



USA GYMNASTICS

Advertise Among Champions

Associate your company with champions—our athletes consistently emerge on the award stands and capture the attention of the public.

USA *Gymnastics* magazine preserves an over 20-year history of authorized coverage of one of America's favorite sports. This four-color, bimonthly publication is the official source of all USA Gymnastics information and includes coverage of men's, women's, rhythmic, acrobatic gymnastics, and the trampoline and tumbling disciplines. USA *Gymnastics* magazine is published by USA Gymnastics, the sole national governing body for the sport of gymnastics in the United States.

USA *Gymnastics*, produced for athletes, professionals, and fans, features profiles on national team athletes, and important national and international competitions including World Championships and Olympic Games.

High Quality printing and graphics capture the essence of this sport's excitement and provide advertisers accessibility to an ideal market of 100,000* subscribers. Join our team and aim your product or service to active families and children — especially young girls! These mobile families—young, educated, affluent—offer an excellent outlet for companies representing such industries as recreation, fitness, and sports equipment; athletic apparel and accessories; family-oriented consumer products; snack, beverage, and health food items; cosmetic, health and hygiene products.

*circulation varies due to membership/seasonal changes

ADVERTISING RATES

DISPLAY ADS FOUR-COLOR

	1x	3x	6x
FULL PAGE	\$3,126	\$2,623	\$2,499
1/2 PAGE	\$2,136	\$1,924	\$1,712
1/3 PAGE	\$1,161	\$1,048	\$929
1/4 PAGE	\$1,000	\$904	\$801
1/6 PAGE	\$752	\$680	\$600

Bleed on full page and 1/2 page ads is no extra charge.

COVERS

2nd/3rd.....	\$3,405
4th.....	\$4,115

Covers are contract only and non-cancelable.

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.

PUBLICATION SCHEDULE

Issue	Insertion Order	Material Due
January/February	Nov. 16	Dec. 1
March/April	Jan. 16	Feb. 1
May/June	Mar. 16	Apr. 1
July/August	May 16	June 1
September/October	July 16	Aug. 1
November/December	Sept. 16	Oct. 1

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

Note: Insertion order date is also the prepay deadline in order to receive 5% discount

MECHANICAL REQUIREMENTS

	Width		Height
FULL	7 ⁵ / ₁₆ "	x	10"
FULL BLEED	8 ⁵ / ₈ "	x	11 ¹ / ₄ "
1/2 PAGE (horizontal)	7 ³ / ₁₆ "	x	5"
1/2 PAGE (horizontal bleed)	8 ³ / ₈ "	x	5 ⁹ / ₁₆ "
1/2 PAGE (vertical)	3 ¹ / ₂ "	x	10"
1/2 PAGE (vertical bleed)	4 ¹ / ₄ "	x	11"
1/3 PAGE (horizontal)	7 ³ / ₁₆ "	x	3 ⁷ / ₁₆ "
1/3 PAGE (vertical)	2 ¹ / ₂ "	x	10"
1/4 PAGE (vertical)	3 ¹ / ₂ "	x	5"
1/6 page (vertical)	2 ¹ / ₂ "	x	5"
Final Trim Size	8 ³ / ₈ "	x	10 ⁷ / ₈ "

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

INSERT INFORMATION

RATE: Inserts - 30¢ each Zip-code Breakdown - 10¢ each

MINIMUM of 30,000 inserts required. 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: 8³/₈" x 10⁷/₈" with 1/8" head trim and a 1/8" backbone trim for perfect binding plus 3/8" high folio bindery lip. 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.

Note: The U.S. Postal Service requires the word "advertisement" to appear prominently on the first page of the brochure.

REQUIREMENTS

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

- We accept QuarkXpress, Adobe Pagemaker, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Macromedia Freehand, and CorelDraw (please specify application and version used).
- Convert all colors to CMYK
- 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 files submitted on CD.

OR

- Ads can be uploaded to the USA Gymnastics FTP site. Files must be at least 300 dpi .jpg or .pdf with all fonts converted to curves (Preferably a PDF). A color proof must be submitted for matching purposes. USA Gymnastics is not responsible for problems involving color, graphic or photos if a color proof is not provided. You must contact Luan Peszek prior to sending the ad, in order to get the login and password to use the FTP site. Contact us at: (317) 829-5646 or publications@usa-gymnastics.org. Please confirm when the ad has been uploaded.

OR

- supply your ad in the following manner.
- Supply one set of film negatives, right reading, emulsion side down. Screens should be 133 or 150 line. Color Proofs are required.

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 fee.

CANCELLATIONS

Ads can not be cancelled from issue after Insertion Order deadline. Contracts cancelled by advertiser prior to completion will be charged the closest (shorter) frequency rate (i.e., contract for 6x cancelled after third ad must pay the difference in 3x rate versus 6x rate.)

PAYMENT AND DISCOUNTS

First-time advertisers are required to pay rate in full with insertion order of first ad. Subsequent ads may be billed after this issue is complete or advertisers can elect to prepay the ad by the Insertion Order deadline to get a 5% Prepay Discount. Payment is net 30 days from invoice date. A service charge of 1/2% per month will be charged on all accounts past 30 days.

Classified ads are not to be billed. If payment is not received by insertion order deadline, the classified ad will not be published. There are no agency discounts on advertising.

CLASSIFIED ADS

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

No Bold or italics; 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 to publications@usa-gymnastics.org with credit card information, or mail check or money order along with ad to USA Gymnastics, Attn.: Classifieds, Pan American Plaza, 201 S. Capitol Ave. Suite 300, Indianapolis, IN 46225. Call Publications Dept. at (317) 829-5646 for details. Your ad in *USA Gymnastics* will automatically be placed online for 30 days. The address is <http://usa-gymnastics.org/classifieds/> Deadlines are as follows:

Issue	Deadline for Classified Ad
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

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, acts of God, or other incidents beyond the publisher's control.

PUBLISHER

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