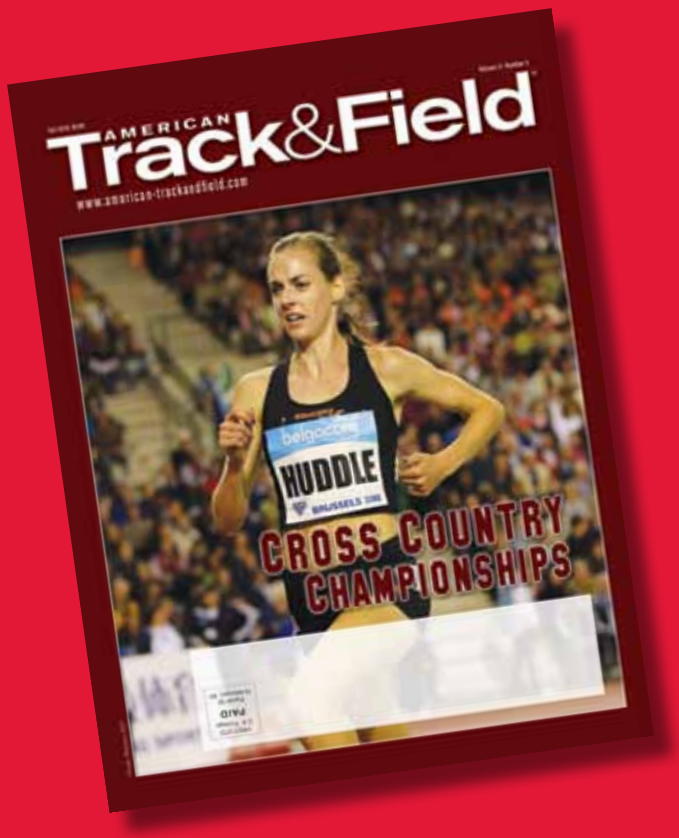

AMERICAN Track&Field®

www.american-trackandfield.com 2011

Read by 30,000 head track & field and cross country coaches at high schools, community colleges, universities and clubs throughout USA. Now, seven times a year! The key to your company's success is reaching the decision makers—the subscribers of *American Track & Field*! Now on the web, as well at www.american-trackandfield.com!

American Track & Field *is a media partner of USA Track & Field, the governing body of the sport of athletics in the United States, and has partnerships with 39 state prep sports associations.*

American Track & Field is the only magazine whose marketing strategy is the same as its editorial strategy—that is, to help the sport of athletics and those professionals who serve it to broaden the base of participation and to deepen the involvement of those already participating. Our readers purchase products not only for themselves, but for the teams they coach. With an average high school team size of 51, and college size of 38, you can see the influence.

The key to understanding the 30,000 coaches who read our magazine cover to cover is that they are dedicated to their profession. Here is what we know about them:

- Average age is 39; average time coaching is 15 years
- 77% coach high school, 12% coach 4-year college, 7% coach community college, and 4% coach clubs
- 22,000 coach both cross country and track & field
- 68% of our coaches are male; 32% female
- The average time spent reading *AT&F* the first time around is 1 hour, 30 minutes.
- 60% of *AT&F* subscribers keep AT&F for over 3 years, 32% save the issues for an average of 7 years!

PUBLISHER

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Fax (920) 563-7298

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

ADVERTISING RATES (30,000)

4/Color (Gross Amounts)				
	Open	3x	6x	7x
Full Page	$ 4,520	$ 4,295	$ 4,065	$ 3,840
2/3	$ 3,510	$ 3,335	$ 3,160	$ 2,985
1/2	$ 2,885	$ 2,740	$ 2,600	$ 2,455
1/3	$ 2,370	$ 2,250	$ 2,130	$ 2,015
1/4	$ 1,600	$ 1,400	$ 1,200	$ 1,000
1/6	$ 1,400	$ 1,200	$ 1,000	$ 800
Spreads	$ 8,800	$ 8,600	$ 8,400	$ 8,200
Cover 2 or 3	$ 5,400	$ 5,200	$ 5,000	$ 4,800
Cover 4	$ 8,000	$ 7,800	$ 7,600	$ 7,400

Black/White				
	Open	3x	6x	7x
Full Page	$ 2,580	$ 2,450	$ 2,320	$ 2,195
2/3	$ 2,045	$ 1,940	$ 1,840	$ 1,735
1/2	$ 1,530	$ 1,450	$ 1,375	$ 1,300
1/3	$ 1,500	$ 1,400	$ 1,300	$ 1,200
1/4	$ 1,125	$ 1,070	$ 1,014	$ 960
1/6	$ 850	$ 800	$ 750	$ 700
1/8	$ 750	$ 700	$ 650	$ 600
1/9	$ 695	$ 660	$ 630	$ 590
Spreads	$ 6,000	$ 5,800	$ 5,700	$ 5,600

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" x10-7/8"
	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"
1/8		3-5/16" x 2-1/4"
1/9		3-1/4" x 2-1/4"

CONTACTS

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MAILING SCHEDULE

Mailing Schedule (7x)			
Issue	Insertion Orders Due	Materials Due	Mails
Winter 2010/ US Athletics Calendar 11	11/29/10	12/09/10	12/20/10
Spring 11	1/10/11	1/20/11	2/5/11
Summer 11	3/28/11	4/5/11	4/25/11
Resource Guide 11	5/28/11	6/5/11	6/25/11
Fall/XC Yearbook 11	7/20/11	8/6/11	8/28/11
Winter 11	10/25/11	11/5/11	11/20/11
US Athletics Calendar 12	11/20/11	11/29/11	12/20/11

The subscribers of American Track & Field *are high school coaches (77%), community college and club coaches (4%) and college coaches (19%). They coach 1.4 million young men and women, 6 days a week, 45 weeks a year.* AT&F *issues are read for 90 minutes the first time, referred to 5 times in the first year and kept an average of 7 years!*

RUNNING NETWORK LLC

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Shooting Star Media, Inc.

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: