1200	\$1100
1/2 Page	\$700	\$650	\$600

Back Cover	1 Issue	6 Issues	12 Issues
Full Page	\$1400	\$1300	\$1200



Mechanical Data:

- Method of Printing: Offset, allow .25 per bleed size
- Trim Size 81/8" x 103/4"
- Full page bleed on all four sides is 85/8" x 111/4"
- Type of binding: Saddle stitch
- Paper Stock: Covers - 80 lb. enamel

Inside - 50 lb. white offset

4x8 (Full Back Cover)

7 x 8 Inches

43 x 48 Picas

1/4 Page

3.5 x 5 Inches

21 x 29 Picas

2x2

3.5 x 2 Inches

21 x 11 Picas

1/2 Page

Vertical

3.5 x 10 Inches

21 x 60 Picas

Editorials, press releases & product focus should be submitted in Microsoft Word format with pictures attached. These will be ran when space is available.

Printers: Choice Printing - Fort Dodge, IA

Printed with soy ink.

Some content printed on recycled paper.

2 Page Spread

15 x 10 Inches

91 x 60 Picas

Full Page

7 x 10 Inches
 43 x 60 Picas
 1/2 Page Horizontal
 7 x 5 Inches
 43 x 29 Picas

Ad Closing Dates & Material Deadlines

ISSUE	CLOSING DATE	MATERIALS DUE	MAIL OUT
January	December 1	December 7	January 1
February	January 1	January 7	February 1
March	February 1	February 7	March 1
April	March 1	March 7	April 1
May	April 1	April 7	May 1
June	May 1	May 7	June 1
July	June 1	June 7	July 1
August	July 1	July 7	August 1
September	August 1	August 7	September 1
October	September 1	September 7	October 1
November	October 1	October 7	November 1
December	November 1	November 7	December 1

Policies & Mailing Information...

Send all correspondence and materials to Tattoo Guru, 229 Main Street, Otho, IA 50569. Mail all insertion orders, proofs and copy or call 1-888-828-2487, 1-515-972-4744 or Fax 1-515-972-4730. With certain strict guidelines you can also E-mail ads or provide them in a variety of media (Please refer to "Submitting Digital Artwork").

Short Rates & Rebates...

Advertisers billed at contract rate who fail to fulfill such contract will be short-rated and will be liable for any and all collection expenses including, but not limited to attorney and collection agency fees. No cancellations/changes in orders accepted after closing dates. No cash rebates. Page number, position on page, or color is not guaranteed.

Contracts & Commissions...

Display - Cash with initial order. Credit extended to advertisers with prompt payment record. Major credit cards accepted. Frequency rates are available when space is contracted in advance for six months. A standard 15% commission is paid to all recognized agencies on display space, providing all material is supplied layout ready. There is no camera ready discount available to non agency placed advertising. No commissions are allowed on accounts outstanding longer than 60 days. Contract advertisers are entitled to changes on each issue. When change of copy is not received by closing date, copy run in previous issues will be inserted. All advertising contracts are subject to rate card provisions. No cancellations after closing date. Advertising cancelled after closing will be invoiced at the full rate whether the advertising runs or not.

Contract & Copy Conditions...

Cancellations and changes in orders may not be made after the ad closing date.

Rate Protective Clause...

If new rates are announced, advertisers will be protected throughout the duration of their annual schedules, provided the schedule is placed prior to the effective date of the rate increase.

Publisher's Copy Protective Clause...

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject

any advertising not in keeping with the publication's standards.

1-888-TAT2GURU
(828-2487)
1-515-972-4744
Fax: 1-515-972-4730

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We are trying to change the face of the industry magazine-wise by priding ourselves on a magazine that supports the professional artists. We cater to tattooers who are top tattooers or working their way from the bottom up through hard work and preservation. Tattoo Guru Studio Magazine and it's website will not publish any advertisements or references pertaining to nudity, pornography, smoke pipes or tattoo kits. Also, we will not support advertisements for supply companies that sell to unlicensed studios.



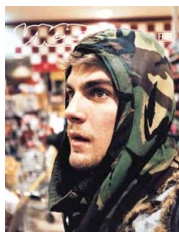
A low-angle photograph of a man hanging from a tree branch. The man is silhouetted against a bright sunset sky, with the sun positioned directly behind him, creating a strong lens flare. He is wearing patterned shorts and is barefoot. The tree's branches and green leaves are visible at the top of the frame, framing the scene. The overall mood is serene and adventurous.

