



SKATING

ADVERTISING KIT



As the premier print publication of U.S. Figure Skating, SKATING magazine provides an unparalleled opportunity to reach figure skaters of all levels throughout the United States. We have found this to be very beneficial to our brand recognition.

— Matej Silecky - USA Country Manager for GRAF Figure

Skates U.S. relies on SKATING magazine for advertising that directly connects with skaters, coaches and everyone who follows ice skating. We know SKATING is the expert source skaters rely on.

*— Joyce Brinkley,
personal assistant to David Ripp,
Skates U.S., Inc.*

We have found that of all the avenues open to advertising to figure skaters, nothing beats SKATING. The subscribers read the issues fully.

*— John J. Petell,
president,
Harmony Sports Inc.*

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AD RATES

RESERVATIONS	1X	5X	8X
COVERS - Call for availability			
Inside Front Cover	\$3,000	\$2,835	\$2,670
Inside Back Cover	\$3,000	\$2,835	\$2,670
Back Cover	\$3,500	--	--
FULL PAGE ADS			
Four Color	\$2,700	\$2,400	\$2,025
HALF PAGE ADS			
Four Color	\$1,750	\$1,560	\$1,265
THIRD PAGE ADS			
Four Color	\$1,350	\$1,205	\$1,000
QUARTER PAGE ADS			
Four Color	\$930	\$850	\$675
SIXTH PAGE ADS			
Four Color	\$565	\$500	\$415

TERMS & CONDITIONS

Ads are subject to approval

- Ad copy is the sole responsibility of the advertiser and will not be copy edited by U.S. Figure Skating. The ad from the most recent insertion will run if new copy is not received by the deadline date. Rates are subject to change with a 90-day notice.
- Advertisers must sign a contract before an advertisement can be placed.
- Publisher reserves the right to approve or disapprove of all ads at its discretion. The publisher reserves the right to reject or cancel any advertising at any time.
- The advertiser or advertising agency assumes liability for all content and claims made as a result of the ad.
- The publisher reserves the right for positioning of advertisements except where special positions are requested.

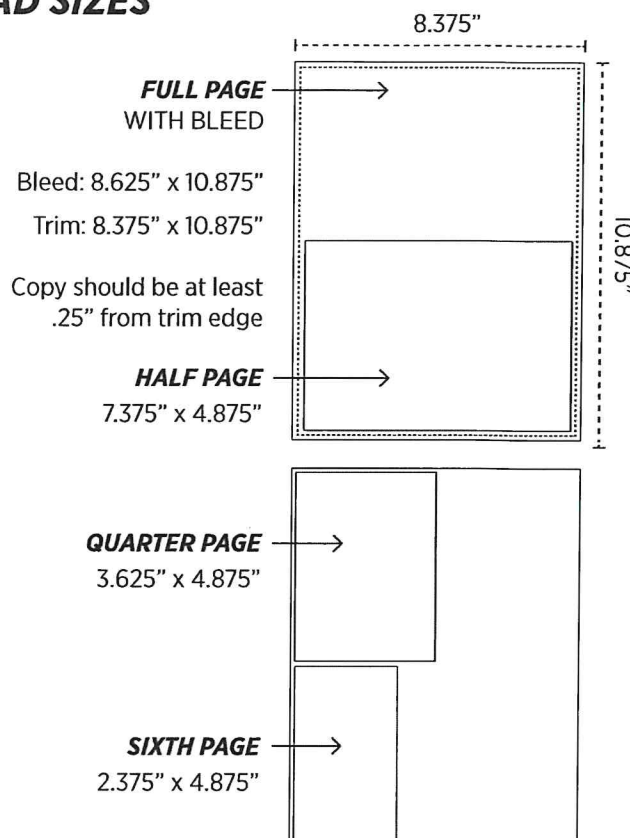
Payments and Discounts

- Billing follows each publication of the magazine and is payable within thirty (30) days of receipt.
- Payment for all classified advertisements is payable in full when you reserve your space.
- Discounts may be available depending upon frequency and history as a SKATING magazine advertiser.

Cancellations

- Contracts cancelled before fulfillment will be billed at the current 1x reservation rates for issues already published under the contract.
- Cancellation (as well as changes in reservation orders) by an advertiser or its agency cannot be accepted by the publisher after the issue reservation date. Cancellations must be received in writing with receipt confirmed by the publisher.

AD SIZES



PUBLICATION SCHEDULE

ISSUE	RESERVE SPACE BY	FILES DUE BY	APPROX. MAILING DATE
October/November	July 27	Aug. 15	Oct. 3
December	Sept. 20	Oct. 15	Dec. 3
January/February	Oct. 20	Nov. 15	Jan. 3
March	Dec. 20	Jan. 15	Mar. 3
April	Jan. 20	Feb. 15	Apr. 3
May	Feb. 20	Mar. 15	May 3
June/July	Mar. 20	Apr. 15	June 3
August/September	May 20	June 15	Aug. 3

ART REQUIREMENTS

Ads should be created by the advertiser and should be submitted in one of the following formats: JPEG, TIFF, EPS or PDF, PDF preferred.

Artwork should not include crop or bleed marks

ADVERTISING CONTRACT

ADVERTISER OR COMPANY NAME _____		EMPLOYEE IDENTIFICATION NUMBER (EIN) _____
STREET ADDRESS _____		
CITY _____	STATE _____	ZIP _____
CONTACT NAME _____	TELEPHONE _____	FAX _____
CONTACT EMAIL (REQUIRED) _____		

AGENCY NAME (IF DIFFERENT FROM ABOVE) _____		EMPLOYEE IDENTIFICATION NUMBER (EIN) _____
STREET ADDRESS _____		
CITY _____	STATE _____	ZIP _____
CONTACT NAME _____	TELEPHONE _____	FAX _____
CONTACT EMAIL (REQUIRED) _____		

SKATING MAGAZINE AD INFORMATION

AD SIZE	COLOR	ISSUE(S)	
<input type="checkbox"/> Full Page	<input type="checkbox"/> Color	<input type="checkbox"/> October	<input type="checkbox"/> March
<input type="checkbox"/> Half Page	<input type="checkbox"/> Color	<input type="checkbox"/> November	<input type="checkbox"/> April
<input type="checkbox"/> Third Page	<input type="checkbox"/> Color	<input type="checkbox"/> December	<input type="checkbox"/> May
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Color	<input type="checkbox"/> January	<input type="checkbox"/> June/July
<input type="checkbox"/> Sixth Page	<input type="checkbox"/> Color	<input type="checkbox"/> February	<input type="checkbox"/> Aug./Sept.
<input type="checkbox"/> Classified			

☐ Magazine only ☐ Web & magazine (if applicable)

☐ Materials enclosed ☐ Materials to come

Specify any special positioning (special rates apply, call for availability)

☐ Inside Front Cover☐ Inside Back Cover☐ Specific Page (if available)☐ Right-facing Page☐ Other _____**PAYMENT INFORMATION**☐ Payment by monthly invoice☐ Credit Card☐ VISA ☐ MasterCard ☐ Discover

NAME ON CARD _____

CARD NUMBER _____

EXPIRATION DATE _____

CARD VERIFICATION VALUE CODE _____

Please sign below to verify that you have read and agree to the terms and conditions for advertising in SKATING magazine. Unsigned contracts will not be accepted.

SIGNATURE _____

DATE _____

Classified advertisers must pay in full when submitting each monthly reservation order.

Established advertisers' payments are due and payable within 30 days from invoice date.

To advertise, contact
Troy Schwindt at 719.228.3445
 or tschwindt@usfigureskating.org