



## UNITED STATES TWIRLING ASSOCIATION 2010 Advertising Opportunities

### ***Reach new customers! Drive traffic to your web site!***

The United States Twirling Association (USTA), the nation's leading sport baton twirling organization, is pleased to offer you easy and affordable ways to reach a largely untapped market of baton twirling athletes, parents, supporters and professionals, including coaches, judges and competition directors.

As an incentive to advertisers, USTA is offering the following special for 2010:

- ***Place a full page or half page ad in all three issues of Catch It! Magazine and the U.S. National Baton Twirling Championships Program***
- ***Receive a FREE ad in two issues of USTA News & Views eNewsletter (a \$200 value!) and two months on [www.ustwirling.com](http://www.ustwirling.com) (a \$200 value!)***

### **About USTA:**

As a 501(c) 3 not-for-profit, youth sports organization, USTA is dedicated to positive youth development through the sport of baton twirling. USTA offers recreational, educational and competitive programs, including training programs for athletes, professional development programs for coaches and judges, and local, state, regional and national baton twirling competitions. USTA is the United States representative to the World Baton Twirling Federation, which sponsors international competitions, including the annual International Cup Competition and the biannual World Baton Twirling Championships.

### **USTA Advertising Vehicles:**

- **[www.ustwirling.com](http://www.ustwirling.com)** – Drive traffic to your Web site with an ad on [www.ustwirling.com](http://www.ustwirling.com), the official Web site of USTA. UStwirling.com features information about the sport of baton twirling, USTA programs and events, twirlers in the news, college twirling opportunities and member news. The site receives an average of 14,000 visits every month, making it one of the most-visited twirling Web sites.
- **Catch It! Magazine** – A two-color, glossy magazine containing in-depth and feature stories for and about twirlers and twirling professionals. Published three times per year; Winter, Spring and Fall. The highly-anticipated Fall 'Winners Issue' features photos and results from the U.S. National Baton Twirling Championships and Festival of the Future, held every July. Distributed to all Full, Elite and Professional USTA members.
- **USTA News & Views** – A monthly eNewsletter featuring timely and topical stories for and about twirlers and twirling professionals. Every issue includes links to advertisers and other twirling resources, which drives traffic to their Web sites. Sent via email to all USTA members, including athlete and professional members.
- **USTA National Championships Program** – This four-color, glossy publication is both a useful tool and a treasured keepsake for participants in the U.S. National Baton Twirling Championships and Festival of the Future. Published in June of each year and distributed to participants and spectators at the National Championships in July.

## 2010 Advertising Rates and Packages:

<b>CATCH IT! MAGAZINE</b>	<b>Ad in 1 Issue Only</b> <i>Winter Issue Deadline: Feb. 1</i> <i>Publishing Date: Feb. 15</i>	<b>Ad in 2 Issues</b> <i>Spring Issue Deadline: Apr. 1</i> <i>Publishing Date: Apr. 15</i>	<b>Ad in 3 Issues</b> <i>Fall Issue Deadline: Oct. 1</i> <i>Publishing Date: Oct. 15</i>
Full Page B&W	\$200 per ad. \$200 total.	\$180 per ad. \$360 total. <i>(10% discount off single issue price)</i>	\$160 per ad. \$480 total. <i>(20% discount off single issue price)</i>
1/2 Page B&W	\$125 per ad. \$125 total	\$112.50 per ad. \$225 total. <i>(10% discount off single issue price)</i>	\$100 per ad. \$300 total. <i>(20% discount off single issue price)</i>
1/4 Page B&W	\$75 per ad. \$75 total.	\$67.50 per ad. \$135 total. <i>(10% discount off single issue price)</i>	\$60 per ad. \$180 total. <i>(20% discount off single issue price)</i>
1/8 Page B&W	\$40 per ad. \$40 total.	\$36 per ad. \$72 total. <i>(10% discount off single issue price)</i>	\$32 per ad. \$96 total. <i>(20% discount off single issue price)</i>
Classified Ads	(3 lines/35 spaces)	\$25 per insertion	

<b>U.S. National Baton Twirling Championships Program - May 15 Deadline</b>			
Back Cover – Color	\$750	Half Page – Black & White	\$175
2 <sup>nd</sup> /3 <sup>rd</sup> Inside Covers – Color	\$500	Quarter Page – Black & White	\$125
Full Page – Color	\$400	Eighth Page – Black & White	\$100
Full Page – Black & White	\$300		

<b>USTwirling.com</b>	<b>1 month</b> <i>Deadline 2 weeks before month begins</i>	<b>4 months (one month per quarter)</b> <i>Deadline 2 weeks before month begins</i>	<b>6 months (every other month)</b> <i>Deadline 2 weeks before month begins</i>	<b>12 months</b> <i>Deadline 2 weeks before each month begins</i>
Web Site Ad (including link) 150 x 200 pixels	\$100 per ad. \$100 total.	\$70 per ad. \$280 total.	\$50 per ad. \$300 total.	\$40 per ad. \$480 total.

<b>USTA News &amp; Views Monthly eNewsletter</b>	<b>1 month</b> <i>Deadline 2 weeks before month begins</i>	<b>4 months (one month per quarter)</b> <i>Deadline 2 weeks before month begins</i>	<b>6 months (every other month)</b> <i>Deadline 2 weeks before month begins</i>	<b>12 months</b> <i>Deadline 2 weeks before each month begins</i>
	\$50 per ad.	\$40 per ad. \$160 total.	\$30 per ad. \$180 total.	\$20 per ad. \$240 total.