VIBE

MEDIA KIT 2010

VICE IS #1

“Each generation has a small-run, intensely hip magazine that proves influential far beyond its circulation numbers, be it Wenner Media’s *Rolling Stone* or the independents *Spy* or *Might*... *Vice* is this generation’s model.” —Advertising Age



We've been saying it for a few years now, but it's media kit time so here we go again: *Vice* is the coolest magazine in the world. There, we said it.

But we're not just grandstanding. It's weird to have someone tell you how amazing their magazine is, but we're totally serious. We can prove it with cold, hard math. And nobody can argue with math.

Our audience is made up of, in marketing speak, “trendsetting metropolitans aged 21-34,” as witnessed by news outlets as varied as the *New York Times*, CNN, *ABC News*, *Wired*, Britain's *The Independent*, and *Adbusters*, among a great many others. Our editors are regularly featured online and on TV as talking heads, and our

stories are obsessed over by the coolest consumers in the Americas and around the world.

What's more, *Vice* has recently been an ideal platform for brands like Nike, EA Games, Scion, HBO, Adidas, Harley Davidson, Xbox, PlayStation, Honda, Jeep, Red Bull, Diageo, Miller Brewing, and hundreds of others to reach the highly sought-after, free-spending demographic that we speak to.

The reason? *Vice* is the first free, internationally distributed lifestyle magazine on Earth, ever. We pass out over a million copies of every issue around the world—spanning 26 countries (with 37 by the end of 2010). With simultaneous issues from Tokyo to São Paulo to New York to Berlin and back, each issue of *Vice* is being read and collected

by smart and funny young people the world over every month. Plus, each edition has the latest news and opinions from people on the ground in each of our territories. What other magazine can do that? Not one.

And don't forget, *Vice* is FREE. Because it's distributed through the living, breathing fashion boutiques, bars, record stores, galleries, and cafes where our audience actually shops and socializes, every single copy of *Vice* gets picked up. That's right, a 100% pick up rate—three to four times the rate of any competitive publication. It's because of this targeted distribution that *Vice* has a global army of fanatical readers who await each new issue as fervently as if it were bottled water in the desert or something.

THE VICE BRAND

"VICE is comfortable enough with modern media and marketing to leverage its cachet into a multi-tentacled business play." —*Business Week*

Vice has been doing a wee bit of expansion lately. The VICE Brand Divisions now include:

VICE Films: In 2007 VICE Films produced Heavy Metal in Baghdad, the critically acclaimed feature-length documentary following the only heavy metal band in Iraq, Acrassicauda, and in 2008 produced White Lightning: The Jesco White Murders, starring Ed Hogg and Carrie Fisher, with Dominic Murphy directing and the UK Film Council co-producing. 2009 saw the production of "The Ride" a documentary following the cowboys of the Professional Bull Riding circuit. There is also a feature film collaboration with Academy Award-nominated director Spike Jonze in the works.

VICE DVD: A series of original long-form DVDs, including the VICE Guide to Travel. These scary and hilarious documentaries bring Vice magazine to life. We've heard it described as "60 Minutes meets Jackass" and we aren't going to argue with that, really. In 2009 VICE DVD released the Webby winning Season One of Patrick O'Dell's VBS.TV skate series "Epicly Later'd," and a Richard Kern DVD is also on the way featuring Kern doing what he does (shoot amazing photographs of amazing subjects) around the world.

VICE Music: A modern-day music company consisting of the VICE Records roster that includes The Raveonettes, Black Lips, King Khan & The Shrines, VICE Music Publishing, and 360 artist deals. With offices in NY, Montreal, London and Mexico City, VICE Music seamlessly integrates music into the worldwide VICE brand through strategy, solutions, events, supervision and corporate consulting.

