



ATHLETES ONLY

www.atf-athlete.com

2011

The most reliable way to reach the 1.4 million high school, college, and club track & field and cross country enthusiasts! Check us out on the web at www.atf-athlete.com!

Athletes Only is published six times a year, and is geared to track & field and cross country athletes at the high school, club and college levels of the sport. Delivered two ways: to 15,740 high school and college teams, and by paid subscriptions (home delivery). *AO's* editorial goal is to make athletics (track & field, cross country) accessible and fun for the athletes.

Founded in 1995, *Athletes Only* moved to six issues in 2007, going to more than 150,000 high school, club, and college athletes per issue. *AO* has themes for each issue: Issue 1—February, Year in Review; Issue 2—April, Outdoor Track; Issue 3—June, Summer Training; Issue 4—August, Cross Country; Issue 5—October, Winter Training; Issue 6—December, Cross Country Review. Each issue has training programs, footwear updates, athlete updates, and photo essays from the top photographers in the sport.

Athletes Only is the most reliable way to reach the largest prep sport-athletics. Athletics includes cross country and indoor and outdoor track & field. 1.4 million athletes compete (out of 6.9 million at prep levels) each year. These athletes work out 45 weeks a year, 6 days a week, for an average of 2 hours, 15 minutes a day. 48% of our readers are female, 52% are male. They also take advantage of our exclusive website, www.atf-athlete.com!

PUBLISHER

Larry Eder
Shooting Star Media, Inc.
P.O. Box 67
Ft. Atkinson, WI 53538

(608) 239-3785
Fax (920) 563-7298

larry.eder@gmail.com
www.shootingstarmediainc.com

ADVERTISING RATES (150,000)

| 4/Color (Gross Amounts) | | |
|-------------------------|-----------|-----------|
| | Open | 5x |
| Spread | \$ 25,740 | \$ 23,796 |
| Full Page | \$ 14,300 | \$ 13,220 |
| 2/3 | \$ 11,430 | \$ 10,570 |
| 1/2 | \$ 7,900 | \$ 7,310 |
| 1/3 | \$ 5,475 | \$ 5,065 |
| Digital Ads | \$1,000 | |

| Black/White | | |
|-------------|-----------|-----------|
| | Open | 5x |
| Spread | \$ 22,986 | \$ 21,258 |
| Full Page | \$ 12,770 | \$ 11,810 |
| 2/3 | \$ 10,035 | \$ 9,280 |
| 1/2 | \$ 6,450 | \$ 5,960 |
| 1/3 | \$ 3,650 | \$ 3,375 |

| Web Rates | |
|---|--|
| \$25 per thousand for large banner, \$15 per thousand for small display ads. Sponsorship for e-newsletter and training programs available. We make your web ad for free! Sizes: 468 px. x 60 px., 120 px. x 60 px., 15–20 kb maximum file size. | |

SPECIAL MEDIA OPPORTUNITIES

Poster Prices:

225,000 posters, designed, printed and inserted. \$30,000—16" x 22", 4-color.

Signature Cards:

225,000 designed, printed and inserted. \$22,000 5-1/2" x 8-1/2" (two cards, same size for \$25,000).

INSERTS WELCOME

Polybag inserts available. Catalog inserts (up to 16 pp) available for full run or demographic break-out. 50 break-outs available. Ad design/printing available. Ask your representative for details.

DISCOUNTS

Agency Discount:

15% for invoices paid by agencies within 30 days of invoicing.

Terms:

Net 20 days. All discounts null and void at 30 days.

ELECTRONIC FILES

300 dpi required. Please note, we prefer electronic files: MAC formatted, Quark preferred, on CD/Zips, with color laser proof, or email Alex on how to ftp ads to our site.

PDFs Preferred.

\$25 fee to make PDFs or proofs or to resize.

