



COACHING ATHLETICS

QUARTERLY

www.coachingathleticsq.com

2011

Did you know that 100,000 college and elite track athletes are coached by 4,000 college and club coaches in North America?

Coaching Athletics Quarterly is a technical coaching journal, modeled after the now-discontinued *Track & Field Quarterly Review*. This 3-year-old publication features sprints in the Spring, throws in the Summer, vertical and horizontal jumps in the Fall and distance running in the Winter issue. Geared to the college, club and elite technical club coaches, this magazine features technical reviews, research briefs and updates on developments in sports medicine and sports psychology.

The magazine is sent free to NCAA I, II and III and NAIA coaches, one per school. Additional subscriptions are \$40 per year. International subscriptions are \$80 per year, airmail.

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 (5,000)

4/Color (Gross Amounts)			
	1x	3x	4x
Full Page	\$ 1,490	\$ 1,415	\$ 1,340
2/3	\$ 1,110	\$ 1,060	\$ 995
1/2	\$ 910	\$ 865	\$ 815
1/3	\$ 675	\$ 645	\$ 615

Black/White			
	1x	3x	4x
Full Page	\$ 905	\$ 860	\$ 815
2/3	\$ 730	\$ 700	\$ 660
1/2	\$ 560	\$ 535	\$ 505
1/3*	\$ 365	\$ 360	\$ 345
1/6*	\$ 230	\$ 230	\$ 210

Event & Retail Store Advertising		
	1x	3x
Full Page	\$ 1,080	\$ 690
2/3	\$ 835	\$ 550
1/2	\$ 670	\$ 425
1/3*	\$ 505	\$ 285
1/6*	NA	\$ 150

* 4-Color 1/3 and 1/6 page ads are sold on a space-available basis only. Terms: Net 20 days. No agency commission.

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.

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

CONTACTS

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

Publisher's Representative

Peter Koch-Weser, National Advertising
(310) 836-2642 – Fax (310) 836-7093
pkwadvmag@yahoo.com

National Advertising

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

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"

MAILING SCHEDULE

Mailing Schedule (4x)			
Issue	Insertion Orders Due	Materials Due	Mails
Spring 11	1/4/11	1/15/11	2/1/11
Summer 11	3/25/11	4/3/11	4/20/11
Fall 11	8/25/11	9/2/11	9/19/11
Winter 11	10/25/11	11/2/11	11/17/11

Elite coaches and advanced athletes have a website just for them at www.coachingathleticsq.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:
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