VICE Books: In 2008 VICE released three critically acclaimed photography collections: True Norwegian Black Metal by Peter Beste, Skins & Punks: Lost Archives, 1978-1985 by Gavin Watson, and the much-lauded, 335-page tome The Vice Photo Book. We like to think of them as the visual counterparts to our pair of 2003 bestsellers The Vice Guide to Sex and Drugs and Rock and Roll, a compilation of Vice magazine's greatest hits through 2002, and our first DOs & DON'Ts book featuring Vice's famously acerbic street-fashion critiques. Winter 2009 saw the release of a sequel to our original best-of collection: News, Nudity & Nonsense, a compendium of Vice's best articles from 2003 to 2008. We also published Heavy Metal in Baghdad, the oral-history companion to VICE's eponymous award-winning documentary. In 2010 VICE Books will be releasing a photo book about New York City skateboarding called Full Bleed, a yet-to-be-titled book of photos by Sasha Grey and the second DOs & DON'Ts book.

VIRTUE: Virtue is the other side of VICE. It's an agency that does brand strategy, creative development, production and distribution under one roof. Virtue is built on the belief that every brand today has to think and act like a media company, pulling an audience in rather than pushing advertising out and that at the root of every great brand lies an idea or insight that is a story worth telling.

We're not even done yet. The VICE brand includes the city-specific Vice Guides mini-magazine series. We also do custom publishing for brands including Nike, Puma, Beck's, PSP, Paramount, EA Games, Calvin Klein, and Dewar's. Plus we have our own pub in London. It's called The Old Blue Last. Stop by sometime. It might be the only place in all of the UK where you can reliably and regularly find attractive people.



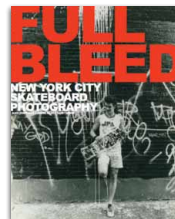
VICE Films: White Lightning'



VICE DVD: Epicly Later'd



VICE Books:
News, Nudity & Nonsense



VICE Books:
Full Bleed



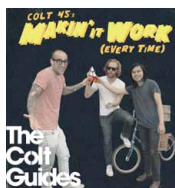
VICE Music:
The Raveonettes



VIRTUE:
Rock Band packaging



VICE Mini Guides



VICE Custom Publication:
The Tales of Colt 45

WORLDWIDE DISTRIBUTION

"An unlikely arbiter of global youth culture..." —*Playboy*

23 Global Editions



In 20 major markets in the U.S.

The United Nations could stand to take some notes from our nineteen global editors. *Vice* has successfully unified the planet in international harmony with our multi-limbed content machine. There is no parallel for it in the publishing world. Quality? Originality? Scope? Check, check, and check. Each international edition of *Vice* is tailor-made for its community, but content is also shared between all territories. That means the best features from each region are shared in *Vice* editions everywhere. We really are the world's first fully global, independent magazine.

As *Vice* magazine expands internationally, advertisers will be increasingly able to affect global style trends and reach the right people everywhere. Do you understand the implications of that? With *Vice*, you can change the world, and with each new territory that launches, our hold on the elusive and rare bird known as the "tastemaker" grows. Together, we can grow drunk and bloated with power.

TOTALS:

United States	155,000
Canada	60,000
Mexico	55,000
Brazil	20,000
Argentina	20,000
Germany	100,000
Italy	100,000
United Kingdom	89,000
France	75,000
Spain	75,000
Portugal	50,000
Greece	50,000
Scandinavia	45,000
Poland	40,000
Holland	35,000
Czech Republic	30,000
Austria	26,000
Belgium	25,000
Bulgaria	20,000
Japan	100,000
Australia	38,000
New Zealand	12,000
South Africa	25,000

TOTAL WORLDWIDE 1,245,000

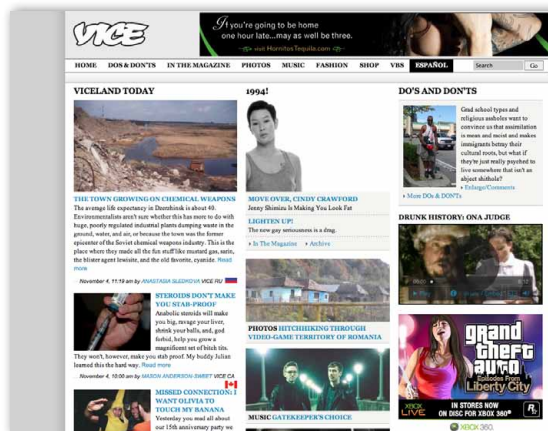
LAUNCHING IN 2010:

Chile, China, Colombia, Israel, Lebanon, Romania, Russia, Switzerland, Thailand, Turkey, Venezuela.



