

# PROFESSIONAL SKATER MAGAZINE

## *Rate Schedule*



### ////// SPACE RESERVATION

The Professional Skater magazine is published six times a year on a bi-monthly basis by the Professional Skaters Association.

Ad copy is the sole responsibility of the advertiser. The ad from the last entry will be run if the new copy is not received by the deadline date. If there is no previous entry the space will be reallocated at the discretion of the editor and the advertiser will be liable for the cost of the contracted space. Editor reserves the right to change rates and terms at anytime upon sixty days notice.

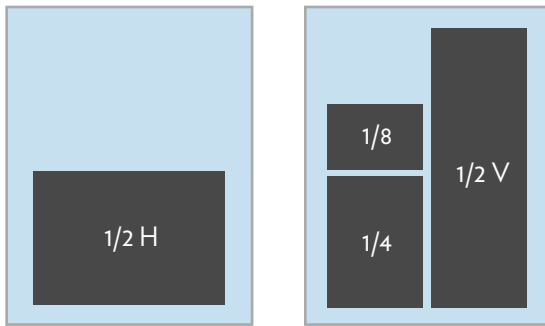
Billing follows each publication of the magazine and is payable in full within thirty days of receipt. If your account is not current, your ad will be pulled and the contract and any special rates will be cancelled.

ISSUE DATE	AD DEADLINE
January/February	November 24
March/April	January 24
May/June	March 24
July/August	May 24
September/October	July 24
November/December	September 24

*PS Magazine provides a targeted opportunity for businesses to reach thousands of decision-makers in the skating community—an expanding marketplace that spends more than a 100 million dollars a year on products and services*

### ////// TECHNICAL REQUIREMENTS

Only digital files will be accepted along with all supporting graphics and fonts. These may be submitted via zip, CD or email. (Please call ahead before sending) All files must be compatible with a PC platform and are preferred to be jpeg, pdf, or eps files. If using a page layout software, Adobe InDesign is preferred. All submissions must be accompanied by a laser or pdf proof.



## ADVERTISING SIZES

Full Page w/ bleed	8.5" w x 11" h plus bleed
1/8 Page	3.53" w x 2.25" h
1/4 Page	3.53" w x 4.75" h
1/2 Page horizontal	7.25" w x 4.75" h
1/2 Page vertical	3.53" w x 9.75" h

## ADVERTISING RATES

	1x	3x	6x
Full Page	\$1050	\$950	\$900
1/8 Page	\$600	\$550	\$500
1/4 Page	\$700	\$650	\$600
1/2 Page	\$800	\$750	\$700

## COVERS

Inside Front Cover	\$200
Inside Back Cover	\$150
Outside Back Cover	\$250

*The above costs will be added to the 1x, 3x and 6x rates. Any other position specifically requested will be charged an additional 10%*

## JOB PLACEMENT ADS

Ads are \$25 per insertion, please limit to 50 words or less

## CLASSIFIED ADS

Ads are \$35 per insertion for 50 words. \$.25 for each additional word over 50.

## DISPLAY ADS

Ads are \$50 per insertion and will be placed with the Classified Ad listings. The display ad size is 2" x 3.5" wide.

## DESIGN SERVICES OFFERED

Free PSA design services are accessible upon request and subject to availability for 1/8, 1/4 and 1/2 page ads to run solely in PS Magazine. *Please contact Lee or Amanda for more information.*

## DID YOU KNOW...

*PS Magazine is the best way to reach the broad community of professional skating coaches—whether you're introducing a new product or service, trying to find new clients or conducting a sustained campaign to brand your company*

FOR MORE INFORMATION  
PLEASE CONTACT

**Lee Green**

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{t} 507.281.5122

or

**Amanda Taylor**

ataylor@skatepsa.com  
{t} 507.281.5122



COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL. \_\_\_\_\_

EMAIL \_\_\_\_\_

AD SIZE	NUMBER OF ISSUES	MONTHS	RATE PER ISSUE	TOTAL COST

Sign and date to verify that you have read and agree to the copy and contract requirements set forth in the PS Magazine rate information.

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_