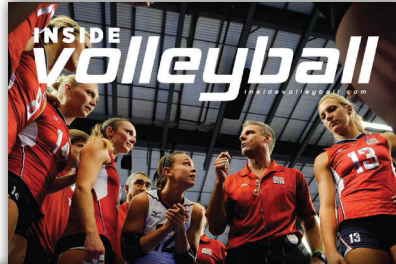


inside publications

10x/Year



4x/Year



ALL NEW LOOK FOR 2015!



10x/Year



10x/Year



10x/Year



2015 Media Kit



MEET THE INSIDE PUBLICATIONS TEAM

CHRIS KOROTKY

President

chris@insidepubs.com

770.394.7164

Dear Friends,
I'd like to start your journey through our 2015 Media Kit by taking a minute to introduce you to the key members of our team that you may be interacting with as you advertise with Inside Publications. Our incredibly talented group is dedicated to providing an experience for you that is focused on exceeding expectations and delivering great results. We view our advertising relationships as partnerships and I know you'll find it a true pleasure working with our talented team!



PRESIDENT

SHELLY O'BRIEN

Vice President, Sales

shelly@insidepubs.com

770.394.7162

Shelly O'Brien is a proud graduate of the University of Georgia with a Bachelor of Arts degree in Journalism. She was a competitive gymnast for many years before moving into cheerleading. O'Brien cheered collegiately at the University of Georgia, danced professionally with the Atlanta Falcons and also served as the Spirit Coordinator/Head Cheerleading and Dance Coach at UGA before joining the Inside Publications team.

"I love working with our partners to develop and create effective advertising, marketing and promotional campaigns and programs."



SALES TEAM

ANASTASIA MILER

Sales Manager

anastasia@insidepubs.com

770.394.7161

Anastasia Miller is a graduate of The Ohio State University where she was captain of the nationally top ranked OSU Dance Team and received her degree in Business Marketing. Over the past 14 years Miller has been a professional talent agent in Los Angeles, New York and Atlanta for top booking choreographers and dancers. Her clients have starred in film, television, commercials, Broadway shows/tours and world artist tours.

"The opportunity to combine my creative and business background with Inside Publications is truly the perfect fusion. I look forward to continuing current relationships and building new ones across all of our markets."



SALES TEAM

MANDI MAZONKEY

Creative Director

mandi@insidepubs.com

770.394.7163

Mandi Mazonkey is a Pennsylvania native who comes to the Inside family with degrees in Graphic Design and Photography. She has cheered and coached at both the high school and All Star levels. Mazonkey began her professional career in the industry in 2009, where she worked as an Event Planner for a large Event Producer. Having a background in design, she later evolved into the company's Creative Director.

"As a creative professional, I enjoy collaborating with our team to create visually engaging designs that connect with our audience."



CREATIVE

KELLY O'BRIEN

Editor

kelly@insidepubs.com

770.394.7026

Kelly O'Brien is a graduate of Georgia College where she earned a Bachelor of Arts degree in Communication with a minor in Marketing. Before joining the Inside Publications team, she worked as an Event Producer for multiple companies. With her passion for writing and background in communications, she found the perfect fit joining the Inside family as Editor.

"I enjoy collaborating with our Inside team and coming up with new and innovative ways to help better market our brand."



EDITORIAL

CATHY MARMOLEJO

Office Manager/Customer Relations

cathy@insidepubs.com

770.394.7160

Cathy Marmolejo attended the University of Southern California where she studied Business Finance. Marmolejo has a strong background in sales and management and a true passion for cheerleading - she has always had a hand in the sport, whether from her own experience or through that of her children.

"I am able to stay in touch with the great friends I have made in the industry over the years and continue to be involved with a sport I am passionate about, and deliver the best customer service our subscribers deserve."



SUPPORT

60%

MAGAZINE READERS WHO TOOK ACTION AS A RESULT OF A MAGAZINE AD

MAGAZINES ARE ENGAGING

MAGAZINES CONTINUE TO SCORE HIGHER THAN TV OR THE INTERNET IN "AD RECEPTIVITY" AND OTHER ENGAGEMENT MEASURES. READERS SPEND AN IMPRESSIVE 41 MINUTES WITH EACH ISSUE. SOURCE: GFK, MRI 2011

91%

READERS WHO TOOK ACTION AFTER READING A DIGITAL ISSUE

MAGAZINES ARE MOTIVATING

STUDIES SHOW THAT 43% OF MAGAZINE READERS MAKE ONLINE PURCHASES VS. 21% OF NON-READERS. SOURCE: GFK MRI STARCH ADVERTISING RESEARCH, JANUARY-DECEMBER, 2011

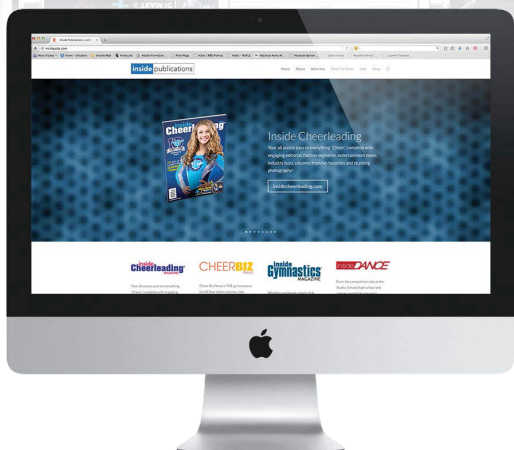
43%

MAGAZINE READERS WHO MADE ONLINE PURCHASES VS. 21% OF NON-READERS

MAGAZINES INCREASE ROI

STUDIES SHOW THAT ALLOCATING MORE MONEY TO MAGAZINES IN THE MEDIA MIX IMPROVES MARKETING AND ADVERTISING ROI ACROSS MULTIPLE PRODUCT CATEGORIES. MARKETING MIX MODELING AND MEDIA INPUTS, MPA 2011

ALSO AVAILABLE IN DIGITAL FORMAT!*



SOCIAL MEDIA OPPORTUNITIES
 THE #INSIDENATION IS OVER 500,000 STRONG AND GROWING!+

ONLINE / E-NEWSLETTER

OVER 86,000
 E-NEWSLETTER SUBSCRIBERS!+

*COMBINED TOTALS FOR CHEER, DANCE, GYMNASTICS AND VOLLEYBALL

*All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

2015

inside Cheerleading[®] MAGAZINE

6 ISSUES
PER YEAR

PRINT & DIGITAL

22,000+

DISTRIBUTION
(per issue)

X

7

PASS AROUND
RATE

=

154,000

TOTAL
READERSHIP

ABOUT THE MAGAZINE

Inside Cheerleading magazine is your all-access pass to everything "Cheer," complete with engaging editorial, fashion segments, entertainment news, industry buzz, columns from fan favorites and stunning photography!