VICE ONLINE

“VBS is a template for a successful online TV station with original content” —*The Sunday Times*



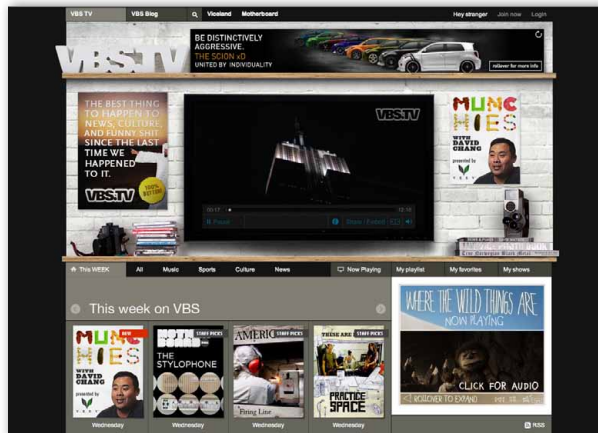
VICELAND.COM

Viceland.com is where *Vice* magazine lives online. Extending the free content model of the print edition, visitors can find every issue, current and from the archives, available on the site. In addition to all of the humor, hyper-smart attitude, and content that our audience expects from *Vice*, Viceland also features online exclusives, articles from around the world, a daily blog full of links, reviews, and general musings, as well as tons of reader comments.

VICELAND VITALS

(ALL STATS PER MONTH AND US ONLY)

UNIQUES	1.1 Million
AVERAGE TIME ON SITE	6:31
PAGES PER VISIT	9.8



VBS.TV

VBS is VICE's broadband television network. With acclaimed director Spike Jonze as Creative Director, VBS produces 100% original, short-form video content. Launched in March of 2007 in partnership with Viacom, VBS is now recognized as the industry leader in original content for the web, boasting 40+ established shows covering news, culture, music, and sports. All of this translates into 30 minutes of brand new programming each day and a fanatically loyal viewership.

VBS VITALS

(ALL STATS PER MONTH AND US ONLY)

UNIQUES	2.6 Million
AVERAGE TIME ON SITE	12:45
PAGES PER VISIT	4.2

ADVICE NETWORK

ADVICE is a consortium of leading digital publishers focused on the things we care about: music, travel, gaming, action sports, and fashion. With over 10 million unique visitors and 100 million pageviews per month, ADVICE allows brands to reach multiple key demographics through a single, finely-tuned network, including a gang of industry leading sites like Xfire, Thrasher, Prefix, Hypebeast, Chictopia, and VICE flagships VBS and Viceland.

Complete online kit available upon request

DEMOGRAPHICS

"They've discovered an international tribe that's out there — young, hip, disaffected people who are beyond the normal commercial culture." —Tom Freston, *Sunday Times*

AN EXTREMELY LOYAL AND INVOLVED AUDIENCE

68%	save/collect an issue after reading it
45%	pick up every issue
87%	pick up each issue 3+ times to read
23%	pick it up 8+ times to read
44%	spend 1-2 hrs reading each issue, 34% spend over 2 hrs
17%	don't read ANY magazines other than VICE
45.6%	visit viceland.com once a month or more
5.6	readers per-copy on average
1,512,000	TOTAL NORTH AMERICAN AUDIENCE

VICE READERS ARE BIG-TIME CONSUMERS

83%	purchase clothing/accessories every month, 38% every week
81%	buy music every month, 41% every week
83%	eat out at least once a week
82%	go to a bar or club at least once a week
84%	purchase alcohol every week
79%	go to the cinema every month, 37% go every week
90%	have a mobile phone
39%	buy movies, videos, or DVDs every month, 11% every week
56%	buy health and beauty products every month
40%	shop online every month
80%	intend to travel overseas in the next 12 months
15%	own a Mac (the world at large is 5%), 79% own a PC
52%	own a video game console
81%	use a digital camera
94%	have a credit card
95%	use the internet daily
94%	use email daily

92% OF VICE'S AUDIENCE IS OVER 21

Under 21:	8%
21-25:	24%
26-30:	34%
31-35:	20%
36-40:	8%
41+	6%
Mean age	27.6

WHAT READERS THINK OF VICE

The writing is different from anywhere else	89%
The articles are always entertaining	86%
I love its sense of humor	93%
I love the international nature of its content	76%
The ads in the magazine are interesting	58%
I like the fact that advertising is not disguised as editorial, unlike other magazines	77%

