



SKATING MAGAZINE MEDIA KIT



As the premier print publication of U.S. Figure Skating, SKATING magazine provides an unparalleled opportunity to reach figure skaters on 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 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 all of the avenues open to advertising to figure skaters, nothing beats SKATING. The subscribers read the issues fully.

*— John Petell,
President of Harmony
Sports, Inc.*

AD RATES

RESERVATIONS	1X	4X
Full Page	\$2,300	\$1,750
Half Page	\$1,250	\$750
Quarter Page	\$900	\$600
Sixth Page	\$500	\$415
Classified - \$45 for 35 words		

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 a new copy is not received by the deadline date.
- Advertisers must sign a contract before an advertisement can be placed.
- Publisher reserves the right to approve or disapprove 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 full liability for all content and claims made as a result of the ad.
- The publisher reserves the right to position advertisements except where special positions are requested.

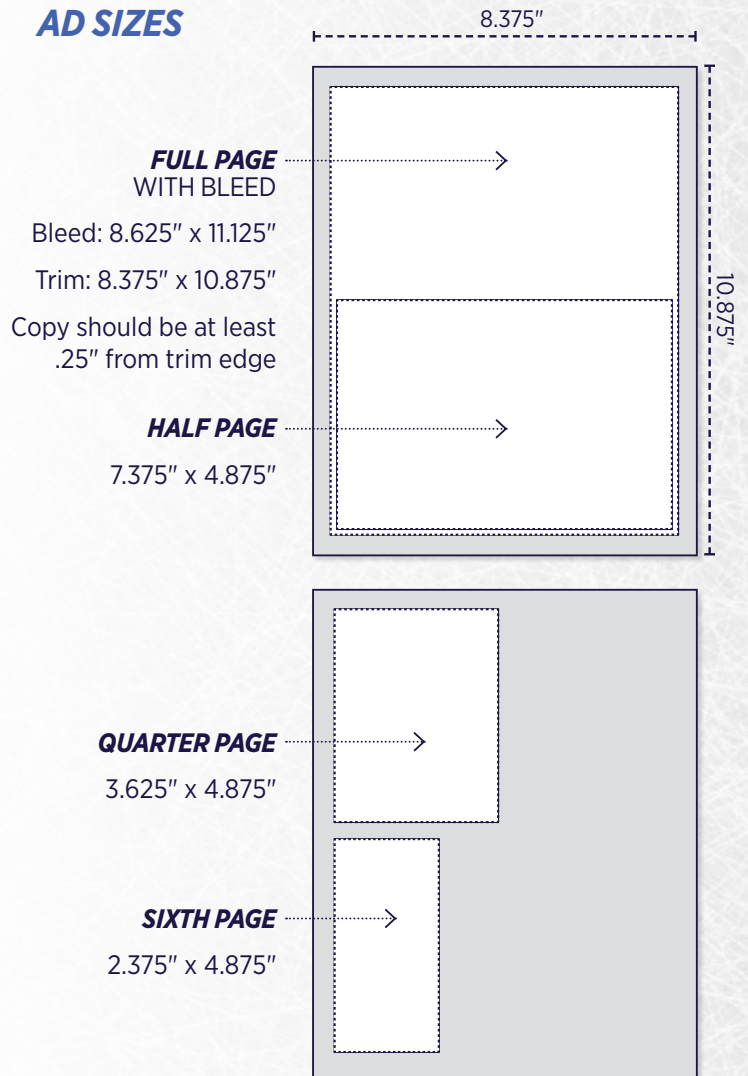
Payments and Discounts

- Billing follows each publication of the magazine and is payable within 30 days of receipt.
- Payment for all classified advertisements is payable in full when reserving space.
- Discounts may be available depending on 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. IN-HOME DATES
Fall	Aug. 1	Aug. 15	Oct. 1-4
Winter	Nov. 1	Nov. 15	Jan. 1-4
Spring	Feb. 1	Feb. 15	April 1-4
Summer	May 1	May 15	July 1-4

ART REQUIREMENTS

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

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

SKATING MAGAZINE AD INFORMATION

AD SIZE	ISSUE(S)
<input type="checkbox"/> Full Page	<input type="checkbox"/> Fall
<input type="checkbox"/> Half Page	<input type="checkbox"/> Winter
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Spring
<input type="checkbox"/> Sixth Page	<input type="checkbox"/> Summer
<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 _____

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.

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
Gabby Alleyne at 719.228.3422
or galleyne@usfigureskating.org