DISTRIBUTION*

- Individual Subscribers
- Gym Owners and Coaches Coast-to-Coast
- Newsstands Across the U.S., Including Barnes & Noble, Hastings and Books-A-Million
- Year Round Distribution at Competitions, Camps, Conferences, Events and Trade Shows

AUDIENCE

Cheerleaders, Parents, Coaches/Advisors, Gym/Club Owners



	THEME	TOPICS	ADVERTORIAL	SPACE DEADLINE	ARTWORK DEADLINE	ON SALE DATE
FEB 2015	JUNIORS IN THE SPOTLIGHT + ANNUAL READERS' CHOICE AWARDS	<ul style="list-style-type: none"> • RISING STARS OF ALL STAR • PRESENTING TEAM iC 2015 • JR. ALL-AMERICAN TEAM 	ACCESSORIES TO CHEER ABOUT	12/15/14	12/29/14	EARLY FEB
APR 2015	THE CAMP ISSUE + iC'S ULTIMATE UNIFORM CHALLENGE	<ul style="list-style-type: none"> • TRYOUT PREP 101 • ALL-ACCESS GUIDE TO SUMMER CAMP • THE ROAD TO WORLDS 2015 • ALL STAR ALL-AMERICAN TEAM 	GEARED-UP FOR CAMP	2/12/15	2/26/15	EARLY APR
JUN 2015	SUMMER LOVIN'	<ul style="list-style-type: none"> • WHAT TO DO THIS SUMMER • SHAPING-UP AND BEATING THE HEAT • 2015 WORLDS RECAP 	TOP WORKOUT WEAR + GYM BAG MUST-HAVES	4/14/15	4/28/15	EARLY JUN
AUG 2015	COOL FOR BACK-TO-SCHOOL	<ul style="list-style-type: none"> • SHOW SOME LOVE TO YOUR SCHOOL • MAKING THE GRADE • BACK-TO-SCHOOL STYLE • HIGH SCHOOL ALL-AMERICAN TEAM 	WHAT'S IN YOUR BACKPACK?	6/15/15	6/29/15	EARLY AUG
OCT 2015	THE COLLEGE ISSUE	<ul style="list-style-type: none"> • SIDELINE SPIRIT STANDS THE TEST OF TIME • FALL FASHION • THINK PINK! • COLLEGIATE ALL-AMERICAN TEAM 	PINK-TOBER	8/17/15	8/31/15	EARLY OCT
DEC 2015	THE ALL STAR ISSUE + HOLIDAY GIFT GUIDE	<ul style="list-style-type: none"> • ALL STAR ETIQUETTE • LET'S HEAR IT FOR THE BOYS! • PRACTICING AN ATTITUDE OF GRATITUDE 	HOLIDAY GIFT GUIDE	10/15/15	10/29/15	EARLY DEC

INSIDE EVERY ISSUE

Industry Insider | Today's Cheerleader | Most Valuable Cheerleaders (MVC's) Junior Cheer | The Buzz | Latest and Greatest | Fashion Forward | TEAM iC | Safety Zone

PRINT RATES**

4-COLOR	1x	3x	6x	12x	18x	24x
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

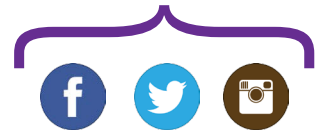
MARKETPLACE AD	2" X 2" - B/W OR COLOR (CMYK)	\$250	ADVERTORIALS - \$300/PER PRODUCT
CLASSIFIED AD	UP TO 100 WORDS	\$200	

Includes photo and up to 30 words
(See editorial calendar for schedule)

PREMIUM	1x	3x	6x	12x	18x	24x
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

WEB RATES (Sizes listed are width x height)

SKYSCRAPER	<ul style="list-style-type: none"> • 160 x 600 pixels • Side navigation of all pages • In rotation with other advertisers 	\$900/MONTH
LEADERBOARD	<ul style="list-style-type: none"> • 728 x 90 pixels • Top of interior pages • In rotation with other advertisers 	\$800/MONTH
INTERIOR LARGE	<ul style="list-style-type: none"> • 300 x 250 pixels • Side navigation of interior pages • In rotation with other advertisers 	\$600/MONTH
INTERIOR SMALL	<ul style="list-style-type: none"> • 300 x 100 pixels • Side navigation of interior pages • FIXED position 	\$900/MONTH
RESOURCE	• Company Listing (includes logo, phone number, web link and 25-word company description)	\$200/MONTH
CLASSIFIED	• Classified Listing (includes up to 100 words)	\$200/MONTH



SOCIAL MEDIA OPPORTUNITIES

The Inside Nation - Over 300,000 strong and GROWING!

\$450/Mention

Includes:

Post on Facebook

Picture
+ Up to 40 words of copy

Tweet

Picture
+ Up to 140 characters*
(Photos will reduce the amount of characters allowed. Must meet Twitter specifications.)

Post on Instagram

Picture
+ Up to 40 words of copy

SPONSORSHIP OPPORTUNITIES

VIDEO	Video Embedded into Digital Version (for the life of the magazine)	\$1000/VIDEO
E-NEWSLETTER	E-Newsletter Sponsorship (600 px wide x 150 px high web banner on the bottom navigation of the newsletter)	\$600/E-NEWSLETTER

*Distribution figures include both print and digital subscriptions. Subject to change throughout the year.

**All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

2015

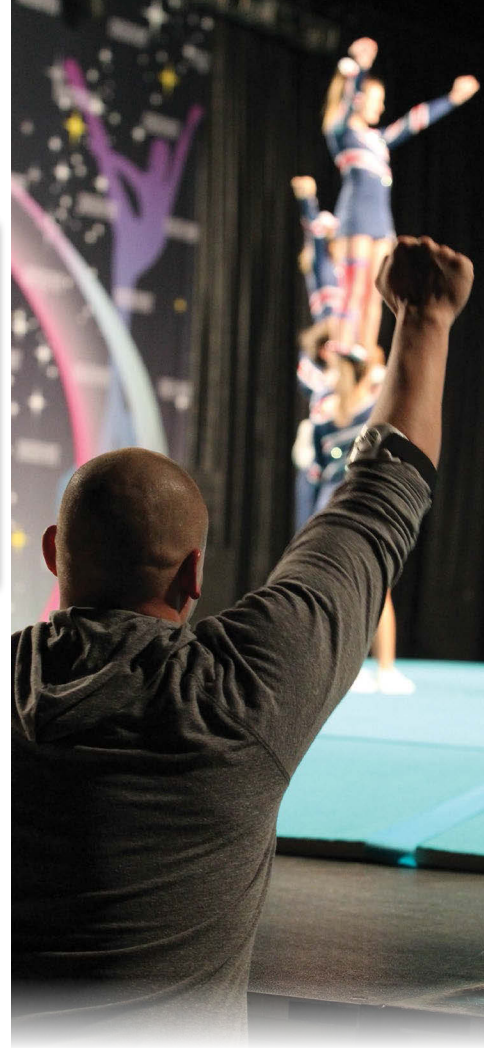
CHEERBIZ

THE NEWS MAGAZINE SERVING THE ALL-STAR INDUSTRY

news

ABOUT THE MAGAZINE

CheerBiz News is THE go-to source for All Star cheer coaches, club owners and industry professionals. Editorial focus includes columns and articles from industry experts in fields ranging from business management to choreography to preparation and planning. Plus, product and service reviews and spotlights for uniforms, warm-ups, practice wear, shoes, accessories, software, travel, equipment, mats and more!



