



fast FORWARD

www.usatf.org

2010

Of the 95,000 USATF members, nearly 50,000 are youth and junior competitors in Junior Olympic programs in cross country and track and field!

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Fast Forward is the official magazine of USA Track & Field, the governing body of track & field, cross country, race walking and long distance running in the United States. With 57 associations, more than 90,000 members, 2,000 clubs and 5,000 sanctioned events, it is the most influential organization in the sport with the most participants in the USA. To the 1.4 million high school track and cross country athletes, USATF is the local official who gives out times and scores at cross country meets and officiates the shot put in the spring. To the local road racer, USATF is the race certifier who makes sure that the courses he and she run are indeed 5 kilometers. And to the mothers and fathers who entrust their children to the 2,000-plus youth track clubs across the country, USATF is the kind coach who teaches their child how to long jump.

Many of these officials, coaches and young athletes are members of USA Track & Field. And as part of their membership in USA Track & Field, they all get *Fast Forward* four times per year.

Shooting Star Media, Inc. is the contract publisher of *Fast Forward*. We print, mail and sell the ad space in each and every issue. Here is why you should be in *Fast Forward*: *Fast Forward* gives you—the track equipment company, the running store, the road race organizer—a unique way to reach the most grassroots elements of our sport. Whether you sell javelins, organize youth track meets or put on a large road race, *Fast Forward* gives you access to a national network of grassroots running clubs, for both youthful and not-so-youthful runners and track athletes!

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 (Rate Base 80,000, Ave. Circ. 95,000)

4/Color (Gross Amounts)			
	1x	4x	Race
Full Page	\$ 11,996	\$ 10,000	\$ 8,750
2/3	\$ 9,500	\$ 8,200	\$ 7,625
1/2	\$ 8,000	\$ 7,200	\$ 6,500
1/3	\$ 4,750	\$ 4,200	\$ 3,575

Black/White			
	1x	4x	Race
Full Page	\$ 7,400	\$ 6,850	\$ 6,050
2/3	\$ 6,040	\$ 5,600	\$ 5,050
1/2	\$ 5,010	\$ 4,600	\$ 4,300
1/3*	\$ 4,200	\$ 4,075	\$ 3,750
1/6*	\$ 3,725	\$ 3,550	\$ 3,300

* 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

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

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National Advertising

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 runnetads@gmail.com

MAILING SCHEDULE

Mailing Schedule (4x)			
Issue	Insertion Orders Due	Materials Due	Mails
Spring 11	2/20/11	2/25/11	3/28/11
Summer 11	5/10/11	5/18/11	6/1/11
Fall 11	7/25/11	8/5/11	9/5/11
Winter 11	10/31/11	11/15/11	12/6/11

The readers of *Fast Forward* use the magazine to guide their race plans and buying decisions. They support the companies that support our sport!



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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