

inside the media kit:

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2009 editorial calendar

	Jan/Feb	March/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Issue Theme	CHEERS TO THE NEW YEAR!	PREPARING FOR YOUR CHEER YEAR!	TAKE IT TO THE TOP!	HEY NOW, YOU'RE AN ALL STAR!	RAISING THE BAR!	GET IN THE HOLIDAY SPIRIT!
Special Features	Tryouts: How to Bring Your "A" Game!	Preparation: The journey to winning Camp Champs!	Spotlight of Top College Cheerleading Programs	All Star Trend Factor: What's Hot and What's Not!	Spirit Boosters! Fire Them Up!	Spreading Holiday Cheer!
High School Focus	Tryouts: What's Next?	Team Bonding: Come Together!	Take a Cue! Using college cheer ideas at your school!	What's next? Cheering after Camp	School Traditions/Rivalries	Give Back: Cheering Up Your Community
All Star Focus	Competition Preview	Fundraising	Worlds Review	All Star All-Americans/Competition Preview	Juggling school work & Competition	Cheer Year in Review
College Focus	Up Close & Personal! First Hand Accounts	College Camp Photos	College Nationals Review	Keep It Up: Stay Healthy	Up Close & Personal! First Hand Accounts	College Photo Features
Spotlights	Uniforms	Cheer Accessories	Shoe	Uniform	Make-up	Practice Wear
Cool Gear	Gear Up for the New Year/Tryouts!	Gear Up for Camp!	Gear Up for College Cheer!	Gear Up like an All Star!	Gear Up for the New School Year!	Gear Up for the Holidays
Advertorial Feature	Warm-up/Practice Wear	School Uniforms	Cheer Accessories	Shoes/All Star Uniforms	Equipment/Mats	Holiday Gift Guide

Advertising Deadlines

Deadlines	Jan/Feb	March/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Space Reservations	December 2	January 30	April 1	May 27	July 1	September 23
Materials Due	December 16	February 18	April 22	June 17	July 22	October 14
On-Sale Date	January 2	March 30	June 1	July 27	September 1	November 23

*On-sale dates are estimated and may change based on event and production criteria.



About the Magazine ...

Whether a cheerleader, coach, club owner, parent of a cheerleader, or just a fan of the sport, *Inside Cheerleading* has something for everyone! *Inside Cheerleading* is jam-packed with profiles, training tips, and the latest news from the cheer world, all with stunning photography. Add in product reviews, advertorial spotlights and topical features and you have the perfect fit for your advertising message. A targeted demographic audience, engaging content and great rates all make *Inside Cheerleading* your prime partner!

In Every Issue:

- **Latest & Greatest** — Catching you up on all the hottest new items, greatest events, and best ideas in the cheerleading world
- **Industry Insider** — Letting you in on all the latest industry news
- **Entertainment Xtra** — What's hot in the entertainment world
- **Ryan's Reality** — Former *Cheerleader Nation* star and now cheering at UK, Ryan dishes on the latest in her cheer world
- **Junior Cheer** — For our younger readers
- **Superstars of Spirit** — Spotlighting stand-out squads that have overcome diversity, triumphed in the face of tragedy, or beat the odds
- **Advertorial Opportunities** — To showcase your product or service

2009 print rates

Display 4 – Color or Spot Color	1x	3x	6x	9x	12x	18x
Full Page	\$3100	\$3000	\$2900	\$2800	\$2700	\$2600
2/3 Page	\$2500	\$2400	\$2300	\$2200	\$2100	\$2000
1/2 Page	\$2200	\$2100	\$2000	\$1950	\$1850	\$1750
1/3 Page	\$2000	\$1900	\$1800	\$1750	\$1700	\$1600
1/4 Page	\$1800	\$1700	\$1600	\$1550	\$1500	\$1450
2-Page Spread	\$4500	\$4400	\$4300	\$4200	\$4100	\$4000

Black and White	1x	3x	6x	9x	12x	18x
Full Page	\$2000	\$1800	\$1700	\$1675	\$1650	\$1600
2/3 Page	\$1800	\$1600	\$1500	\$1475	\$1450	\$1425
1/2 Page	\$1600	\$1500	\$1400	\$1350	\$1300	\$1275
1/3 Page	\$1400	\$1300	\$1200	\$1175	\$1150	\$1125
1/4 Page	\$1200	\$1150	\$1100	\$1075	\$1050	\$1025

Premium Positions	1x	3x	6x	9x	12x	18x
Inside front cover	\$3800	\$3600	\$3400	\$3300	\$3200	\$3100
Inside back cover	\$3800	\$3600	\$3400	\$3300	\$3200	\$3100
Back cover	\$4600	\$4500	\$4400	\$4300	\$4200	\$4100

SPECIALTY PLACEMENT

Placement	Specs	Rate
Marketplace Ad	2" x 2", B/W or Color (CMYK)	\$250
Classified Ad	Up to 100 Words	\$200
Advertorial Placement	Image, 25 Words, Web Site, Phone Number	\$250

POLYBAG YOUR INSERT!