6 ISSUES
PER YEAR

PRINT & DIGITAL

8,000+

DISTRIBUTION
(per issue)

X

7

PASS AROUND
RATE

=

56,000

TOTAL
READERSHIP

DISTRIBUTION*

- Virtually Every Cheer and Gym Club in the Country
- Targeted Subscriber List of Gym Owners, Coaches and Professionals
- Bonus Distribution at Competitions, Conferences, Seminars and Trade Shows Across the Country
- Year Round Distribution at Competitions, Camps, Conferences, Events and Trade Shows

AUDIENCE

Gym/Club Owners, Coaches, Industry Professionals, Choreographers and Entrepreneurs of the Cheer Industry

	THEME	TOPICS	ADVERTORIAL	SPACE DEADLINE	ARTWORK DEADLINE	ON SALE DATE
JAN 2015	KICKING IT INTO HIGH GEAR	<ul style="list-style-type: none"> • MID-SEASON EVALUATION • PRACTICE MAKES PERFORMANCE • FINDING FUNDS FOR YEAR-END EVENTS 	OUTFITTING YOUR SUPER FANS	11/17/14	12/1/14	EARLY JAN
MAR 2015	MARCH MADNESS: GOING ALL IN	<ul style="list-style-type: none"> • LOVE IT OR LOSE IT • PUTTING ON YOUR GAME FACE • DRESSING FOR SUCCESS: LOOKING GOOD ON AND OFF THE COMPETITION FLOOR 	SPOT SMART – EQUIPMENT THAT LENDS A HELPING HAND	1/15/15	1/29/15	EARLY MAR
MAY 2015	AT THE STARTING LINE + UNIFORMS FOR THE YEAR AHEAD	<ul style="list-style-type: none"> • SPRING CLEANING • TRYOUT 101 • A NEW SPIN: STARTING A DANCE TEAM IN YOUR GYM 	UNIFORMS	3/16/15	3/30/15	EARLY MAY
JUL 2015	SEASON WRAP-UP	<ul style="list-style-type: none"> • COMPETITION YEAR IN REVIEW • STAFFING UP • CHOREOGRAPHY CONDITIONING 	A MAT FOR THAT	5/15/15	5/29/15	EARLY JUL
SEP 2015	READY, SET, WORK!	<ul style="list-style-type: none"> • TEAM BUILDING/TEAM BONDING ON AND OFF THE MAT • INJURY PREP: CREATING A PREVENTATIVE ACTION PLAN • TRAINING SKILLS, STUNTS AND THE MIND 	INJURY PREVENTION TRAINING TOOLS	7/15/15	7/29/15	EARLY SEP
NOV 2015	NEW CHEER YEAR	<ul style="list-style-type: none"> • CBN'S ANNUAL 35 UNDER 35 • TRAINING WITH PURPOSE • TIME TO TRAVEL • AN ATTITUDE OF GRATITUDE 	SHOES TO CHOOSE	9/14/15	9/28/15	EARLY NOV

PRINT RATES**

4-COLOR	1x	3x	6x	12x	18x	24x
FULL PAGE	\$4500	\$4200	\$3800	\$3500	\$3200	\$3000
2/3 PAGE	\$3800	\$3500	\$3200	\$3000	\$2700	\$2500
1/2 PAGE	\$3500	\$3200	\$3000	\$2700	\$2500	\$2300
1/3 PAGE	\$3000	\$2700	\$2500	\$2300	\$2100	\$2000
1/4 PAGE	\$1800	\$1700	\$1500	\$1400	\$1300	\$1200
2-PAGE SPREAD	\$6400	\$6100	\$5800	\$5500	\$5200	\$4900

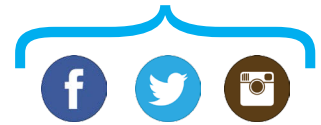
MARKETPLACE AD	2" X 2" - B/W OR COLOR (CMYK)	\$250	ADVERTORIALS - \$300/PER PRODUCT
CLASSIFIED AD	UP TO 100 WORDS	\$200	

Includes photo and up to 30 words
(See editorial calendar for schedule)

PREMIUM	1x	3x	6x	12x	18x	24x
INSIDE FRONT COVER	\$5000	\$4800	\$4700	\$4600	\$4500	\$4000
INSIDE BACK COVER	\$5000	\$4800	\$4700	\$4600	\$4500	\$4000
BACK COVER	\$6000	\$5800	\$5700	\$5600	\$5500	\$5000

WEB RATES (Sizes listed are width x height)

SKYSCRAPER	<ul style="list-style-type: none"> • 160 x 600 pixels • Side navigation of all pages • In rotation with other advertisers 	\$900/MONTH
LEADERBOARD	<ul style="list-style-type: none"> • 728 x 90 pixels • Top of interior pages • In rotation with other advertisers 	\$800/MONTH
INTERIOR LARGE	<ul style="list-style-type: none"> • 300 x 250 pixels • Side navigation of interior pages • In rotation with other advertisers 	\$600/MONTH
INTERIOR SMALL	<ul style="list-style-type: none"> • 300 x 100 pixels • Side navigation of interior pages • FIXED position 	\$900/MONTH
RESOURCE	• Company Listing (includes logo, phone number, web link and 25-word company description)	\$200/MONTH
CLASSIFIED	• Classified Listing (includes up to 100 words)	\$200/MONTH



SOCIAL MEDIA OPPORTUNITIES

Social Media for CheerBiz News is bundled with iC Over 300,000 strong and GROWING!

\$450/Mention

Includes:

Post on Facebook

Picture
+ Up to 40 words of copy

Tweet

Picture
+ Up to 140 characters*
(Photos will reduce the amount of characters allowed. Must meet Twitter specifications.)

Post on Instagram

Picture
+ Up to 40 words of copy

SPONSORSHIP OPPORTUNITIES

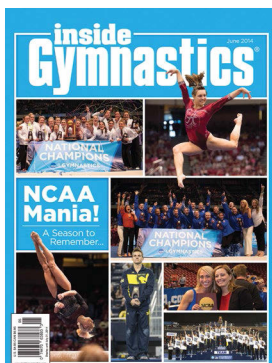
VIDEO	Video Embedded into Digital Version (for the life of the magazine)	\$1000/VIDEO
E-NEWSLETTER	E-Newsletter Sponsorship (600 px wide x 150 px high web banner on the bottom navigation of the newsletter)	\$600/ E-NEWSLETTER

*Distribution figures include both print and digital subscriptions. Subject to change throughout the year.