OVERALL AGREE

VICE READERS HAVE STRONG TRENDSETTING ATTITUDES

I like to know about music/bands/releases before everyone else	83%
I like to know about fashion brands/designers before everyone else	52%
I like to know about new technology/gadgets before everyone else	49%

OVERALL AGREE

MEAN INDIVIDUAL INCOME

\$38,225

MEDIAN HOUSE-HOLD INCOME

\$77,717

MALE SKEW

Male	63%
Female	37%



RATES & SPECS

"Even in the recession, Vice has continued to maintain its premium rates across its range of advertising formats." –Financial Times

MAGAZINE RATES

	USA	CANADA
BACK COVER	\$24,109	\$17,787 CAN
FRONT SPREAD	\$23,318	\$17,926 CAN
INSIDE BACK PAGE	\$16,260	\$11,498.3 CAN
SPREAD	\$20,080	\$15,246 CAN
FULL PAGE	\$12,043	\$8,894 CAN
HALF PAGE	\$6,144	\$4,792 CAN
QUARTER PAGE	\$4,336	\$3,177 CAN

DISCOUNTS

AD BUY RATE	GROSS DISCOUNT
4X	10%
8X	12.5%
12X	15%
WORLDWIDE BUY	Available Upon Request

DEADLINES

ISSUE DATE	STREET DATE	AD CLOSING DEADLINE	ART CLOSING DEADLINE	TRADE SHOW EXPOSURE
JANUARY	01/04/10	12/04/09	12/11/09	ASR, SIA, PROJECT NYC
FEBRUARY	02/05/10	1/01/10	01/08/10	MAGIC/Pool, PROJECT LV
MARCH*	03/05/10	01/29/10	02/05/10	SXSW, WMC
APRIL	04/02/10	02/26/10	03/05/10	–
MAY	05/07/10	04/02/10	04/09/10	–
JUNE	06/04/10	04/30/10	05/07/10	–
JULY*	07/02/10	05/28/10	06/04/10	Pool, PROJECT NYC
AUGUST	08/06/10	07/02/10	07/09/10	MAGIC/Pool, PROJECT LV
SEPTEMBER	09/03/10	07/30/10	08/06/10	ASR, Fashion Week
OCTOBER	10/01/10	08/27/10	09/03/10	CMJ
NOVEMBER	11/05/10	10/01/10	10/08/10	–
DECEMBER†	12/03/10	10/29/10	11/05/10	Art Basel

° Fashion Issue * Photo Issue †Fiction Issue

HOW AND WHERE TO SEND ADS

Ads can either be sent to VICE digitally (email or FTP) or on a disk. The preferred format for final artwork is PDF. If InDesign is used, please include all fonts and links. Hard proofs and other production materials can be sent to:

**ATTN: PRODUCTION DEPARTMENT
VICE**

97 N. 10th St.

Suite 204

Brooklyn, NY 11211

SENDING ADS VIA EMAIL OR FTP

If files are under 3mb, stuff and send to ads@viceland.com. If bigger than 3mb, archive and upload to our FTP (address below). Note that this FTP is only accessible through an FTP client such as Transmit or Fetch. If you don't have an FTP client, call us.

Address viceftp.com
User mag
Password viceland

Only upload in the US_CANADA sub directory. Files placed in the root directory will be lost. After the file is uploaded, confirmation should be sent to ads@viceland.com with the file name and path.

DIMENSIONS

SINGLE PAGE

TRIM AREA 8.375" w x 10.875" h
BLEED SIZE 8.625" w x 11.125" h
LIVE AREA 7.875" w x 10.375" h

DOUBLE PAGE SPREAD

TRIM AREA 16.75" w x 10.875" h
BLEED SIZE 17" w x 11.125" h
LIVE AREA 16.25" w x 10.375" h

1/2 PAGE HORIZONTAL .. 7.75" w x 4.875" h

1/2 PAGE VERTICAL 3.75" w x 10.25" h

1/4 PAGE SQUARE 3.75" w x 4.875" h

IMAGES

Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it's recommended that you deliver art at 600 dpi to prevent pixelation.

REMEMBER: Always keep important info like photo credits, etc. away from the bleed or they might get chopped.

