

# TECHNIQUE

an official publication of USA Gymnastics

## BLACK AND WHITE AD RATES

	1x	2x	5x	10x
Full Page	\$1181	\$1099	\$943	\$786
1/2 Page	\$628	\$590	\$553	\$471
1/3 Page	\$590	\$553	\$471	\$396

COVERS	2nd/3rd	.....\$1339
	4th	.....\$1545

## SPECIAL POSITIONS

Preferred or special position requests by advertisers will be charged an additional 20% to the page rate. Placement of all other advertisements is left to the discretion of the publisher.

## CLASSIFIED ADS

1-100 words	\$100
101-200 words	\$200

Capitalization of certain words for emphasis is allowed. Payment is required with insertion. Classifieds may be faxed to USA Gymnastics at (317)237-5069 with credit card number, expiration date, and signature or e-mail Classified word document with credit card information to [lpeszek@usa-gymnastics.org](mailto:lpeszek@usa-gymnastics.org). Call Publications Dept. at (317)829-5646 for details. Your ad in *Technique* will automatically be placed online for 30 days at no additional charge. The address is <http://usa-gymnastics.org/classifieds/>

## CIRCULATION PROFILE

*Technique*, published 10 times per year, provides excellent exposure to approximately 17,000 USA Gymnastics professionals and instructor members, with high quality printing and impressive graphics. The magazine is two-color with black and white ads.

## FEATURES

*Technique* presents its readers with current research topics, coaching trends and the official minutes from all USA Gymnastics committee meetings to assist gymnastics professionals throughout the country.

## PREPAYMENT DISCOUNTS

There is a 5% discount for prepayment of ads by reservation deadline. There is no agency discount.

## CANCELLATIONS

Ads can not be cancelled from issue after reservation deadline. Contracts cancelled by advertiser prior to completion will be charged frequency rate discount. (i.e. contract for 5x cancelled after second ad must pay the difference in 2x rate versus 5x rate.)

## NEW ADVERTISERS

Prepayment on the first ad is required for all new advertisers. Payment is to be received with contract by reservation deadline. Remaining ads on contract will be billed. There is a 5% discount for all ads paid by the reservation deadline.

## PUBLICATIONS SCHEDULE

ISSUE	RESERVATION	MATERIALS DUE
January	11/15	12/1
February	12/15	1/1
March	1/15	2/1
April	2/15	3/1
May	3/15	4/1
June	4/15	5/1
July	5/15	6/1
August	6/15	7/1
Sept./Oct.	7/15	8/1
Nov./Dec.	9/15	10/1

When deadline falls on a Saturday, Sunday or holiday, the issue closes on the preceding work day.

## MECHANICAL REQUIREMENTS

	Width	Height
Full Bleed	8 <sup>5</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>4</sub> "
Full	7 <sup>5</sup> / <sub>16</sub> "	10"
1/2 page (horizontal)	7 <sup>3</sup> / <sub>16</sub> "	5"
1/2 page (vertical)	3 <sup>1</sup> / <sub>2</sub> "	10"
1/3 page (horizontal)	7 <sup>3</sup> / <sub>16</sub> "	3 <sup>7</sup> / <sub>16</sub> "
1/3 page (vertical)	2 <sup>1</sup> / <sub>2</sub> "	10"
Final Trim Size	8 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "

Live area should be at least 1/4" from trim and binding edge.

## REPRODUCTION

Please provide either Macintosh or PC files using one of the following major file formats for high-quality printing.

- We accept QuarkXpress, Adobe InDesign, Adobe Pagemaker, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Macromedia Freehand, and CorelDraw (please specify application and version used).
- We cannot accept word processing files as final artwork.
- A laser proof that matches the ad is required.
- All fonts (including printer and screen fonts), and all final placed graphics such as TIFF and EPS files must be included on the disk.
- We accept black and white ads submitted on a CD or ads can also be uploaded to the USA Gymnastics FTP site at <ftp://www.usa-gymnastics.org/> Please call Luan Peszek ahead to receive the password at 317-829-5646 or email [lpeszek@usa-gymnastics.org](mailto:lpeszek@usa-gymnastics.org). Files must be at least 300 dpi .jpg or .pdf with all fonts converted to curves (preferably a pdf). A proof must be submitted for matching purposes. Please confirm when the ad has been uploaded.

OR supply your ad as a film negative, right reading emulsion side down. Screens should be 133 line. Velox or high resolution (1270 or above) computer output is also acceptable. Photocopies or low quality reproductions are not acceptable.

**ART PREPARATION:** All advertising rates are based on camera-ready mechanicals. Art direction is not available from USA Gymnastics. Changes or corrections in original art to be made by publisher will incur a minimum \$40 fee.

*Technique* is received by all professional members of USA Gymnastics. This elite and powerful group includes all administrators, club owners, judges, instructors and coaches. By advertising in this publication, your product or service is targeted to a list of professional members in a form which will be observed and then kept permanently for future reference. This gives your ad strong impact to more than 17,000 readers. The publication is two-color but only black and white ads are accepted.

## INSERT INFORMATION

**RATE:** Inserts - 29¢ each

**MINIMUM: ALL COPIES ON PRESS RUN FOR THAT ISSUE.** Allow 3% overrun for spoilage. Inserts are subject to acceptance. A sample of the printed insert must be shipped to publisher one month prior to camera-ready deadline. Insert orders may not be canceled after closing date.

**TRIM SIZE:** 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" with 1/8" head trim. Text or graphics will be trimmed off if your brochure exceeds the magazine's trim size!

**PAGE # LIMITATIONS:** Maximum of 28 pages

**BINDERY:** All inserts of multiple pages (over four) have to be folded, pre-stitched with one center stitch, left untrimmed, allowing for 1/8" head trim and a minimum of 3/8" high folio bindery lip.

**SHIPPING:** Boxed or properly skid-packed with a quantity indicated prior to shipping deadline. The U.S. Postal Service requires the word "advertisement" to appear prominently on the first page of the brochure.

## CONDITIONS

1. Publisher reserves the right to approve or disapprove of ads. USA Gymnastics must approve all ads when National Team athletes are involved to insure the amateur status of the athlete is not jeopardized. Ads utilizing National Team athletes should be submitted for approval on insertion order deadline. USA Gymnastics will not withhold approval unreasonably.
2. Net 30 days from invoice date. Five percent discount if payment accompanies ad insertion order. A 1/2% per month carrying charge will be added after 30 days. In the event of non-payment, the publisher reserves the right to hold advertiser and/or agency jointly liable.
3. All insertion orders are accepted subject to provisions of our current rate card.
4. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency is/are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harm from and against any loss, expense, or other liability arising out of publication of such advertisement.
5. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflict with the publisher's policies will be binding on the publisher, unless specifically agreed to in writing by the publisher.
6. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to publisher.
7. Publisher shall not be liable for errors made in key numbers, or costs and damage if for any reason it fails to publish an advertisement.
8. All agreements are subject to strikes, accidents, fires, act of God, or other incidents beyond the publisher's control.

## PUBLISHER

USA Gymnastics  
Pan American Plaza  
201 S. Capitol Avenue, Suite 300  
Indianapolis, IN 46225  
PH: (317)237-5050; FX: (317)237-5069  
[www.usa-gymnastics.org](http://www.usa-gymnastics.org)



(as of 5/1/07)