

USPTA

2009 RATE CARD

(Effective January 2009)



Circulation facts

USPTA's *ADDvantage* magazine is distributed to 15,000 USPTA members, including tennis-teaching professionals, clubs and manufacturers in the tennis industry. It is also mailed to members of the United States Tennis Association, Club Managers Association of America and the International Health, Racquet and Sportsclub Association. Additional copies of *ADDvantage* are distributed at conventions and industry trade shows throughout the year.

The conference program is distributed at the World Conference site to all attendees.

Online availability

ADDvantage magazine is available online in PDF format at www.addvantageuspta.com.

Extra charges

Any copy not deemed camera-ready, including reductions, enlargements and extra shipping, will be billed at cost to the advertiser. Quotes are available upon request.

Advertisements that bleed and position requests may be charged an additional 15 percent per unit.

Rates for covers, four-color and two-color ads are based on using processed colors. If PMS or other matched colors are requested, there will be an additional charge.

Contract and copy regulations

- Publisher assumes no responsibilities for photographs, drawings or other materials left in its possession, although every effort will be made to return these items in good condition if a request is made in writing.
- Publisher reserves the right to cancel any advertising order or reject any advertising copy that is not in keeping with USPTA policies at any time prior to press date, whether or not the order of copy has already been accepted or acknowledged.
- Publisher cannot verify or be responsible for the content of any advertisement.
- Publisher will not be responsible for errors in copy made by the advertiser or agency.
- Agency agrees on behalf of advertiser that upon material default in payment by agency, advertiser guarantees payment thereof.
- Position cannot be guaranteed.
- Publisher cannot guarantee against backed-up coupons.
- Publisher is not responsible for advertising materials left after six months.
- Announcement of any rate change will be made at least 30 days in advance of the closing date of the first issue affected.
- No cancellations will be accepted after the closing date.
- Cover ads cannot be canceled.

Printing requirements

The magazine is printed sheet-fed offset. Printer will accept electronic files (MAC or PC: If using Indesign, version CS2 or earlier) on disk, or sent via FTP or through Web site (address supplied upon request). All pages should be designed for final trim as 8.5 x 11 with .125 bleed added if image(s) carry past trim area. All images should be of proper resolution (300 dpi preferred) and converted to CMYK. If supplying PDF, ensure that all fonts are embedded and that file is distilled as High Quality PDF or Print Ready. High quality epson proof required for four-color and two-color ads. PDF proofs emailed for one-color layouts/pages.

Publisher

USPTA's *ADDvantage* magazine, World Conference program, and Membership Directory are owned and published by the United States Professional Tennis Association Inc.
World Headquarters • 3535 Briarpark Drive • Suite One • Houston, TX 77042
tel 713-97-USPTA • fax 713-358-7794 • e-mail marketing@uspta.org • www.addvantageuspta.com

ADDvantage magazine

Advertising rates					
Black and white	1 time	3 times	6 times	9 times	11 times
Full page	\$1,830	\$1,740	\$1,675	\$1,590	\$1,510
$\frac{2}{3}$ page	1,300	1,245	1,185	1,135	1,070
$\frac{1}{2}$ page	1,055	1,015	970	920	870
$\frac{1}{3}$ page	690	660	630	600	570
2-color					
Full page	\$2,225	\$2,115	\$2,015	\$1,915	\$1,815
$\frac{2}{3}$ page	1,670	1,580	1,505	1,435	1,360
$\frac{1}{2}$ page	1,350	1,280	1,225	1,160	1,095
$\frac{1}{3}$ page	915	870	835	800	755
4-color					
Full page	\$2,665	\$2,540	\$2,425	\$2,305	\$2,195
$\frac{2}{3}$ page	2,110	2,015	1,915	1,810	1,715
$\frac{1}{2}$ page	1,665	1,575	1,505	1,420	1,350
$\frac{1}{3}$ page	1,160	1,120	1,045	1,000	935
Covers (non-cancelable)					
2 nd	\$3,730	\$3,560	\$3,375	\$3,210	\$3,195
3 rd	3,730	3,560	3,375	3,210	3,195
4 th	4,565	4,340	4,120	3,900	3,685

Mechanical requirements

Trim size	8½ x 11
Full page (live area)	7½ x 10
Full-page bleed	8¾ x 11¼
$\frac{3}{4}$ page (horizontal)	7½ x 6¾
$\frac{3}{4}$ page (vertical)	4¾ x 10
$\frac{1}{2}$ page	7½ x 5
$\frac{1}{2}$ page (horizontal)	7½ x 3½
$\frac{1}{3}$ page (vertical)	2 $\frac{5}{16}$ x 10
$\frac{1}{3}$ page (square)	4 $\frac{7}{8}$ x 4 $\frac{7}{8}$

Closing dates

Ad space: Reserved by 1st of second month preceding cover date

Materials: Due by 15th of second month preceding cover date

Covers: Due by 1st of second month preceding cover date

ADDvantage classifieds

\$30 for 20 words, minimum per issue. 50 cents per word thereafter. Pay by check, money order, Visa or MasterCard. Prepayment is required.

Supply typed copy and include full name, telephone number, and credit card number and expiration date. (No agency or cash discounts.)

Issue closes 15th of month, two months preceding cover date. Fax to 713-358-7794 or e-mail to magazine@uspta.org, attn: ADDvantage classifieds.

No classifieds will be accepted by telephone; no exceptions are made.

World Conference program

2-color or 4-color	
Full page	\$1,500
$\frac{1}{2}$ page	900
Covers (non-cancelable)	
2 nd	\$3,570
3 rd	3,570
4 th	4,525

Mechanical requirements

Trim size	8¾ x 10 $\frac{7}{8}$
Full page (live area)	7½ x 10
Full-page bleed	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$
$\frac{1}{2}$ page	7½ x 5

Closing dates

Ad space: Reserve by June 15, 2009

Materials: Due by June 30, 2009

Covers: Due by June 30, 2009

Distributed: September 2009