**All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

2015

inside Gymnastics[®] MAGAZINE



ABOUT THE MAGAZINE

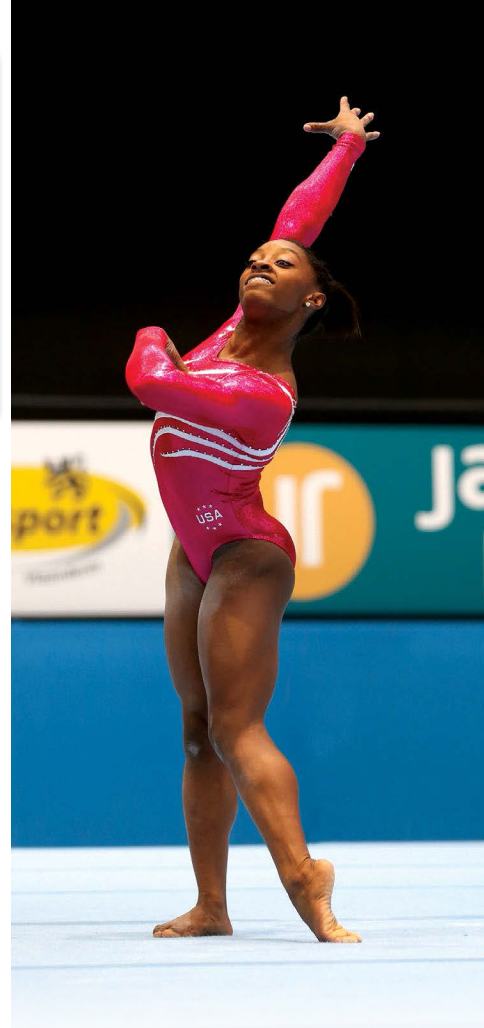
Whether you're a gymnast, coach, club owner, parent of a gymnast or just a fan of the sport, *Inside Gymnastics* magazine has something for everyone! Insightful commentary, in-depth articles, personality profiles and the latest news, notes and quotes from the gymnastics world – all with stunning photography – are the hallmarks of the magazine. Add in product reviews, advertorial spotlights and editorial features, and you have the perfect fit for your advertising message. A targeted audience, engaging content and great rates all make *Inside Gymnastics* your prime partner!

DISTRIBUTION*

- Individual Subscribers
- Newsstands Across the U.S., Including Barnes & Noble, Hastings and Books-A-Million
- Year Round Distribution at Competitions, Camps, Conferences, Events and Trade Shows
- Coaches and Club Owners at Every USAG Club – Approximately 4,500

AUDIENCE

Gymnasts, Parents, Coaches, Gym/Club Owners



6 ISSUES
PER YEAR

PRINT & DIGITAL

20,000+

DISTRIBUTION
(per issue)

X

7

PASS AROUND
RATE

=

140,000

TOTAL
READERSHIP

	THEME	TOPICS	ADVERTORIAL	SPACE DEADLINE	ARTWORK DEADLINE	ON SALE DATE
FEB 2015	THE 50 MOST PHOTOGENIC ISSUE + READERS' CHOICE AWARDS	<ul style="list-style-type: none"> • ANNUAL READERS' CHOICE AWARDS • NEVER TOO EARLY TO PLAN AHEAD FOR CAMP • GUIDE TO THE FABULOUS GYMCON USA 	CAMP DIRECTORY	12/22/14	1/5/15	MID FEB
APR 2015	CAMP + CAMP APPAREL	<ul style="list-style-type: none"> • CAMP PREP 101: PREPPING FOR THE PERFECT EXPERIENCE • LOOKING AHEAD TO NCAA CHAMPIONSHIPS • CULTIVATING A GREAT GYM CULTURE 	GEARED-UP FOR CAMP	2/19/15	3/5/15	MID APR
JUN 2015	THE LEOTARD ISSUE	<ul style="list-style-type: none"> • <i>INSIDE GYMNASTICS'</i> LOVELY LEOTARD CHALLENGE • NCAA SEASON STANDOUTS • SUMMER STYLE: HAIR, MAKE-UP, ACCESSORIES AND MORE 	TOP TRAINING TOOLS	4/21/15	5/5/15	MID JUN
AUG 2015	THE CONGRESS ISSUE (WITH BONUS DISTRIBUTION!)	<ul style="list-style-type: none"> • CONGRESS PREVIEW • ANNUAL POWER 25 LIST • COUNTDOWN TO THE OLYMPICS, FEATURE KICK-OFF! 	HOT PRODUCTS AT CONGRESS	6/22/15	7/6/15	MID AUG
OCT 2015	INVATIONALS – PLANNING YOUR COMPETITION SEASON AHEAD	<ul style="list-style-type: none"> • CHARTING INVATIONALS FOR THE 2015 – 2016 SEASON • WHAT TO EXPECT AT WORLDS • COUNTDOWN TO THE OLYMPICS, SEGMENT 2 	GYM BAG MUST HAVES	8/24/15	9/7/15	MID OCT
DEC 2015	A YEAR IN REVIEW + THE HOLIDAY ISSUE	<ul style="list-style-type: none"> • WHAT 'WOWED' AT WORLD CHAMPIONSHIPS • THE HOLIDAY GIFT GUIDE • COUNTDOWN TO THE OLYMPICS, SEGMENT 3 	GO-TO GIFTS FOR THE GYMNAST IN YOUR LIFE	10/22/15	11/5/15	MID DEC

INSIDE EVERY ISSUE

Industry Insider | The Inside Buzz | Chalking Up | People, Places, Faces | Photo Features
Junior Gymnast | Product Spotlights | Athlete Profiles | Event Recaps

PRINT RATES**

4-COLOR	1x	3x	6x	12x	18x	24x
FULL PAGE	\$2700	\$2600	\$2400	\$2300	\$2200	\$2150
2/3 PAGE	\$2200	\$2100	\$2000	\$1900	\$1800	\$1700
1/2 PAGE	\$1900	\$1800	\$1700	\$1650	\$1600	\$1550
1/3 PAGE	\$1700	\$1600	\$1500	\$1450	\$1400	\$1350
1/4 PAGE	\$1400	\$1350	\$1300	\$1250	\$1200	\$1150
2-PAGE SPREAD	\$3900	\$3700	\$3500	\$3400	\$3300	\$3200

MARKETPLACE AD	2" x 2" - B/W or Color (CMYK)	\$250	ADVERTORIALS - \$250/PER PRODUCT Includes photo and up to 30 words (See editorial calendar for schedule)
CLASSIFIED AD	Up to 100 Words	\$200	

PREMIUM	1x	3x	6x	12x	18x	24x
INSIDE FRONT COVER	\$3400	\$3280	\$3160	\$3040	\$2900	\$2750
INSIDE BACK COVER	\$3400	\$3280	\$3160	\$3040	\$2900	\$2750
BACK COVER	\$3800	\$3600	\$3400	\$3300	\$3200	\$3100

WEB RATES (Sizes listed are width x height)

SKYSCRAPER	<ul style="list-style-type: none"> • 160 x 600 pixels • Side navigation of all pages • In rotation with other advertisers 	\$900/MONTH
LEADERBOARD	<ul style="list-style-type: none"> • 728 x 90 pixels • Top of interior pages • In rotation with other advertisers 	\$800/MONTH
INTERIOR LARGE	<ul style="list-style-type: none"> • 300 x 250 pixels • Side navigation of interior pages • In rotation with other advertisers 	\$600/MONTH
INTERIOR SMALL	<ul style="list-style-type: none"> • 300 x 100 pixels • Side navigation of interior pages • FIXED position 	\$900/MONTH
RESOURCE	• Company Listing (includes logo, phone number, web link and 25-word company description)	\$200/MONTH
CLASSIFIED	• Classified Listing (includes up to 100 words)	\$200/MONTH



SOCIAL MEDIA OPPORTUNITIES

The Inside Nation - Over 100,000 strong and GROWING!

\$450/Mention

Includes:

Post on Facebook

Picture
+ Up to 40 words of copy

Tweet

Picture
+ Up to 140 characters*
(Photos will reduce the amount of characters allowed. Must meet Twitter specifications.)

