

Advertising Info

Ad Sizes

Advertising Rates

Four-Color Gross Rates

	12x	6x	3x	1x
Full-Page	\$3,090	\$3,220	\$3,410	\$3,550
2/3 Page	\$2,695	\$2,805	\$2,960	\$3,080
1/2 Page (Island)	\$2,445	\$2,540	\$2,680	\$2,780
1/2 Page	\$2,130	\$2,205	\$2,315	\$2,395
1/3 Page	\$1,875	\$1,935	\$2,025	\$2,090

Preferred Positions (Four-Color Gross Rates)

	12x	6x	3x	1x
Inside Front	\$3,390	\$3,590	\$3,875	\$4,080
Inside Back	\$3,225	\$3,410	\$3,680	\$3,875
Back Cover	\$3,545	\$3,750	\$4,045	\$4,260
2-Page Spread	\$6,180	\$6,440	\$6,820	\$7,100
1/2 Page Spread	\$4,260	\$4,410	\$4,630	\$4,790

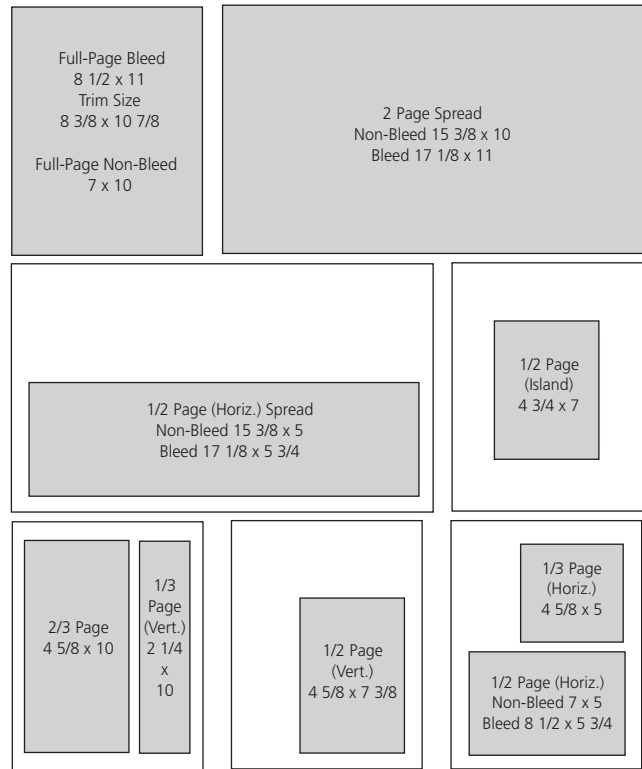
Inserts & other premium marketing opportunities available

E-mail Info: You may e-mail a high resolution PDF of your ad to our advertising department at advertising@coveypubs.com. Please fax a proof of your ad to (251) 968-4532 after it is e-mailed. Ads may be posted to *SportsEvents'* FTP site as needed. Please call (251) 968-5300 for FTP information.

Shipping Info

U.S. Postal Service
Advertising Department
SportsEvents
P. O. Box 2267
Gulf Shores, AL 36547

FedEx, UPS or DHL
Advertising Department
SportsEvents
2001 W 1st Street
Gulf Shores, AL 36542



Mechanical Requirements

In accordance with direct-to-plate printing technology, we prefer that ad materials be submitted in a digital format. Ads need to be sized properly using CMYK color and will be accepted as:

- **High resolution (300 dpi) PDF (preferred).**
(PDFs produced using Quark 6 distilling software cannot be accepted. If the ad was produced in any version of Quark 6, please create a postscript and distill directly out of Acrobat.)
- **High resolution JPEG, TIFF or EPS files with fonts embedded.**
- **QuarkXPress documents (version 7 or less) with fonts and pictures collected or Adobe Photoshop files.**
- **For bleeds, place all text 1/2" from all sides of the trim size.**

Reserve Your Space Now!

Please reserve space in the following regular issues:

- Jan Feb Mar May July Aug. Sept
 Nov Dec
 2011 2012 2013

Please reserve space in the following special editions*:

- (Apr) Soccer Fields & Facilities Directory
 (June) Sports-Focused Hotels Directory
 (Oct) Baseball/Softball Fields & Facilities Directory

Ad Size Reserved _____

Net Rate Billed Per Insertion \$ _____

Rate is to be the current rate based on a

- 12x 6x 3x 1x insertion rate

Ad will

- be camera ready
 need typesetting/design help (no extra charge)

*Denotes special targeted distribution not included in full-circulation audit.

(Photocopy this page and fax to (251) 968-4532 or reserve your space online at www.sportseventsmagazine.com/advertisers/reserve/)

Special Position Requested _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Signed _____ Date _____

**We agree to pay the amount due no later than 30 days from date of invoice (after ad is printed).

Print Your Name _____

Telephone _____

Fax _____

E-mail _____



2001 W. 1st Street (36542)
P. O. Box 2267 • Gulf Shores, AL 36547
(800) 968-0712 • FAX (251) 968-4532

**The publisher reserves the right to pursue collection of all expenses plus accrued interest in the amount of 1.5% per month.