Inside Cheerleading magazine offers an option of polybagging your insert with our magazine to give you prime exposure.

- *Option 1: Segment of the distribution that goes to 7,000 cheer and gym clubs
- *Option 2: Segment of the distribution that goes to 5,000 high schools
- *Option 3: Full distribution of 30,000

Pricing depends on the size and weight of the insert. Call your sales representative at *Inside Cheerleading* for a custom quote. We can also provide a quote on printing your insert as well.

DID YOU KNOW?

- There are 4.1 million+ cheerleaders in the U.S.
- 89% of all cheerleaders are younger than 18 years of age

Distribution ...

30,000 copies to:

- Individual **subscribers**
- **Newsstands** across the U.S.; Barnes and Noble, Borders, Hastings, Books-A-Million, various independent stores
- Trade shows, conferences, competitions, and camps
- Approximately **7,000 cheer gyms** across the country receive a complimentary subscription
- Each issue is mailed to **5,000 different** schools across the country

Target Market ...

Inside Cheerleading is a bi-monthly publication that targets:

- Cheerleaders involved in All Star, High School, Jr. High, and College cheer programs
- Coaches, Gym Owners, Program Directors, Parents
- Competition Companies/ Industry Members

TARGET

CHEERLEADERS

plus COACHES

plus GYM OWNERS

plus INDUSTRY MEMBERS



2009 web rates

InsideCheerleading.com is the ultimate online source for the latest news, notes, quotes and photos from the world of cheerleading. Re-launched in late 2007, the new website includes exclusive blogs from some of the nation's top-ranked college cheerleaders, plus insider tips and ideas for game day, pep rallies, practice, training and competition. It's **THE** online cheerleading destination for today's cheerleaders.

BANNER AD OPTIONS:

Leaderboard **1**



Skyscraper **2**



All banner ad positions are in rotation with advertising group. For agency CPM programs, contact your sales representative at Inside Cheerleading.

Interior Large **3**

Interior Small **4**

LeaderBoard **1**

- 728 x 90
- Top of page on homepage and interior pages
- In rotation with other advertisers
- \$1,100 per 4-week period

Skyscraper **2**

- 160 x 600 square
- Side navigation of interior pages
- In rotation position
- \$1,200 per 4-week period

Interior Banner Rectangle, large **3**

- 300 x 250
- Side navigation of interior pages
- In rotation with other advertisers
- \$800 per 4-week period

Interior Banner Rectangle, small **4**

- 300 x 100
- Side navigation of interior pages
- FIXED position
- \$1,300 per 4-week period

ADDITIONAL ONLINE OPPORTUNITIES:

E-NEWSLETTER

Sponsoring an e-newsletter gets your messages to a targeted audience, delivered right to their inbox.

Sponsorship includes:

- 20-word text message, logo and link to Web site
- 150 x 150 banner cube on side navigation of newsletter

Cost: \$1,500 per newsletter; Newsletters are distributed twice per month



RESOURCE/CLASSIFIED LISTINGS

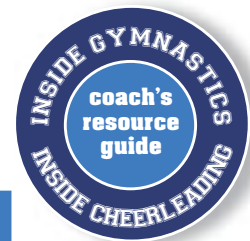
CLASSIFIED ADS

- Classified Listings up to 100 words
- \$250 per listing, for a 4-week period

RESOURCE LISTING

- Company is listed by category in online resource marketplace, with logo, phone number, weblink, and 25-word company description
- \$100 per month or \$1,000 for the entire year

2009 coach's resource guide



The year-round reference and buyer's guide for cheerleading and gymnastics coaches and gym owners



About the CRG ...

Inside Gymnastics magazine and *Inside Cheerleading* magazine are proud to announce our third annual *Coach's Resource Guide*.

- Jam-packed with information, resources and reference materials.
- Targeted for cheerleading and gymnastics club owners, coaches, and industry members.
- Buyer's Guide with listings of vendors by category
- With insider articles, the *Coach's Resource Guide* is the ultimate handbook for coaches and club owners coast to coast.
- With a one-year shelf life, this publication has become a staple desktop item for your target audience!

Distribution Program ...