Post on Instagram

Picture
+ Up to 40 words of copy

SPONSORSHIP OPPORTUNITIES

VIDEO	Video Embedded into Digital Version (for the life of the magazine)	\$1000/VIDEO
E-NEWSLETTER	E-Newsletter Sponsorship (600 px wide x 150 px high web banner on the bottom navigation of the newsletter)	\$600/ E-NEWSLETTER
RADIO	Inside Gymnastics Radio Show	\$600/ RADIO SHOW

EVENT OPPORTUNITIES

FEBRUARY 2015	Winter Cup
MARCH 2015	American Cup
AUGUST 2015	U.S. Championships
OCTOBER 2015	Worlds

\$1,500 per event - Commit to two or more events and receive a 10% discount.

Sponsorship includes:

- Sponsors' banner ads in exclusive rotation on all pages within section, including the "Event Home Page."
- Creative 1 - 160 x 160 banner square
- Creative 2 - 300 x 150 banner rectangle
- Sponsorship message in E-Newsletter during the events (20-word message, 728 x 90 banner ad and link to your site)

*Distribution figures include both print and digital subscriptions. Subject to change throughout the year.

**All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

2015

inside **DANCE**



6 ISSUES PER YEAR

PRINT & DIGITAL

15,000+

DISTRIBUTION
(per issue)

X

7

PASS AROUND RATE

=

105,000

TOTAL READERSHIP

ABOUT THE MAGAZINE

Inside Dance delivers an all-new, all-access, fresh take on the world of dance. From the competition side at the Studio, School (high school and college) and All Star level to conventions, tours and the commercial and professional side of dance, iD has all of the bases covered! With insightful articles from dancers, choreographers, instructors, directors, dance and talent competition producers, stylists, health experts and more, the magazine offers the inside scoop from the world of dance, all with breathtaking photography. Though dance itself takes center stage, fashion/costumes/dancewear and health & fitness also play a pivotal role in each issue.

DISTRIBUTION*

- Individual Subscribers
- Mailed Complimentary to 4,000+ Dance Studios and All Star Programs Across the Country
- Bonus Distribution at Competitions, Conventions, Tour Stops, Camps, Conferences and Trade Shows Year-Round
- Newsstands Across the U.S., Including Barnes & Noble, Hastings and Books-A-Million

AUDIENCE

Dancers, Studio Owners and Directors, Teachers and Instructors, Parents, Choreographers and other Industry Professionals

	THEME	TOPICS	ADVERTORIAL	SPACE DEADLINE	ARTWORK DEADLINE	ON SALE DATE
JAN 2015	COMPETITION SEASON: HIGH GEAR	<ul style="list-style-type: none"> • PRACTICE MAKES PERFORMANCE • TRENDY LOOKS FOR REHEARSALS • FROM ONE STAGE TO ANOTHER: BEYOND THE MARLEY 	FITNESS APPAREL FOR DANCERS	11/24/14	12/8/14	MID JAN
MAR 2015	ACE YOUR AUDITION + SUMMER INTENSIVES	<ul style="list-style-type: none"> • AGENCY DIRECTORY: WHO'S GOT YOUR BACK? • SUMMER INTENSIVE GUIDE 101 • LOOKING TOWARDS NATIONALS AND WORLD CHAMPIONSHIPS 	TOP TRENDS TO STAND OUT AT AN AUDITION	1/22/15	2/5/15	MID MAR
MAY 2015	BROADWAY BOUND + A LOOK AHEAD TO CAMP	<ul style="list-style-type: none"> • PREVIEW OF THE TONY AWARDS • MUSICAL THEATRE STAGE DIRECTORY • SUMMER CAMP PREVIEW 	CAMP WEAR	3/23/15	4/6/15	MID MAY
JUL 2015	NEW SEASON: COMPETITIONS AND CONVENTIONS	<ul style="list-style-type: none"> • DANCE DESTINATIONS: WHERE WILL YOUR STUDIO TRAVEL? • STUDIO VS. DANCE TEAM: EXCELLING AT BOTH! • COLLEGE DANCE PROGRAMS 	SIZZLING SUMMER TRENDS	5/22/15	6/5/15	MID JUL
SEP 2015	THE FASHION ISSUE	<ul style="list-style-type: none"> • DANCE FASHIONISTA • TREND WATCH 2016 • DANCING FOR A CURE 	COSTUMES FOR ONE AND ALL	7/22/15	8/5/15	MID SEP
NOV 2015	HOLIDAYS AND HOLLYWOOD	<ul style="list-style-type: none"> • READY, SET, ACTION! • STAYING ON POINTE DURING THE WINTER MONTHS • SUMMER INTENSIVE DIRECTORY 	BEST GIFTS FOR DANCERS	9/21/15	10/5/15	MID NOV

INSIDE EVERY ISSUE

The Must List | The Hot List | Scene + Social Media | The Fit Factor | Travis Talk
Competition Spotlight | High School Spotlight | Industry Insider | Photo Features

PRINT RATES**

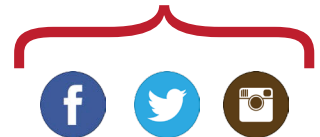
4-COLOR	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3100	\$3000	\$2900	\$2800	\$2700	\$2600
2/3 PAGE	\$2500	\$2400	\$2300	\$2200	\$2100	\$2000
1/2 PAGE	\$2200	\$2100	\$2000	\$1950	\$1850	\$1750
1/3 PAGE	\$2000	\$1900	\$1800	\$1750	\$1700	\$1600
1/4 PAGE	\$1800	\$1700	\$1600	\$1550	\$1500	\$1450
2-PAGE SPREAD	\$4500	\$4400	\$4300	\$4200	\$4100	\$4000

MARKETPLACE AD	2" X 2" - B/W OR COLOR (CMYK)	\$250	ADVERTORIALS - \$300/PER PRODUCT Includes photo and up to 30 words (See editorial calendar for schedule)
CLASSIFIED AD	UP TO 100 WORDS	\$200	

PREMIUM	1x	3x	6x	12x	18x	24x
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

WEB RATES (Sizes listed are width x height)

SKYSCRAPER	<ul style="list-style-type: none"> • 160 x 600 pixels • Side navigation of all pages • In rotation with other advertisers 	\$900/MONTH
LEADERBOARD	<ul style="list-style-type: none"> • 728 x 90 pixels • Top of interior pages • In rotation with other advertisers 	\$800/MONTH
INTERIOR LARGE	<ul style="list-style-type: none"> • 300 x 250 pixels • Side navigation of interior pages • In rotation with other advertisers 	\$600/MONTH
INTERIOR SMALL	<ul style="list-style-type: none"> • 300 x 100 pixels • Side navigation of interior pages • FIXED position 	\$900/MONTH
RESOURCE	• Company Listing (includes logo, phone number, web link and 25-word company description)	\$200/MONTH
CLASSIFIED	• Classified Listing (includes up to 100 words)	\$200/MONTH



SOCIAL MEDIA OPPORTUNITIES

The Inside Nation - Launching a social media revolution in dance! The Latest Buzz, Stunning Images and Targeted Advertiser Messaging through our social media platforms!

Introductory Rates!

\$300/Mention

Includes:

Post on Facebook

Picture
+ Up to 40 words of copy

Tweet

Picture
+ Up to 140 characters*
(Photos will reduce the amount of characters allowed. Must meet Twitter specifications.)