SEND TO

Please send all ad materials to:
 Alex Larsen, Shooting Star Media, Inc.
 28 Milwaukee Avenue West
 Ft. Atkinson, WI 53538
 alarsen.adprod@gmail.com
 (920) 563-5551 ext. 153
 Fax (920) 563-7298

ADVERTISING SPECIFICATIONS

| Ad Dimensions | | |
|---------------|------------|-------------------|
| Full Page | Trim | 8-1/8" x 10-7/8" |
| | Bleed | 8-5/16" x 11-1/8" |
| 2/3 | | 4-9/16" x 10" |
| 1/2 | Island | 4-9/16" x 7-1/2" |
| | Horizontal | 7-1/16" x 4-7/8" |
| | Vertical | 3-5/16" x 10" |
| 1/3 | Horizontal | 4-9/16" x 4-7/8" |
| | Vertical | 2-1/8" x 10" |
| 1/4 | Horizontal | 7-1/16" x 2-3/8" |
| | Vertical | 3-5/16" x 4-7/8" |
| 1/6 | Horizontal | 4-9/16" x 2-7/16" |
| | Vertical | 2-1/8" x 4-7/8" |

CONTACTS

Publisher

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National Advertising

Running Network, LLC
 (608) 239-3785 – Fax (920) 563-7298
 runnetads@gmail.com

MAILING SCHEDULE

| Mailing Schedule (5x) | | | |
|-----------------------|----------------------|---------------|----------|
| Issue | Insertion Orders Due | Materials Due | Mails |
| Spring 11 | 1/10/11 | 1/20/11 | 2/5/11 |
| Summer 11 | 3/25/11 | 4/5/11 | 4/25/11 |
| Fall 11 | 7/10/11 | 7/25/11 | 8/15/11 |
| Winter 11 | 10/30/11 | 11/5/11 | 11/20/11 |
| 2011 Year in Review | 11/20/11 | 12/5/11 | 12/20/11 |

Track and cross country athletes work out 45 weeks per year, 6 days per week, for a daily average of 2 hours, 15 minutes. They purchase an average of five pair of training shoes per year, as well as sports drinks, bottled water, fast food, CDs, sports apparel, movie tickets. Have you included them in your media plan? Check out www.atf-athlete.com/!



Proud Member of the Running Network LLC
www.runningnetwork.com



P.O. Box 801 • Ft. Atkinson, WI 53538
 Phone (608) 239-3785 • Fax (920) 563-7298
www.ShootingStarMediaInc.com

| Insertion Order | |
|-------------------|--------------------|
| Publication Name: | PO #: |
| Issue Date: | Insertion Order #: |

| Advertiser Information | Information |
|------------------------|-------------------|
| Company Name: | Company Name: |
| Contact: | Contact: |
| Address: | Address: |
| City, State, Zip: | City, State, Zip: |
| Phone #: | Phone #: |
| Fax #: | Fax #: |
| Email Address: | Email Address: |

| Ad Information | Rate Information |
|------------------------|-----------------------------|
| Ad Name: | Gross Rate (Per Insertion): |
| Ad Color: | Net Rate (Per Insertion): |
| Position Requirements: | Total Net (Per Insertion): |
| Ad Size: | SSM Representative: |
| Frequency: | |
| Instructions: | |

Terms & Agreement

B&W and 2-Color Ads: Advertisers must provide film negatives, right-reading emulsion side down, repro proofs or camera-ready mechanicals. Screen density 120–144 lines. Total density not to exceed 175% for 2-color.

4-Color Ads: Advertisers must provide right-reading film, emulsion side down, with one set of progressive proofs, Chromalins or match print. AAAA offset standards apply. Screen density recommended at 133 lines. Total density of ink coverage should not exceed 260%.

Publisher reserves the right to reject any advertising deemed unsuitable for Shooting Star Media, Inc. Advertiser agrees to assume liability for all content of advertisements printed and for any claims arising from them against the discretion of the publisher. Publisher reserves the right to label all advertisements as advertising. Positioning of all advertisements is at the sole discretion of Publisher. Publisher assumes no responsibility for key numbers or reader service numbers. Advertiser is responsible for proofing all copy. Publisher will not be responsible for any ad copy after advertiser proofing. All checks must be made payable to Shooting Star Media, Inc. Net terms are 20 days from date of invoice. A monthly service fee of 1.5% will be assessed on all unpaid accounts after 30 days. Publisher reserves the right to reject any and all advertising from agencies or advertisers with unpaid invoices.

I HAVE READ, UNDERSTOOD AND AGREE TO BE BOUND BY ALL OF THE ITEMS ON THIS ADVERTISING INSERTION ORDER CONTRACT.

I FURTHER ACKNOWLEDGE THAT I AM ACTING WITHIN THE BOUNDS OF MY AUTHORITY IN SIGNING THIS AGREEMENT.

| | |
|--------------------------------------|-------|
| Signature, Advertiser or Agency Rep: | Date: |
| Title: | |

| | |
|---------------------------------------|-------|
| Signature, Shooting Star Media, Inc.: | Date: |
|---------------------------------------|-------|