Minimum of 15,000 total copies

- 7,000 cheer and gymnastics programs across the country, ATTN: Club Owner
- Distribution at coaches' conferences and events across the country year-round
- Additional copies available for purchase through publications, websites, and newsstand outlets

Rates

General Rates (All ad spaces are full color)	
2-page Spread	\$6,500
Full Page Ad	\$3,600
1/2 Page Ad	\$2,500
1/3 Page Ad	\$2,100
1/4 Page Ad	\$1,800
1/6 Page Ad Vertical (2.25" x 5.0625")	\$1,200

Premium Position (Limited availability, first-come, first-served basis)	
Back Cover	\$7,500
Inside Front Cover	\$6,800
Inside Front Cover Spread	\$8,800
Inside Back Cover	\$6,800
Inside Back Cover Spread	\$8,800

Tab Rates	
Section Tab Front	\$6,500
Section Tab Back	\$5,600

Availability:

- Leotards & Gymnastics Apparel
- Cheer Uniforms & Cheerleading Apparel
- Cheer Camps & Competitions
- Gymnastics Camps & Competitions
- Equipment, Supplies & Accessories
- Fundraising

Vendor Listing Within Section	
Listing (includes company name, address, telephone and website address)	Complimentary
Logo with Listing	\$350
Listing with 50-word Company Description	\$350
Combination Logo and 50-word Description (includes line around listing)	\$600

2008 CRG | Cheerleading Camps & Competitions

<p>Champion Address: 3200 Tanager St Raleigh, NC 27606</p>	<p>Phone: 800.732.2309 Website: www.championcheer.com</p>
<p><small>Description: The tradition of excellence starts here, and with the unparalleled experience on every level Cathy Buckley's NC State Coach 1979-80 competitors bring out the champion in you! We bring you the most passionate and innovated competitors in the country! So come join us at Champion where it's fun, fair, and geared towards the entire cheer and dance family!</small></p>	
<p>CCC Address: 3837 Northdale Blvd. #364 Tampa, FL 33624</p>	<p>Email: jacalyn@ccccheer.com Website: www.CCCcheer.com</p>
<p><small>Description: CCC prides itself on fun, quality, on time competitions. Spirit gifts to all participants at Open Championships. No spectator fees at Open Championships! Competitions are open to youth rec cheer & dance teams, school cheer & dance teams, all-star cheer & dance teams and dance studios. Trophies to every team and medals to every athlete!</small></p>	
<p>CHEERSPORT Address: 11011 Monroe Rd., Suite C Matthews, NC 28105</p>	<p>Phone: 888-READY-OK Website: www.cheersport.net</p>
<p><small>Description: CHEERSPORT hosts the world's largest Nationals in Atlanta, GA. With over 800 teams in 2008, we participate over 900 teams for the 2009 Nationals. Our Grand Championship Series brings a Nationals quality experience (large venues, spring floors, professional light and sound and more) to cities across America in a one-day event format. In the off-season, CHEERSPORT's top-notch summer camp staff, travel the Nation to offer private camps to allstar programs, schools and recreation teams.</small></p>	

***SEE SPECIFICATIONS PAGE FOR AD DIMENSIONS.**

Advertising Deadlines

Space Reservations	Materials Due	On-Sale Date
February 24	March 17	April 24

EARLY BIRD SPECIAL: 5% discount on all insertion orders signed before December 31, 2008

2009 specifications



Accepted File Formats

Adobe InDesign (2.0 or CS), Adobe Illustrator, Adobe Photoshop, Acrobat PDF, TIFF, and EPS.

ACCEPTED MEDIA: CD, DVD, and PDF files

- If using Illustrator, please convert type to outlines
- All graphics (images, logos, etc) and fonts (including printer and screen fonts) must be included on the disc
- Macintosh and PC files are both accepted (Mac files are preferred)

Images

- Images must be provided as CMYK or grayscale
- **All spot colors need to be converted to CMYK**
- Minimum of 300 dpi

Proofs

- A proof created from the file on the disc must accompany the advertisement
- Proof will be used as a guide for layout and color
- Acceptable proof formats include laser print, color key, Velox, DuPont Cromalin, or 3M Match Print

***PDFS ARE PREFERRED.** Send PDFs to Courtney Wilkes at courtney@insidepubs.com or insidepubs@gmail.com.

If file is too large to e-mail, please send pdf to:
1050 Crown Pointe Pkwy
Suite 1240
Atlanta, Ga. 30338

Additional Specifications

- Line screens should be at 133 or 150
- SWOP ink and density standards apply
- Rotation of colors is black, cyan, magenta, yellow
- Please maintain a minimum safety margin of 1/4" from the trim for all text
- All advertising rates are based on camera-ready art

Format	Trim Size	Trim Size with bleed
Spread	16" x 10.875"	16.25" x 11.125"
Full Page	8" x 10.875"	8.25" x 11.125"
1/2 Page Vertical	3.5" x 10.1875"	4.125" x 11.125"
1/2 Page Horizontal	7" x 5.0625"	8.25" x 5.375"
1/3 Page Vertical	2.25" x 10.1875"	2.875" x 11.125"
1/3 Page Horizontal	7" x 3.125"	8.25" x 3.675"
1/4 Page Vertical	3.5" x 5.0625"	

***IMPORTANT NOTE:**
OUR DIMENSIONS HAVE
CHANGED, EFFECTIVE WITH THE
JANUARY/FEBRUARY 2009 ISSUE.

LIVE AREA: Minimum safety margin of 1/4" is required; document size with this safety margin is listed as the respective bleed size