(For [www.ustwirling.com](http://www.ustwirling.com) and USTA News & Views, quarters are Jan.-Mar., Apr.-Jun., Jul.-Sep., Oct.-Dec. Ad deadline is two weeks before beginning of each month requested. Web site ads will be placed on Home Page unless another page is specifically requested.)

## 2010 Advertising Specifications:

### CONTRACT AND COPY REGULATIONS

- Proper Consent: All copy, text, displays, use of amateur athletes, and illustrations are published with the understanding that the advertiser has secured proper written consents.
- Liability of Error: The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- Cancellations: Not accepted after ad deadline date.
- Late Copy: No late changes can be accepted; copy/ad deadlines established in the schedule are strictly adhered to and changes will be accommodated only at the next deadline.

### DISCOUNTS AND BILLINGS

- Invoices for single ads will be sent to the advertiser on the date of publication. Net due in 30 days.
- Payment for ad packages must accompany ad agreement.
- Finance Charge: Any account outstanding more than 30 days from date of invoice will be charged 1.5% per month finance charge on net due.

### PRINTING SPECIFICATIONS for Catch It! Magazine and U.S. National Baton Twirling Championships Program:

- Columns per page: Two (3 5/8") and/or three (2 1/4"). Both formats are used interchangeably.
- Printing/Binding: Offset with staples
- Trim Size: 8-1/2 x 11"

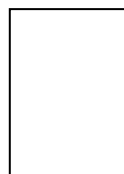
Ad sizes for Catch It! Magazine and U.S. National Baton Twirling Championships Program:



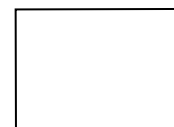
Full page  
7 1/4 X 9 3/4



1/2 page  
horizontal  
7 1/4 X 4 3/4



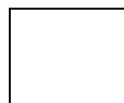
1/4 page  
vertical  
3 5/8 X 4 3/4



1/4 page  
horizontal  
4 3/4 x 3 5/8



1/2 page  
vertical  
4 3/4 X 7 1/4



1/8 page  
horizontal  
3 5/8 X 2 1/4



1/8 page  
vertical  
2 1/4 X 3 5/8

For additional information, contact Anna Osborn Dolan, Director of Communications, 303-349-7267 or [pr@ustwirling.com](mailto:pr@ustwirling.com).



## **2010 Advertising Agreement**

USTA is hereby authorized to place advertising for the company signed below in accordance with the placement orders indicated below.

Please check issue, size of ad, indicate month(s) if applicable, and circle cost.

### **CATCH IT! Magazine**

<u>Issue</u>	<u>Size of Ad</u>	<u>1 Issue</u>	<u>2 Issues</u>	<u>3 Issues</u>
___ Winter (ad deadline 2-15)	___ Full page B&W	\$200	\$360	\$480
___ Spring (ad deadline 4-15)	___ 1/2 page B&W	\$125	\$225	\$300
___ Fall (ad deadline 10-15)	___ 1/4 page B&W	\$75	\$135	\$180
	___ 1/8 page B&W	\$40	\$72	\$96
	___ Classified ad	\$25	\$50	\$75

### **U.S. National Baton Twirling Championships Program – Ad deadline May 15**

<u>Size of Ad</u>	<u>Cost</u>
___ Back Cover – Color	\$750
___ 2 <sup>nd</sup> /3 <sup>rd</sup> Inside Covers – Color	\$500
___ Full Page – Color	\$400
___ Full Page – B&W	\$300
___ 1/2 Page – B&W	\$175
___ 1/4 Page – B&W	\$125
___ 1/8 Page – B&W	\$100

Advertisers who place a full page or half page ad in all three issues of Catch It! Magazine and the U.S. National Baton Twirling Championships Program will receive a FREE ad in two issues of USTA News & Views eNewsletter (months requested \_\_\_\_\_) and two months on [www.ustwirling.com](http://www.ustwirling.com) (months requested \_\_\_\_\_)

### **www.ustwirling.com**

___ 1 month in 1 quarter	Month requested: _____	Cost: \$100
___ 4 months (one in each quarter)	Months requested: _____	Cost: \$280
___ 6 months (every other month)	Months requested: _____	Cost: \$300
___ 12 months (every month)	Months requested: _____	Cost: \$480

### **USTA News & Views Monthly eNewsletter**

___ 1 month in 1 quarter	Month requested: _____	Cost: \$50
___ 4 months (one in each quarter)	Months requested: _____	Cost: \$160
___ 6 months (every other month)	Months requested: _____	Cost: \$180
___ 12 months (every month)	Months requested: _____	Cost: \$240

### **Advertising Cost Summary:**

National Program	\$ _____
<a href="http://www.ustwirling.com">www.ustwirling.com</a>	\$ _____
USTA News & Views	\$ _____
Total cost:	\$ _____

Full payment for all ad packages is due with this agreement. Make checks payable to USTA. Invoices for single ads will be sent on date of publication. Net due within 30 days.

**Amount enclosed: \$ \_\_\_\_\_**

-continued on next page-

## **2010 Advertising Agreement - continued**

Advertiser signed below acknowledges that he/she has read and agrees to comply with all terms and conditions of this advertising agreement and advertising specifications listed above.

Agreed to by \_\_\_\_\_ for Advertiser \_\_\_\_\_  
(*your name printed*) (company name printed)

Billing  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Advertiser's Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Email ads to: [pr@ustwirling.com](mailto:pr@ustwirling.com)

Mail agreement and payment for ad packages, payable to USTA, to:  
US Twirling Association  
Anna Osborn Dolan, Director of Communications  
3901 S. Wisteria Court  
Denver, CO 80237

For additional information, contact Anna Osborn Dolan, Director of Communications, 303-349-7267 or [pr@ustwirling.com](mailto:pr@ustwirling.com).