

# USA HOCKEY

MAGAZINE

## advertising rates

Net Rates Effective  
January 1, 2008

Size	Dimension	1x	4x	7x	10x
Back Cover	8 1/4" x 10 7/8"	\$13,960	\$13,255	\$12,560	\$11,860
Inside Cover	8 1/4" x 10 7/8"	12,835	12,190	11,545	10,910
Spread (2-page)	16 1/2" x 10 7/8"	22,585	21,450	20,320	19,195
Full Page	8 1/4" x 10 7/8"	11,820	11,225	10,640	9,995
2/3 Page Vertical	4 3/4" x 9 7/8"	9,525	9,050	8,575	7,995
1/2 Page Vertical	3 1/2" x 9 7/8"	7,235	6,865	6,510	6,145
1/2 Page Horizontal	7 1/4" x 4 7/8"	7,235	6,865	6,510	6,145
1/3 Page Vertical	2 1/4" x 9 7/8"	4,950	4,700	4,455	4,210
1/3 Page Square	4 3/4" x 4 7/8"	4,950	4,700	4,455	4,210
1/4 Page Vertical	3 1/2" x 4 7/8"	3,895	3,695	3,495	3,295

### The Hockey Pro Shop

1/4 Page Horizontal	7 1/4" x 2 3/8"	3,895	3,695	3,495	3,295
1/6 Page Vertical	2 1/4" x 4 7/8"	2,440	2,320	2,195	2,060
1/6 Page Horizontal	4 3/4" x 2 3/8"	2,440	2,320	2,195	2,060
Classified Display	2 1/4" x 2 3/8"	1,225	1,160	1,100	1,045
Classified	2 1/4" x 1"	630	600	565	535

THE VOICE OF HOCKEY IN AMERICA



Check us out on the web at  
[usahockeymagazine.com](http://usahockeymagazine.com)

## circulation



Average circulation of 420,000 non-duplicated U.S. hockey households, representing more than 600,000 members of USA Hockey, Inc., the national governing body for the sport of ice and inline hockey in the United States. Circulation audit (ABC).

### FREQUENCY DISCOUNT

Frequency rates are based on the number of insertions used during a 12-month period. Frequency rates are allowed in advance only with signed contracts received by first closing date; otherwise, frequency rates allowed as earned.

### TERMS

All advertisements less than \$1,000 must be pre-paid. Terms are net 30 days upon approved credit. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.

### INSERT ADVERTISING

Call for rates on inserting your brochure or collateral piece.



Call for special promotional and advertising opportunities on the official website of the world's largest hockey magazine!

# Touchpoint SPORTS

505 HIGHWAY 169 NORTH, SUITE 465 • MINNEAPOLIS, MN 55441

PHONE: (763) 595-0808 • FAX: (763) 595-0016

[www.touchpointsports.com](http://www.touchpointsports.com)

## material specifications

### Page Size:

Trim: 8<sup>1</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"

Safety: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>8</sub>"

Bleed: 8<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>8</sub>"

Bleeds accepted on full page ads only.

### Paper:

Cover - 60# Gloss Text

Text - 36# Gloss Text

### Print:

Cover & Text:

Web Heatset

### Bindery:

Saddle-stitched

## advertisement sizes

Full Page ..... 8<sup>1</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"

2/3 Page ..... 4<sup>3</sup>/<sub>4</sub>" x 9<sup>7</sup>/<sub>8</sub>"

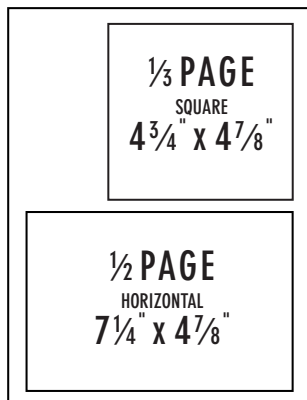
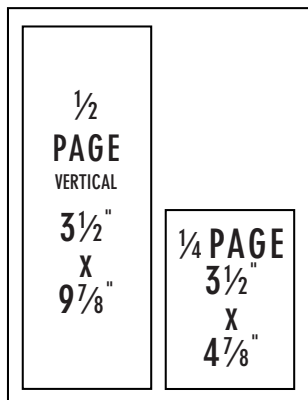
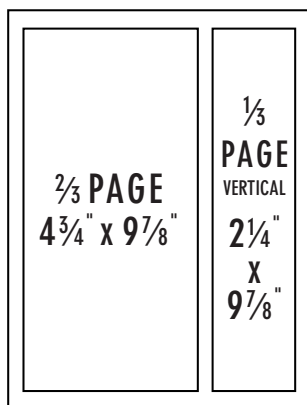
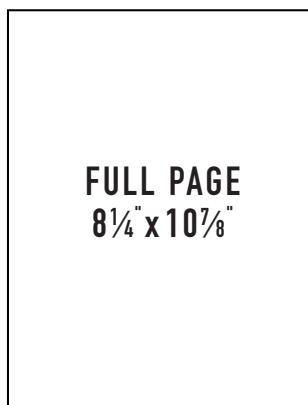
1/2 Page Vertical ..... 3<sup>1</sup>/<sub>2</sub>" x 9<sup>7</sup>/<sub>8</sub>"

1/2 Page Horizontal ..... 7<sup>1</sup>/<sub>4</sub>" x 4<sup>7</sup>/<sub>8</sub>"

1/3 Page Vertical ..... 2<sup>1</sup>/<sub>4</sub>" x 9<sup>7</sup>/<sub>8</sub>"

1/3 Page Square ..... 4<sup>3</sup>/<sub>4</sub>" x 4<sup>7</sup>/<sub>8</sub>"

1/4 Page ..... 3<sup>1</sup>/<sub>2</sub>" x 4<sup>7</sup>/<sub>8</sub>"



## deadlines

USA Hockey Magazine is printed ten times annually. Deadlines for space and materials are listed below. If you contract with the publisher to type-set your ad, copy must be received three working days prior to published materials deadline for proper proof approval.

Issue Date	Space	Material	Mail
January 2008	11/19/07	11/29/07	12/21/07
*February 2008	12/20/07	12/28/07	1/22/08
March 2008	1/23/08	1/30/08	2/22/08
April/May 2008	2/21/08	2/28/08	3/24/08
June/July 2008	4/21/08	4/29/08	5/23/08
August 2008	6/20/08	6/27/08	7/23/08
September 2008	7/21/08	7/28/08	8/23/08
October 2008	8/22/08	8/29/08	9/24/08
November 2008	9/22/08	9/29/08	10/23/08
December 2008	10/22/08	10/29/08	11/23/08
January 2009	11/19/08	11/28/08	12/22/08
*February 2009	12/19/08	12/29/08	1/22/09
March 2009	1/20/09	1/29/09	2/23/09

\*Annual Hockey Camp issue

## digital specs

### Computer Generated Ads

TPG Sports prefers to receive ads in Hi-res PDF format. QuarkXPress, Adobe Illustrator, Adobe Photoshop or an EPS format are also accepted. The magazine is designed on a Macintosh computer in QuarkXPress. Submit ads on CD or you can FTP the files. Be sure to include all appropriate artwork and typefaces. Include a BW or color proof, if possible. Contact the publisher for additional details on how to send your ad electronically to our FTP site.

### Production Capabilities

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.

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