Post on Instagram

Picture
+ Up to 40 words of copy

SPONSORSHIP OPPORTUNITIES

VIDEO	Video Embedded into Digital Version (for the life of the magazine)	\$1000/VIDEO
E-NEWSLETTER	E-Newsletter Sponsorship (600 px wide x 150 px high web banner on the bottom navigation of the newsletter)	\$600/E-NEWSLETTER

Charter Advertiser Special!

Commit to at least 4 ads to run during the 2015 calendar year, and as a Charter Advertising Partner, your ad rate will be **LOCKED IN FOR THE NEXT FOUR YEARS**, no matter the increase in circulation base or rate card! Ask your sales representative for complete details!

*Distribution figures include both print and digital subscriptions. Subject to change throughout the year.

**All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

2015

INSIDE Volleyball

insid volleyball.com

4 ISSUES PER YEAR

PRINT & DIGITAL

12,500+

DISTRIBUTION (per issue)

X

7

PASS AROUND RATE

=

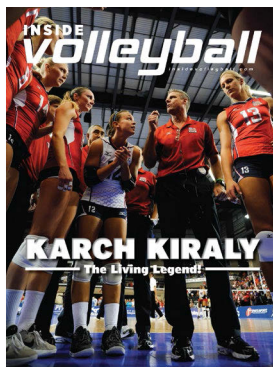
87,500

TOTAL READERSHIP

ABOUT THE MAGAZINE

All-New Look and Expanded Audience for SPRING 2015!

Originally designed as a publication for coaches and club directors, *Inside Volleyball* magazine is growing in 2015 with an expanded focus to now include volleyball players at all levels including club, school and rec! In each issue, you'll find intriguing features on volleyball's greatest stars and storylines that take you inside the sport. Columns from experts in fields ranging from sports psychology to physical therapy to business consulting and everything in between are also included in each issue! Product spotlights, health and fitness segments, and VolleyBUZZ - our look at the latest and greatest from the world of volleyball - round out each issue!

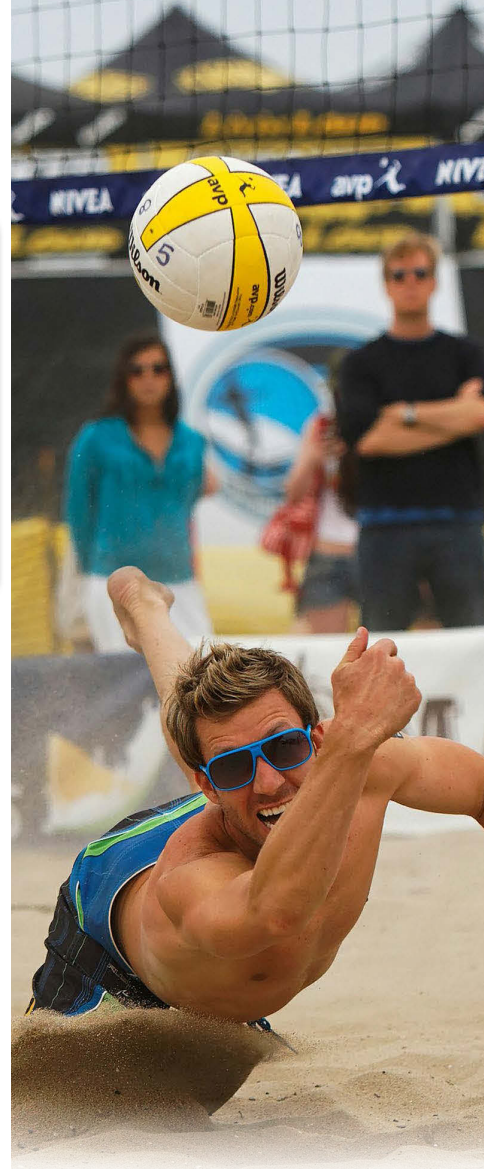


DISTRIBUTION*

- Individual Subscribers
- In Addition To The Subscriber Base, 3,100 Volleyball Club Owners/Directors Across The Country Receive Each Issue (Complimentary)

AUDIENCE

Volleyball Players (club, school and rec), Club Owners, Club Directors, Coaches, Advisors, Industry Members and Enthusiasts



	THEME	TOPICS	ADVERTORIAL	SPACE DEADLINE	ARTWORK DEADLINE	ON SALE DATE
SPRING 2015	THE LOOK ISSUE	<ul style="list-style-type: none"> • NCAA: WOMEN'S NCAA WRAP-UP AND MEN'S PREVIEW • CAMP 2015 • 'BUMP' YOUR BUSINESS 	UNIFORMS	1/29/15	2/12/15	MAR
SUMMER 2015	SEASON SUCCESS	<ul style="list-style-type: none"> • TOES IN THE SAND • MEN'S NCAA WRAP-UP • SHAPE-UP DURING THE SUMMER MONTHS 	SHOES	5/1/15	5/15/15	JUN
FALL 2015	FALL BALL!	<ul style="list-style-type: none"> • INDOOR/CLUB SEASON KICK-OFF • INSIDE LOOK AT AVCA ANNUAL CONVENTION • NCAA WOMEN'S PREVIEW 	WARM-UPS	7/31/15	8/14/15	SEP
WINTER 2015	HOLIDAY ISSUE + PLANNING YOUR YEAR AHEAD	<ul style="list-style-type: none"> • MATCH READY • JUST DIG IT • GIFTS SURE TO BE A HOLIDAY HIT! 	EQUIPMENT	10/30/15	11/13/15	DEC

INSIDE EVERY ISSUE

VolleyBUZZ | The Pulse: Industry News | Product Spotlights
Competition Spotlight | Match Point

PRINT RATES**

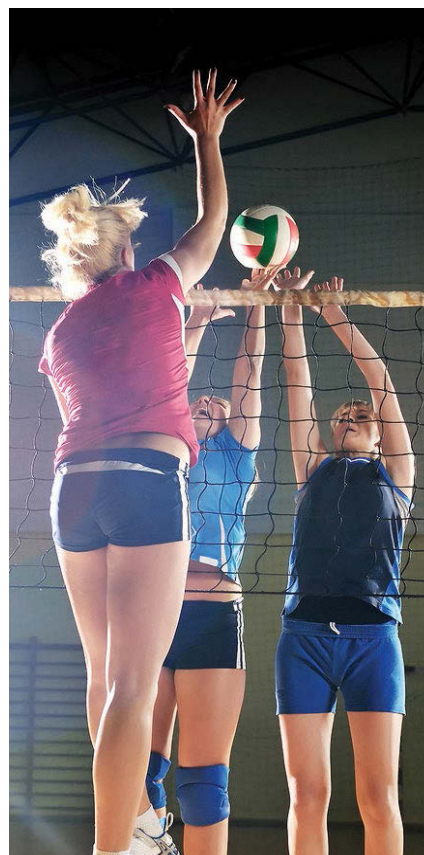
4-COLOR	1x	2x	4x	8x	12x
FULL PAGE	\$3100	\$3000	\$2900	\$2800	\$2700
2/3 PAGE	\$2900	\$2800	\$2700	\$2600	\$2500
1/2 PAGE	\$2000	\$1900	\$1800	\$1700	\$1600
1/3 PAGE	\$1500	\$1450	\$1400	\$1350	\$1300
1/4 PAGE	\$1200	\$1150	\$1100	\$1050	\$1000
2-PAGE SPREAD	\$4300	\$4100	\$3900	\$3700	\$3500

