SKATING magazine provides a direct link to our target audience, figure skaters, and more!
Not only did our advertising produce a boost in sales to individual skaters, but generated wholesale orders from skate shops across the country. We have grown from one small ad produced in-house to our current one professionally designed by the talented SKATING magazine staff. We are currently running our ad in every issue this year. SKATING magazine is exactly what our business needed!

— Dolly Duke Maggio, President, Dolly Duke Designs, Inc.
www.iceprincesspillows.com

If your business wants to reach figure skaters, there is no better place to advertise that in SKATING!
Ice Dynamics is an off-ice conditioning program specifically designed for figure skaters, and our advertisements in SKATING significantly increase traffic to our website and help us connect with skaters across the country.
If your business serves the skating community, you are hurting your business by not advertising in SKATING.

— Kat Arbour Ice Dynamics

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.
REACH OUT TO FANS AND MEMBERS OF U.S. FIGURE SKATING

Figure skating continues to be one of the most popular sports on television. This exposure has resulted in more people taking up the sport for recreational and competitive reasons. SKATING magazine is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers. Now in its 92nd year, SKATING delivers a host of diverse consumers and reflects the public’s excitement for the sport. SKATING features in-depth news and profiles on U.S. and international skaters, reports on U.S., international and Olympic events, columns on health and fitness, action photos, sponsor news, event schedules, ticket information and more. The magazine covers all levels and disciplines of skating including synchronized, adult, and introductory skaters. SKATING is also featured online at usfigureskating.org. In addition to highlights from the current issue, past issues of SKATING magazine are available in the archive area. SKATING advertisers are also featured online.

OVERALL MEMBERSHIP AGE*

- 15% Age Unknown
- 14% Ages 6 & Under
- 14% Ages 13-18
- 34% Ages 7-12
- 5% Ages 19-25
- 9% Ages 26-50
- 5% Ages 51+

GENDER*

- 72% Females
- 24% Male

VEHICLES*

- 53% of households own a SEDAN
- 37% of households own a SUV
- 13% of households own a MINI VAN
- 12% of households own a TRUCK
- 11% of households own a SPORTS CAR

EDUCATION*

- 80% HAVE A COLLEGE DEGREE OR HIGHER
- 39% HAVE A MASTER'S DEGREE OR HIGHER

INCOME*

- 22% have income of $150,000+
- 65% have income of $75,000+
- 45% have income of $100,000+

VACATION*

- 48% Take a yearly family vacation
- 45% Take a family vacation 2-3 times per year

DINING*

- 32% eat out MORE THAN 2 TIMES PER WEEK
- 62% eat out 1-2 TIMES PER WEEK

FAN DEMOGRAPHICS**

- 84% female
- 57% are married
- 61% are between the ages of 35-64
- 90% own a personal computer
- 72% have access to high-speed internet at home, work or both
- 38% of fans consider themselves avid or fanatical
- 37% traveled 200 or more miles to attend the event
- 74% follow skating during non-Olympic years

* Based on 2015 membership * 2014 Turnkey survey
** Prudential U.S. Figure Skating Championships 2015 Turnkey Sports Poll
AD RATES

<table>
<thead>
<tr>
<th>RESERVATIONS</th>
<th>1X</th>
<th>5X</th>
<th>10X</th>
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</thead>
<tbody>
<tr>
<td>COVERS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,000</td>
<td>$2,835</td>
<td>$2,670</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
<td>$2,835</td>
<td>$2,670</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE ADS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four Color</td>
<td>$2,700</td>
<td>$2,400</td>
<td>$2,025</td>
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<tr>
<td>HALF PAGE ADS</td>
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<td></td>
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</tr>
<tr>
<td>Four Color</td>
<td>$1,750</td>
<td>$1,560</td>
<td>$1,265</td>
</tr>
<tr>
<td>THIRD PAGE ADS</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Four Color</td>
<td>$1,350</td>
<td>$1,205</td>
<td>$1,000</td>
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<tr>
<td>QUARTER PAGE ADS</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Four Color</td>
<td>$930</td>
<td>$850</td>
<td>$675</td>
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<tr>
<td>SIXTH PAGE Ads</td>
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</tr>
<tr>
<td>Four Color</td>
<td>$565</td>
<td>$500</td>
<td>$415</td>
</tr>
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</table>

