

All advertising copy must be received six weeks prior to the cover date of the issue in which the ad is to appear. Allow one additional week if advance proofs are required. (See deadline for ad copy).

Name (print) _____

Phone (area code) _____

Firm _____

Address _____

City _____ ST _____ ZIP _____

Date: _____

Signature: _____

Authorization is hereby made, subject to the terms stated in this schedule for the following advertising in Wrestling U.S.A. during the current publication year. (Sept. thru May)

Mail To:

Wrestling U.S.A. Magazine / Advertising Dept
Lanny Bryant
109 Apple House Ln,
Missoula, MT. 59802

Phone (800) 359-1850
Fax (406) 549-4879
Web Site <http://www.wrestlingusa.com>
E - Mail wrestling@montana.com

Mechanical Requirements

- A. A page is 3 columns
Column width is 2 1/2 inches
Column height is 10 Inches

Page 8.5" x 11.125"
2/3 Page 5" x 10"
1/2 Page 5" x 7.5" or 7.5" x 5"
1/3 Page 5" x 5" or 2.5" x 10"
1/4 Page 2.5" x 7.5" or 5" x 3.75"
1/6 Page 2.5" x 5"
Publication trim size 8.375" x 10.875"
Bleed page size 8.5" x 11.125"
Spread bleed size 17.25" x 11.125"

For mechanical requirements for inserts consult
Cody Bryant.
- B. Screen
Black & White or Process Color
4-color Process; Yellow, Magenta, Cyan & Black
150 line Screen angles Black 45, Yellow 90,
Magenta 105, Cyan 75
- C. Printing--Web: Computer to Plate
- D. Material we will accept in order of preference for black and white and Process color advertising:
Disk or CD for the MacIntosh computer
1. Files in QuarkExpress - images saved as eps or tiffs
2. Files saved as eps in Illustrator, Freehand or CorelDraw.
3. Files in Pagemaker - images must be saved as eps
- E. Scans must be at least 300 resolution or dpi.
- F. All color images must be saved in CMYK format.
- G. Black and white images must be saved as grayscale.
- H. Advertising copy changes costs ordered by advertisers or agency will be billed at cost.
- I. Supplied material, not ordered returned, at the end of the school year will be destroyed.
- J. Vital advertising matter should be kept at least 3/8" away from trim edge.



Published 12 Times Yearly

*The National Voice of
High School Wrestling
Devoted Exclusively to Wrestling
Since 1965*

ADVERTISING
RATES

2005 - 2006

Profile:

We will publish 15,000 magazines which will be distributed by direct mail to our subscribers who pay \$31.00 for a one year subscription.

Because we have designed the Wrestling U.S.A. Magazine for the specific needs of the nation's wrestling coaches and their athletes, you are assured that your product receives maximum exposure to precisely the audience you wish to reach. In fact, with a distribution of 15,000 PLUS pass-along readership of a coach passing the issue to his team members, you expand your market for potential new consumers considerably

In addition the Buyer's Guides will be mailed to every high school, college, junior high, and club wrestling coach in the USA. 17,000 Plus will be sent at the beginning of the school year in October and at the completion of the wrestling season in March.

Advertising Rates:

A. BLACK AND WHITE

	1X	3X	5X	7X	9X	12X
Page	1400	1300	1250	1200	1130	1100
2/3	950	900	850	800	750	700
1/2	800	750	700	650	600	550
1/3	550	500	475	450	425	400
1/4	400	375	350	325	300	275
1/6	300	275	250	225	200	175

B. BLACK PLUS 1 COLOR

Page	1600	1450	1350	1300	1250	1200
2/3	1100	1000	950	900	850	800
1/2	900	850	800	750	700	650
1/3	650	600	575	550	525	500
1/4	500	475	450	425	400	375
1/6	400	375	350	325	300	275

C. FOUR-COLOR

Page	1800	1650	1550	1500	1450	1400
2/3	1300	1200	1150	1100	1050	1000
1/2	1100	1050	1000	950	900	850
1/3	850	800	775	750	725	700
1/4	700	675	650	625	600	575
1/6	600	475	450	425	400	375

D. COVER POSITION

2nd, 3rd & 4th Cover (COLOR Only)						
	1950	1850	1750	1650	1550	1450

E. Four Page Action Postors

	2800	2700	2600	2500	2400	2300
--	------	------	------	------	------	------

F. SPECIAL POSITION NON COVER ADD 15%

Insert Advertising Rates:

SUPPLIED INSERTS

2 Pages (Single Leaf)	2,500
4 Pages	2,750
6 Pages	3,250
8 Pages	3,500
12 Pages	4,250
16 Pages	5,000
20 Pages	5,750
24 Pages	6,500
+ Pages add 250 each page	
Business Reply Cards	1000

Space Reservations:

- Ad Dimensions _____ x _____
- Ad Size: Page 2/3 1/2 1/3 1/4 1/8
- Number of issues _____
- Black Black plus 1 color Four color

NOTE - The discounts to be allowed will be based upon the contracted number of issues

Check Preferred Dates Below:

- | | | |
|---|---|-----------------------------------|
| <input type="checkbox"/> Sept 15 | <input type="checkbox"/> Dec 15 | <input type="checkbox"/> March 15 |
| <input type="checkbox"/> Oct 1 | <input type="checkbox"/> Jan 15 | <input type="checkbox"/> April 15 |
| <input type="checkbox"/> Oct 15 | <input type="checkbox"/> Feb 15 | <input type="checkbox"/> May 15 |
| <input type="checkbox"/> Nov 15 | <input type="checkbox"/> March 1 | <input type="checkbox"/> May 30 |
| <input type="checkbox"/> Fall Buyer's Guide | <input type="checkbox"/> Spring Buyer's Guide | |

All 12 issues & 2 Buyer's Guide

Commission & Payment

- Agency commissions: 15%.
- Net 30 days from invoice date.
- Payment with order required from first-time advertisers except from agencies listed in Red Book Directory.

Digital Ready Files

Rates are based on digital ready files. When additional processing occurs, these charges will be billed to the advertiser at a rate of \$5.00 per inch for a one-time set-up fee and typesetting.

Advertising Copy Deadline

Cover	Date	Magazine Deadline for Ad Copy	Mailed To Subscribers
Fall Buyer's Guide	Aug. 5		Sept. 25
Sept. 15	Aug. 1		Sept. 1
Oct. 1	Aug. 15		Sept. 15
Oct. 15	Sept. 1		Oct. 1
Nov. 15	Oct. 1		Nov. 1
Dec. 15	Nov. 1		Dec. 1
Jan. 15	Dec. 1		Jan. 1
Feb. 15	Jan. 1		Feb. 1
Mar. 1	Jan. 15		Feb. 15
Mar. 15	Feb. 1		March 1
Spg Buyer's Guide	Feb. 25		March 25
Apr. 15	March 1		April 1
May 15	April 1		May 1
May 30	April 15		May 15