

# COACHING ATHLETICS<sup>QUARTERLY</sup> 2008



[www.shootingstarmediainc.com](http://www.shootingstarmediainc.com)

**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 will also feature technical reviews, research briefs and updates on developments in sport medicine and sports psychology.

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

Website, under [www.coachingathleticsq.com](http://www.coachingathleticsq.com), will be released in 2008.

## **Contacts**

### **Group 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](mailto:larry.eder@gmail.com) - [www.shootingstarmediainc.com](http://www.shootingstarmediainc.com)

### **Track & Field Products**

Peter Koch-Weser  
(310) 836-2642 - Fax (310) 836-7093  
[pkwadvmag@yahoo.com](mailto:pkwadvmag@yahoo.com)

### **Special Projects**

Adam Johnson-Eder  
(608) 957-2159 - Fax (920) 563-7298  
[atflistings@gmail.com](mailto:atflistings@gmail.com)

### **National Advertising**

Running Network, LLC  
(608) 239-3785 - Fax (920) 563-7298  
[runnetads@gmail.com](mailto:runnetads@gmail.com)

[www.coachingathleticsq.com](http://www.coachingathleticsq.com)

# COACHING ATHLETICS 2008

## Advertising Rates (5,000)

### 4/Color (Gross Amounts)

	1x	3x	6x	9x
Full Page	1,490	1,415	1,340	1,275
2/3	1,110	1,060	995	945
1/2	910	865	815	775
1/3*	675	645	615	570

### Black/White

	1x	3x	6x	9x
Full Page	905	860	815	770
2/3	730	700	660	625
1/2	560	535	505	475
1/3	365	360	345	320
1/6	230	230	210	190

## Event & Retail Store Advertising

	4-Color	BW
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 local 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.

## Advertising Specifications

### Ad Dimensions

#### Full Page

Trim (8-1/8" x 10-7/8")  
Bleed (8-5/16" x 11-1/8")

2/3 Page (4-9/16" x 10")

#### 1/2 Page

Island (4-9/16" x 7-1/2")  
Horizontal (7-1/16" x 4-7/8")  
Vertical (3-5/16" x 10")

#### 1/3 Page

Horizontal (4-9/16" x 4-7/8")  
Vertical (2-1/8" x 10")

#### 1/4 Page

Horizontal (7-1/16" x 2-3/8")  
Vertical (3-5/16" x 4-7/8")

#### 1/6 Page

Horizontal (4-9/16" x 2-7/16")  
Vertical (2-1/8" x 4-7/8")

### 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, Hoards, 28 Milwaukee Avenue West  
Fort Atkinson, WI 53538, alarsen.adprod@gmail.com  
(920) 563-5551 ext. 153, fax (920) 563-7298



Proud Member of the Running Network LLC  
[www.runningnetwork.com](http://www.runningnetwork.com)

In 2007, elite coaches and advanced athletes will have a website just for them at [www.coachingathleticsq.com](http://www.coachingathleticsq.com).

# COACHING ATHLETICS QUARTERLY 2008

## Mailing Schedule (4x)

Issue	Insertion Orders Due	Materials Due	Mails
Spring 08 (Sprints)	1/4/08	1/15/08	2/1/08
Summer 08 (Throws)	6/1/08	6/5/08	6/20/08
Fall 08 (Jumps)	8/25/08	9/2/08	9/19/08
Winter 08 (Distances)	10/25/08	11/2/08	11/17/08

Special Offer! Advertise in all 4 issues and get your ads in our digital issue FREE all year!

## General Requirements for Computer-Generated Advertising

- ▲ PDF Preferred. \$25 fee to make PDF or proofs or to resize.
- ▲ Compression software supported: Stuffit and Zip-it. Self-extracting archives preferred.
- ▲ Submissions are accepted on any of the following: 3.5" diskette, Zip Disk or CD-Rom, or via email.
- ▲ Email ad files and fax proof to:  
alarsen.adprod@gmail.com  
cc: larry.eder@gmail.com  
(608) 239-3785
- ▲ Full-size proofs must accompany all ads. If you are submitting a color ad, proofs must be either a match print or a Chromalin. Laser proofs are acceptable for black & white ads only.
- ▲ Submit disk and required proofs to:  
Alex Larsen, Hoards  
28 Milwaukee Avenue West, Fort Atkinson, WI 53538  
(920) 563-5551 ext. 153, fax (920) 563-7298  
alarsen.adprod@gmail.com
- ▲ Email Alex on how to ftp ads to our site.

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Coaching Athletics will have 4 digital issues in 2008! Each advertiser will have Live hot links to your advertising website.





**Shooting Star Media, Inc.**

P.O. Box 801 • Fort 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**

Ad Name: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Ad Color: \_\_\_\_\_

Frequency: \_\_\_\_\_

Position Requirements: \_\_\_\_\_

Instructions: \_\_\_\_\_

**RATE INFORMATION**

Gross Rate (Per Insertion): \_\_\_\_\_

Net Rate (Per Insertion): \_\_\_\_\_

Total Net (Per Insertion): \_\_\_\_\_

**SSM Representative:** \_\_\_\_\_

**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:** Advertiser 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:** \_\_\_\_\_