TERMS AND CONDITIONS

All 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. If there is no previous insertion, the space will be reallocated at the discretion of the editor and the advertiser will be liable for the cost of the contracted space.
- Rates are subject to change with a 90-day notice.
- Advertisers must sign a contract before an advertisement can be placed. Unsigned contracts will not be accepted.
- 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.
- To earn the discounted multiple-reservation rate, insertions must run within the annual publishing cycle (Oct.-Aug./Sept.).
- The publisher reserves the right for positioning of advertisements except where special positions are requested. Ad positioning specifically requested will be charged a premium fee of 20 percent.

Payments and Discounts

- Billing follows each publication of the magazine and is payable within thirty (30) days of receipt. If your account is not current, your ad will be cancelled and any special contract rates are subject to cancellation.
- Payment for all classified advertisements is payable in full when you reserve your space.
- A 15% agency discount is allowed to recognized agencies only if paid within 30 days of receiving the invoice.

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

FULL PAGE WITH BLEED
Bleed: 8.625” x 11.125”
Trim: 8.375” x 10.875”
Copy should be at least .25” from trim edge

HALF PAGE
7.375” x 4.875”

QUARTER PAGE
3.625” x 4.875”

SIXTH PAGE
2.375” x 4.875”

PUBLICATION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE SPACE BY</th>
<th>FILES DUE BY</th>
<th>APPROX. MAILING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>July 27</td>
<td>Aug. 1</td>
<td>Oct. 1</td>
</tr>
<tr>
<td>November</td>
<td>Aug. 20</td>
<td>Sept. 15</td>
<td>Nov. 1</td>
</tr>
<tr>
<td>December</td>
<td>Sept. 20</td>
<td>Oct. 15</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>January</td>
<td>Oct. 20</td>
<td>Nov. 15</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>October</td>
<td>Nov. 20</td>
<td>Dec. 15</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>March</td>
<td>Dec. 20</td>
<td>Jan. 15</td>
<td>March 1</td>
</tr>
<tr>
<td>April</td>
<td>Jan. 20</td>
<td>Feb. 15</td>
<td>April 1</td>
</tr>
<tr>
<td>May</td>
<td>Feb. 20</td>
<td>March 15</td>
<td>May 1</td>
</tr>
<tr>
<td>June/July</td>
<td>March 20</td>
<td>April 15</td>
<td>June 1</td>
</tr>
<tr>
<td>August/September</td>
<td>May 20</td>
<td>June 15</td>
<td>Aug. 1</td>
</tr>
</tbody>
</table>

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

STREET ADDRESS

CITY

STATE

ZIP

CONTACT NAME

TELEPHONE

FAX

CONTACT E-MAIL (REQUIRED)

AGENCY NAME (IF DIFFERENT FROM ABOVE)

STREET ADDRESS

CITY

STATE

ZIP

CONTACT NAME

TELEPHONE

FAX

CONTACT E-MAIL (REQUIRED)

SKATING MAGAZINE AD INFORMATION

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLOR</th>
<th>ISSUE($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Color</td>
<td>October, March</td>
</tr>
<tr>
<td>Half Page</td>
<td>Color</td>
<td>November, April</td>
</tr>
<tr>
<td>Third Page</td>
<td>Color</td>
<td>December, May</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>Color</td>
<td>January, June/July</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>Color</td>
<td>February, Aug./Sept.</td>
</tr>
<tr>
<td>Classified</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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
  - American Express

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

To advertise, contact
Brian Burns at 719.228.3456
or bburns@usfigureskating.org

All first-time display advertisers must pay in full (for the first 10 reservations). 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. A 15% agency discount applies ONLY if invoice is paid within 30 days.

*Late and/or improperly formatted ads will be assessed a 10% penalty or ad will be pulled without refund.