MARKETPLACE AD	2" X 2" - B/W OR COLOR (CMYK)	\$250	ADVERTORIALS - \$300/PER PRODUCT
CLASSIFIED AD	UP TO 100 WORDS	\$200	

PREMIUM	1x	2x	4x	8x	12x
INSIDE FRONT COVER	\$3400	\$3300	\$3200	\$3100	\$3000
INSIDE BACK COVER	\$3400	\$3300	\$3200	\$3100	\$3000
BACK COVER	\$4500	\$4400	\$4300	\$4200	\$4100

SPONSORSHIP OPPORTUNITIES

E-NEWSLETTER	E-Newsletter Sponsorship 600 px wide x 150 px high web banner on the bottom navigation of the newsletter	\$300/ E-NEWSLETTER
---------------------	---	------------------------



*Distribution figures include both print and digital subscriptions. Subject to change throughout the year.

**All ads that appear in the print version also appear in the digital version with the opportunity for add-on features, such as direct links, embedded video and bonus pages.

THE 2015 COACH'S HANDBOOK

The Official Handbook of Cheerleading!

ABOUT THE GUIDE

With vendor listings by category, how-to articles, interviews with industry leaders and features on trends for the year, *The Coach's Handbook* is a must-have for cheerleading club owners, coaches and industry professionals.

AUDIENCE

Gym/Club Owners, Coaches, Industry Professionals and Entrepreneurs of the Cheer Industry


DISTRIBUTION OF 22,000

- 7,000 All Star Cheer Programs and Gymnastics Clubs that offer Cheer
- 12,000 High School Coaches and Advisors
- 3,000+ Events, Competitions, and Conferences
- PLUS! Digital Copies available through the Apple Newsstand and Amazon Kindle Fire Marketplace

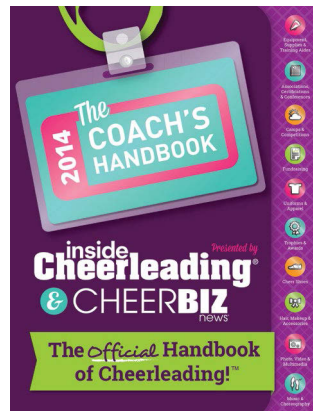
Basic Listing

FELLOWSHIP OF CHRISTIAN CHEERLEADERS (FCC)
300 Brogdon Rd, Ste 100
Suwanee, GA 30024
800-825-6953
www.cheerfcc.org

Enhanced Listing



CHEERSPORT
11010-B Monroe Rd
Matthews, NC 28105
888-READY-OK
www.cheersport.net
see ad on pages 74-75
and the back cover



TABS

- Uniforms, Shoes, Apparel and Style
- Competitions
- Camps
- Equipment, Supplies, Fundraising & More

Available in Both Print and Digital Format!

GENERAL RATES	RATE	PREMIUM RATES	RATE
FULL PAGE	\$3600	BACK COVER	\$7500
1/2 PAGE	\$2500	INSIDE FRONT or BACK COVER	\$6800
1/3 PAGE	\$2100	INSIDE FRONT or BACK COVER SPREAD	\$8800
1/4 PAGE	\$1800	SECTION TAB FRONT	\$6500
2-PAGE SPREAD	\$6500	SECTION TAB BACK	\$5600
ENHANCED LISTING*	\$400		

*Enhanced listing includes company name, address, phone number, web address, logo and tinted background

Deadlines:

Ad Reservations	3/6/15
Artwork Due	3/13/15
Date Available	APR 2015

THE 2015 CHEERLEADING AND DANCE WORLDS COMMEMORATIVE ISSUE

ABOUT THE GUIDE

The *Worlds Commemorative Issue* celebrates the All Star season with a look back at the standout performances and top trends from The Cheerleading and Dance Worlds and also looks ahead to the upcoming competition season. This commemorative collector's edition keepsake, which is produced in partnership with the United States All Star Federation, is sure to be viewed over and over again with a very long shelf life for maximum exposure!

AUDIENCE

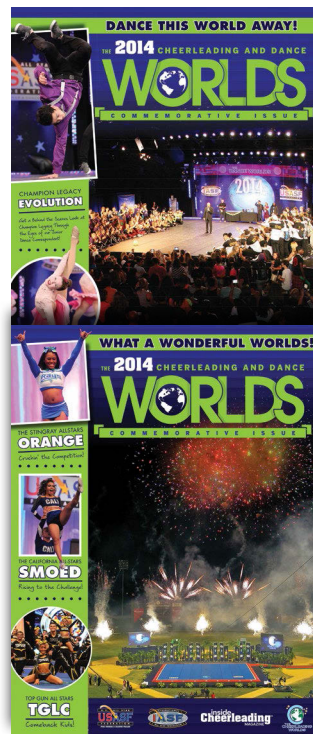
Cheerleaders, Dancers, Parents, Coaches/Advisors/Instructors, Gym/Club/Studio Owners

DISTRIBUTION OF 25,000

- For the 2014 Edition, Each USASF Member Athlete Who Attended The Cheerleading and Dance Worlds Received a Copy, Compliments of the USASF
- 3,000+ Clubs Across the Country (Complimentary Copies to the Attention of Club Owner)
- Industry Professionals (Choreographers, Judges, Photographers, Apparel Companies, Event Producers, Affiliates, Etc.)
- Additional Issues Sold Through Online Store
- PLUS! Digital Copies available through the Apple Newsstand and Amazon Kindle Fire Marketplace

Available in Both Print and Digital Format!

GENERAL RATES	RATE	PREMIUM RATES	RATE
FULL PAGE	\$3000	INSIDE FRONT COVER - CHEER	\$5000
1/2 PAGE	\$2200	INSIDE FRONT COVER - DANCE	\$5000
1/3 PAGE	\$1800	INSIDE FRONT COVER SPREAD - CHEER	\$6500
1/4 PAGE	\$1200	INSIDE FRONT COVER SPREAD - DANCE	\$6500
2 PAGE SPREAD	\$5000		



Deadlines:

Ad Reservations	7/10/15
Artwork Due	7/17/15
Date Available	AUG 2015

THE 2016 COACH'S RESOURCE GUIDE

Your GO-TO-GUIDE for the Sport of Gymnastics!

ABOUT THE GUIDE

With vendor listings by category, interviews with industry leaders and a comprehensive listing of meets/invitationals, *The Coach's Resource Guide* is designed with coaches and gym owners in mind!

AUDIENCE

Gym/Club Owners, Coaches and Industry Professionals of the Gymnastics Industry

DISTRIBUTION OF 12,000

- Coaches and Club Owners at Every USAG Club – Approximately 4,500
- Trade Shows, Conferences, Competitions and Camps Across the Country
- PLUS! Digital Copies available through the Apple Newsstand and Amazon Kindle Fire Marketplace

Available in Both Print and Digital Format!