Questions about gutter compensation can be directed to:
ads@viceland.com

Direct any questions to: **ads@viceland.com**

PRESS

"Advertisers have been drawn to Vice precisely because of its countercultural attitude combined with its street-style identity, access to the latest trends and influential readership."

—**Financial Times**

"There are no holds barred for the revolutionary, bold, irreverent Vice TV, aka VBS.tv. The media website, which grew out of Vice Magazine, explores the strange, the controversial and the timely in exciting often edgy long and short form documentaries, covering stories that mainstream media just can't or won't do."

—**Huffington Post**

"Vice is cooler than your cool uncle's cool uncle."

—**The New York Observer**

"Vice is known for its raw, unsparingly honest editorial voice....Vice's editors are either totally tuned-in geniuses or prankster revisionists. Or maybe both."

—**The Wall Street Journal**

"Cutting, clever and hilariously crude..."

—**Visionaire**

"...delivers humour by the crateload and skewed intelligent cultural analysis melded to a shocking gift for irreverent delivery..."

—**Arena**

"[A] hipper-than-thou alternamag with dreams of world domination..."

—**The New Yorker**

"Vice magazine has built a small empire out of a raw, ironic sensibility, risqué photographs, and a willingness to deal in taboo subjects."

—**New York Times**

"Vice is so cool—in a way MTV would love to be."

—**CNN**

"Vice may have cornered the market on cool in print."

—**Wired**

"An online network with an astonishingly varied slate of current-affairs-oriented programming, from wry series to dead-serious multipart documentaries..."

—**Advertising Age**

"Often so far and away the funniest print publication in the world that it's sort of embarrassing to compare anything else with it. The *Vice* zeitgeist is hard to define, but you know it when you see it."

—**Business Week**

"Vice magazine has grown into a global music, publishing and fashion empire. Its take no prisoners approach has captured the imagination of what marketing people call 'trendsetting metropolitans' aged 21 - 34. The Cassandra Report, the influential consumer guide, named the magazine the number-one tastemaker in this crucial demographic for the past five years."

—**The Guardian**

"The first-movers of culture have embraced a continuum that includes the hip, subversive aesthetic of *Vice* Magazine."

—**New York Times Magazine**

"Make way for the new honesty."

—**Observer Magazine**

TESTIMONIALS

"The most arrogant people I've ever met. I want to be in business with them."

—**Van Toffler, President, MTV**

"A lot of people claim to target trendsetters, but very few people actually deliver them. Through brand integrity, community and truth, *Vice* speaks to every single one of those elusive yet very essential assholes"

—**Livia Tortella, Vice President of Marketing & Artist Development, Atlantic Records**

"Vice is our *Vanity Fair*."

—**Iris Alonzo, Creative Director, American Apparel**

"[Vice is] this all-embracing, all-swallowing whore of Babylon."

—**TV on the Radio's Kyp Malone**

"The people [at VBS.tv] are on a mission. They're inventing new things every day. It reminds me of MTV in the extremely early days."

—**MTV Founder & Former Viacom CEO Tom Freston**

"VBS is punk rock for the 21st Century.

They are better-looking and more rock-and-roll than we will ever be."

—**U2's Bono**

"I couldn't work out what Vice was all about...I thought it was very eclectic, very odd and very interesting. Most magazines are driven by a desire to make money, by putting celebrities in them. But this looks like it's here because it wants to be."

—**Ian Hislop**

"Vice is hugely influential. It's kept them on the cutting edge... Within months they are doing in the record industry what they already did in publishing: change the standard operating procedure in order to make things happen."

—**John Reid, CEO, Warner Music UK**

"I haven't gotten a copy of *Vice* since 2000, people fiend that mag like crack."

—**David Choe, Painter, Illustrator, Vice Contributor & VBS.tv host**

"Vice has a certain anarchic edge to it, and has developed a real identity for itself unlike anyone else at the moment. Magazines can be very dull and shallow, Vice seem to have turned that on its head somehow."

