



The National Voice of High School Wrestling Devoted Exclusively to Wrestling Since 1965



Published 10 times yearly September through May

This will be our 51st year of publishing *Wrestling USA Magazine*. We will distribute 7,000 issues of *Wrestling USA Magazine* by direct mail to our subscribers.

We have designed *Wrestling USA Magazine* for the specific needs of the nation's wrestling coaches, athletes and fans of this great sport. Your product will receive maximum exposure to the precise audience you want to reach. With the addition of our web site, even greater potential to expand your market can be reached.

In addition, the Fall Buyer's Guide will be mailed using our National High School Wrestling Coaches mailing list updated annually with a distribution of 10,000 sent at the beginning of the school year in October.

Advertising Rates:

WRESTLING USA MAGAZINE - FOUR COLOR

	1x	3x	5x	7x	9x
Page	850	825	800	775	750
2/3	750	725	700	675	650
1/2	550	525	500	475	450
1/3	475	450	425	400	375
1/4	400	375	350	325	300
1/6	300	275	250	225	200

WRESTLING USA'S FALL BUYER'S GUIDE

	1x	3x	5x	7x	9x
Page	1000	975	950	925	900
2/3	900	875	850	825	800
1/2	700	675	650	625	600
1/3	625	600	575	550	525
1/4	550	525	500	475	450
1/6	400	375	350	325	300

SPECIAL ALL 10 ISSUES RATE

Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
\$650.00	\$550.00	\$350.00	\$275.00	\$200.00	\$150.00

WRESTLING USA'S BACK COVER POSITION

	1x	3x	5x	7x	9x
Page	1500	1400	1300	1200	1100

WRESTLING USA'S INSIDE FRONT COVER POSITION

	1x	3x	5x	7x	9x
Page	1400	1300	1200	1100	1000

WRESTLING USA'S INSIDE BACK COVER POSITION

	1x	3x	5x	7x	9x
Page	1300	1200	1100	1000	900

Insert Advertising Rates:

SUPPLIED INSERTS

4 Pages	\$1,500
8 Pages	\$2,500
12 Pages.....	\$3,000
16 Pages.....	\$3,500
24 Pages.....	\$4,500
32 Pages.....	\$5,500
40 Pages.....	\$6,500
48 Pages.....	\$7,500
+ Pages add 250 each page	
Business Reply Cards.....	\$1500

Advertising Copy Deadline

Cover Date	Magazine Deadline for Ad Copy	Mailed to Subscribers
Sept. 15th	Aug. 17	Sept. 1
Buyer's Guide	Sept. 8	Sept. 21
Oct. 15th	Sept. 14	Oct. 1
Nov. 15th	Oct. 12	Nov. 2
Dec. 15th	Nov. 16	Dec. 1
Jan. 15th	Dec. 14	Jan. 1
Feb. 15th	Jan. 18	Feb. 1
Mar. 15th	Feb. 15	Mar. 1
Apr. 15th	Mar. 14	Apr. 1
May 30th	Apr. 25	May 9

A. A page is typically 2 columns
Column width is 3.75 inches
Column height is 10 Inches

Page	8.5" x 11.125"
2/3 Page	5" x 10"
1/2 Page	5" x 7.5" or 7.5" x 5"
1/3 Page	5" x 5" or 2.5" x 10"
1/4 Page	2.5" x 7.5" or 5" x 3.75"
1/6 Page	2.5" x 5"
Publication trim size	8.375" x 10.875"
Bleed page size	8.5" x 11.125"
Spread bleed size	17" x 11.125"

For mechanical requirements for inserts consult
Cody Bryant 1-800-359-1850.

B. Screen
Black & White or Process Color
4-color Process; Yellow, Magenta, Cyan & Black
150 line Screen angles Black 45, Yellow 90,
Magenta 105, Cyan 75

C. Printing--Web: Computer to Plate

D. Material we will accept in order of preference for black and white and Process color advertising:

E-Mail to: cody@wrestlingusa.com
If too large to e-mail you can FTP to:
Hostname: ftp.pubpress.com
Username: wrestle
Password: usa418

1. Files are laid out in QuarkExpress
2. Files should be sent as high resolution:
pdf, eps, tiff, or jpeg files with all images and fonts embedded.

E. Scans must be at least 300 resolution or dpi.

F. All color images must be saved in CMYK format.

G. Black and white images must be saved as grayscale.

H. Vital advertising matter should be kept at least 1/4" away from trim edge on full page ads.

Special Internet Advertising

We now offer our printed version of *Wrestling USA Magazine* online. Our online version has a search engine that allows our online internet subscribers to click any advertisement with a web link on it (i.e. www.wrestlingusa.com) and it will take them directly to their web site. This is a **FREE** service to all advertisers who advertise in *Wrestling USA Magazine* during the year. The current ads ran in *Wrestling USA Magazine* can be found on our web site in our Wrestler's Store along with our advertisers web site.

We also offer web site advertising for \$98.00 per month and **FREE** for our *Wrestling USA Magazine* advertisers. Our online issue of *Wrestling USA Magazine* requires a user name and password only available to our subscribers.

For more information contact:

Cody Bryant at 800-359-1850 or email me at cody@wrestlingusa.com

All advertising copy must be received by ad copy deadline prior to the cover date of the issue in which the ad is to appear. (See Advertising Copy Deadline heading on other side).

Name (print) _____

Phone (area code) _____

Firm _____

Address _____

City _____ ST _____ ZIP _____

Date: _____

Signature: _____

Authorization is hereby made, subject to the terms stated in this schedule for the following advertising in *Wrestling U.S.A.* during the current publication year. (September through May)

Contact Information:

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Missoula, MT 59802

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Web Site <http://www.wrestlingusa.com>

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