GENERAL RATES	RATE	PREMIUM RATES	RATE
FULL PAGE	\$2700	BACK COVER	\$4000
1/2 PAGE	\$1900	INSIDE FRONT or BACK COVER	\$3400
1/3 PAGE	\$1700	INSIDE FRONT or BACK COVER SPREAD	\$4500
1/4 PAGE	\$1400	SECTION TAB FRONT	\$4000
2-PAGE SPREAD	\$3900	SECTION TAB BACK	\$3000
ENHANCED LISTING*	\$300		

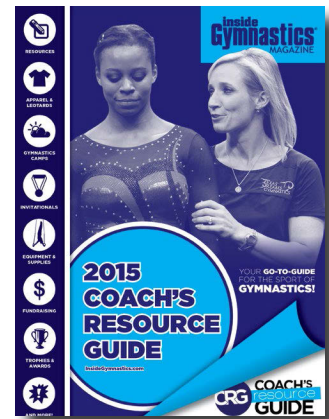
*Enhanced listing includes company name, address, phone number, web address, logo and tinted background

Basic Listing

GYMCERT
2716 Deer Berry Court
Longwood, FL 32779
407-444-5669
www.gymcert.com

Enhanced Listing

AAI
AMERICAN ATHLETIC, INC
200 American Ave
Jefferson, IA 50129
800-247-3978
www.americanathletic.com
see ad on page 123



TABS

- Leotards/Warm Ups/Apparel
- Meets/Invitationals & Camps
- Equipment, Supplies, Fundraising & More

Deadlines:

Ad Reservations	10/16/15
Artwork Due	10/23/15
Date Available	DEC 2015

GYMCON USA 2015 GYMNASTICS CONFERENCE

ABOUT THE CONFERENCE

GymConUSA, an all-new gymnastics conference designed for Coaches, Club Owners and Industry Professionals, will take place Summer 2015 in Las Vegas. The conference includes an incredible roster of speakers and presenters in a variety of fields geared toward helping coaches and club owners increase their base of knowledge, learn from top experts and highly decorated coaches and network with other industry professionals.

SPONSORSHIP/VENDOR OPPORTUNITIES

- Vendor Booth: \$1,000 (8' x 8' Space)
- Meal Sponsorship: \$2,400 - \$3,600
 - Includes Vendor Booth
- Welcome Bag: \$400
 - Includes ability to distribute literature, catalogues, etc.
- NEW for 2015 - FASHION SHOW: \$500
 - Includes up to three apparel submissions
 - Must have a vendor booth space to participate.
- CONTACT YOUR SALES REP FOR ADDITIONAL MARQUEE SPONSOR OPPORTUNITIES!!



2015 Featured Guest:
John Roethlisberger

GymConUSA
2015 GYMNASTICS CONFERENCE ★★



ARTWORK DUE DATES

ISSUE	INSIDE CHEERLEADING	CHEERBIZ NEWS	INSIDE GYMNASTICS	INSIDE DANCE	INSIDE VOLLEYBALL
JAN 2015		12/1/14		12/8/14	
FEB 2015	12/29/14		1/5/15		
MAR 2015		1/29/15		2/5/15	
SPRING 2015					2/12/15
APR 2015	2/26/15		3/5/15		
MAY 2015		3/30/15		4/6/15	
JUN 2015	4/28/15		5/5/15		
SUMMER 2015					5/15/15
JUL 2015		5/29/15		6/5/15	
AUG 2015	6/29/15		7/6/15		
SEP 2015		7/29/15		8/5/15	
FALL 2015					8/14/15
OCT 2015	8/31/15		9/7/15		
NOV 2015		9/28/15		10/5/15	
DEC 2015	10/29/15		11/5/15		
WINTER 2015					11/13/15

THE COACH'S HANDBOOK (CHEERLEADING)	THE WORLDS COMMEMORATIVE ISSUE (CHEERLEADING & DANCE)	THE COACH'S RESOURCE GUIDE (GYMNASTICS)
3/13/15	7/17/15	10/23/15

NOTE: Artwork deadlines are 7 days prior to our upload date. Due to this very tight turnaround, late artwork will not be accepted unless pre-approved by your sales rep.

PRINT ADVERTISING SIZE SPECIFICATIONS

Ads that do not meet specifications may be subject to resizing, causing a loss of quality or distortion to the ad. Please be sure that your artwork is the correct size before submitting.

- INSIDE CHEERLEADING
- INSIDE GYMNASTICS
- INSIDE DANCE
- INSIDE VOLLEYBALL
- THE COACH'S HANDBOOK (CHEER)
- THE WORLDS COMMEMORATIVE ISSUE

- THE COACH'S RESOURCE GUIDE (GYMNASTICS)

- CHEERBIZ NEWS
NEW SIZE FOR 2015!!
STILL OVERSIZED FOR A BIG IMPRESSION BUT CONVENIENT FOR ON-THE-GO, TOO!

AD SIZE	BLEED SIZE	TRIM SIZE	BLEED SIZE	TRIM SIZE	BLEED SIZE	TRIM SIZE
2-PAGE SPREAD	16" x 10.75"	15.75" x 10.5"	13.75" x 9.375"	13.5" x 9.125"	18.25" x 12.25"	18" x 12"
FULL PAGE	8.125" x 10.75"	7.875" x 10.5"	7" x 9.375"	6.75" x 9.125"	9.25" x 12.25"	9" x 12"
2/3 PAGE VERTICAL	5.25" x 10.75"	5" x 10.5"	4.5" x 9.375"	4.25" x 9.125"	6.25" x 12.25"	6" x 12"
1/2 PAGE VERTICAL	4.125" x 10.75"	3.875" x 10.5"	3.5" x 9.375"	3.25" x 9.125"	4.75" x 12.25"	4.5" x 12"
1/2 PAGE HORIZONTAL	8.125" x 5.25"	7.875" x 5"	7" x 4.625"	6.75" x 4.375"	9.25" x 6.25"	9" x 6"
1/3 PAGE VERTICAL	3" x 10.75"	2.75" x 10.5"	2.5" x 9.375"	2.25" x 9.125"	3.25" x 12.25"	3" x 12"
1/3 PAGE HORIZONTAL	8.125" x 3.75"	7.875" x 3.625"	7" x 3.25"	6.75" x 3"	9.25" x 4.25"	9" x 4"
1/3 PAGE SQUARE*	--	--	--	4.25" x 4.25"	--	--
1/4 PAGE VERTICAL*	--	3.5" x 5"	--	--	--	4" x 5.5"

*1/3 page square and 1/4 page ads will be inset (white border around the ad), They will not bleed off the page.

WHERE TO SEND ART

Upload artwork to:
insidepubs.com/artwork
If artwork exceeds 20 MB, we recommend a free file transfer service such as WeTransfer.

Accepted File Formats:

- PDF X-1a (preferred)
- Illustrator AI or EPS
- Photoshop PSD
- JPG & TIFF (240 dpi)

Files **MUST BE** converted to CMYK with all pantone colors changed to process. If you are not sending a PDF, or if you are using a restricted font, convert all type to outlines and EMBED all linked images.

Before submitting, please double check artwork to make sure it meets color and size specifications. The publisher is not responsible for the quality of ads that do not adhere to these guidelines. Inside Publications will not re-create or alter artwork to meet press compliance.

HAVE A QUESTION?

Questions regarding artwork can be directed to Mandi Mazonkey at 770.394.7163 or mandi@insidepubs.com