—**Dame Vivienne Westwood**

VICE CONTACTS

Publisher: Erik Lavoie
718.233.3644 erik@viceland.com

U.S. Advertising: John Martin
718.233.3646 johnm@viceland.com

Canadian Advertising: Ryan Archibald
416.596.6638 x228 ryan@viceland.com

New Business Development: Ben Dietz
718.233.3660 ben@vbs.tv

Pat O'Donnell
Professor Litwin
Intro. To Advertising

*Always
number pages*


Sports Illustrated

The Sports Illustrated Media Kit is very well done. It is organized, interactive, and entertaining. There are sports pictures on each page of the different categories. They make it very easy to navigate as well.

The first section of the media kit is the home page. It has a welcome screen saying, "Welcome to SI's Sales and Marketing Information Center." It has a picture of LeBron James, one of the biggest sports stories of the year next to it. Underneath are the featured items of Sports Illustrated magazine that include, Sports Illustrated for Kids and Sports Illustrated mobile.

The second section is the calendar of events page. For each month of the year, there is a tab at the top to navigate to see different important dates scheduled. It states each date when the magazines printed and when they are scheduled to be distributed. There are two more sections to each scheduled event. One of the sections says when the space closes. The other section says when the material closes. These are both followed by a description of the material that is enclosed in the issue. On the bottom there is a link to the next opportunity, which for Sports Illustrated is the swimsuit edition. This is the next big opportunity for a company to get good publicity in their magazine.

The third section of the media kit is the about us section. It has a few paragraphs written about the company itself. The importance of this section is the fact that it has statistics that show how many adults, kids, and other demographics look at the magazine in a given year. It also says when the company was founded so that people trying to advertise in Sports Illustrated know that it is a good reliable place for people to see



advertisements. This is important information for advertisers to know so they select a magazine to advertise in so the product or company they are advertising for gets good publicity.

The fourth section of the media kit is the press release section. In this section, there are many downloadable files available. All of this downloadable content contains information about article's that will be placed in parts of the magazine. It is a brief layout of the main articles that will placed on the cover page and some of the articles that will be placed inside. It also has information that pertains to the Sports Illustrated website. On the bottom of the Press Release section, there is contact information in order to get in touch with the Vice President of communications.

The fifth section of the Sports Illustrated media kit is the Contact SI Sales section. It contains all the valuable information needed to get in touch with Sports illustrated associates. There is contact information for each head associate for all the different branches of the company. There are branches in Atlanta, Boston, Canada, Chicago, Dallas, Detroit, Los Angeles, New York, and San Francisco. There are phone numbers, names, and e-mails of members of each branch. Some branches have multiple representatives with information.

The sixth section of the media kit is a direct link to SI.com, the Sports Illustrated website. This is so advertisers can look directly at the website and be able to get to it very easily. It is important for advertisers to see what the website they are looking to place advertisements in looks like.

On the right hand side of the media kit, there are the different ways to advertise through Sports Illustrated. These different ways to advertise are called Properties.

The first property is for Sports Illustrated the magazine. Under this property, there are links to the property overview, the editorial calendar, the rate card, and research. This gives advertisers a sense of how much it will cost to advertise in the magazine. All the information is enclosed in downloadable files. There is contact information in order to get advertisement space.

The next property is SI.com, the Sports Illustrated website. There are links to the property overview, which says what the website is about and information about it. There are also links to the ad specifications and research. There are downloadable files for each of these.

Underneath the SI Digital property, there are links to many different features of Sports Illustrated. There are links to SI vault, SI mobile, SI kids, Golf.com, Fan nation, Dan Patrick, and Social Sports. Under each link, there are people in charge that can be contacted in order to get space to advertise in each property.

SI Custom Publishing is a property that is interesting. It gives an overview that says companies can create their own ad and reach out to a specific target market. Sports Illustrated can sponsor stories to help the company reach out to their targeted audiences. Contact information is provided in order to receive information on how to create a custom advertisement with Sports Illustrated.

On the top of the media kit, there is a link put there specifically for advertisers. It sends you quickly to the information needed to contact a representative from one of the many branches. This link makes it easier to find instead of going to the Contact SI Sales section.

Overall, the Sports Illustrated media kit was well organized. Everything was easy

to find and self explanatory as to where you can find everything. The only thing that I did not like about the media kit is the fact that everything you need has to be downloaded instead of just presented to you. Other than that, the media kit was a good one and easy to understand.

My guess is - They do this to prevent cluttering and because downloading might be quicker than getting pages.

This is well presented. It gives me an excellent Flavor of the SI kit well written, too.

C/W
95/95