A male figure skater with dark, wavy hair is shown from the chest up. He is wearing a dark blue USA figure skating jacket with a large white 'USA' logo on the left chest. A gold medal hangs from a red ribbon around his neck. The background is a solid blue color. The text 'SKATING' is in a large, white, serif font, and 'ADVERTISING KIT' is in a smaller, white, bold, sans-serif font below it.

# 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.*



## AD RATES

RESERVATIONS 1X 5X 10X

### 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
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### HALF PAGE ADS

Four Color	\$1,750	\$1,560	\$1,265
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### THIRD PAGE ADS

Four Color	\$1,350	\$1,205	\$1,000
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### QUARTER PAGE ADS

Four Color	\$930	\$850	\$675
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### SIXTH PAGE Ads

Four Color	\$565	\$500	\$415
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## 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.
- 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.

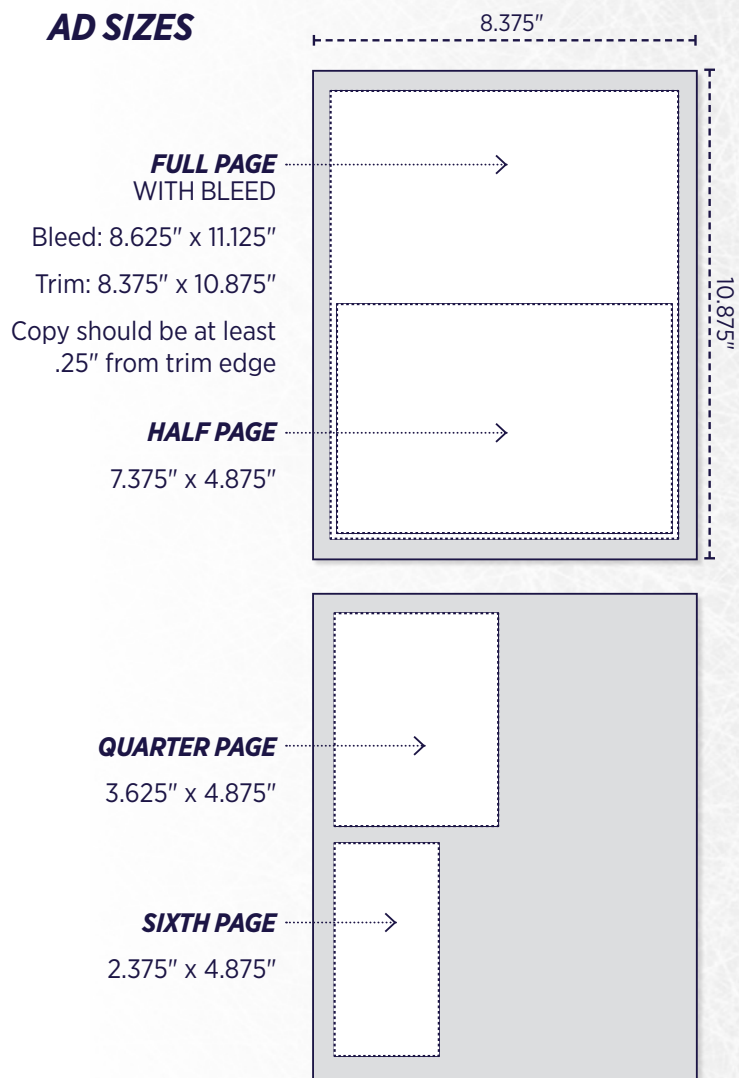
### Payments and Discounts

- 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	July 27	Aug. 1	Oct. 1
November	Aug. 20	Sept. 15	Nov. 1
December	Sept. 20	Oct. 15	Dec. 1
January	Oct. 20	Nov. 15	Jan. 1
October	Nov. 20	Dec. 15	Feb. 1
March	Dec. 20	Jan. 15	March 1
April	Jan. 20	Feb. 15	April 1
May	Feb. 20	March 15	May 1
June/July	March 20	April 15	June 1
August/September	May 20	June 15	Aug. 1

## 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 \_\_\_\_\_

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.

**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

**To advertise, contact**

**Troy Schwindt at 719.228.3445**

**or [tschwindt@usfigureskating.org](mailto:tschwindt@usfigureskating.org)**