

Indianapolis Tennis Magazine

The **best** source of tennis information in the Indianapolis metropolitan area!

2010 Media Kit/ Advertising Information



www.indytennismag.com

About

Indianapolis Tennis Magazine

Since 2006, the award-winning *Indianapolis Tennis Magazine* has been covering tennis-related activities and personalities within the nine-county Indianapolis metropolitan area. Our coverage areas include junior and adult leagues and tournaments, and local high schools and colleges.



USTA/Midwest Section Fred Burns Award



Indianapolis Tennis Magazine publisher Scott Cooper was awarded the USTA/Midwest Section's Fred Burns Media Award for 2007, for "contributions in promoting tennis on the local, district or sectional level. Through the magazine, Cooper has found an exciting way to publicize tennis and tennis-related activities in the Indianapolis area, help promote the lifetime benefits of tennis, assist in introducing players to the game and help increase participation."

Distribution &

Circulation

Free copies of *Indianapolis Tennis Magazine* can be found at more than 85 locations throughout the metropolitan area, including the following:

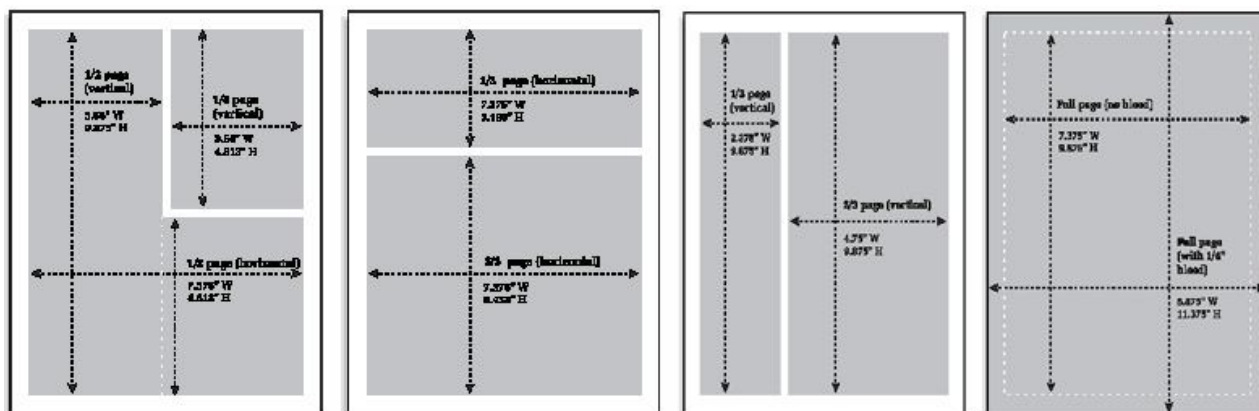
- All tennis clubs, including:
 - Anderson Sports Center
 - Carmel Racquet Club
 - Five Seasons Sports Club
 - Indianapolis Racquet Clubs (2 locations)
 - Indianapolis Tennis Center
 - West Indy Racquet Club
 - Westview Healthplex Sports Club
 - UIndy Tennis Center
- Borders Book Stores
- Dick's Sporting Goods
- Golfsmith Golf & Tennis
- Selected high school tennis facilities, including Carmel, North Central (the state's largest) & Center Grove
- Country clubs that support summer tennis programs
- Selected IndyParks tennis centers
- Many Central Indiana public libraries
- A downloadable version of each issue is also available at www.indytennismag.com

4,000 copies are printed for the January (winter), April (spring), July (summer) and October (fall) issues.

Production specifications (ROP display ads)

Files should be submitted as PDF, JPEG, TIFF, EPS or other formats compatible with Adobe Design Suite for Windows. Please do not send native desktop publishing applications files (Quark, Pagemaker, Freehand, Publisher, etc.). Files should be created at 100% of ad size; include a 1/8" bleed only for full-page ads. Please convert all color graphics and images to CMYK. Black and white images should be saved as grayscale. Images should not be rotated in page layout – rotate in Photoshop prior to placing them.

- **PDF:** All PDFs must have fonts embedded. Use press-quality settings when generating PDFs.
- **TIF and JPG:** Images or scans should be saved at at least 300 dpi (72 dpi images from the web are not acceptable). If using Photoshop, please flatten all layers before submitting.
- **EPS:** Embed all fonts and images in your EPS. If you must link image files, be sure to include them on your disk. If using Adobe Illustrator, please also convert your fonts to outlines (paths) in your layout, or include Windows-compatible fonts on your disk.
- Media may be submitted on CD; PDFs may be e-mailed to: scott@indytennismag.com. When submitting work, please include agency/artist contact information should technical issues arise.



Ad sizes

Page trim size: 8.375" x 10.875"

Full page (no bleed): 7.375" x 9.875"

Full page (with 1/4" bleed): 8.875" x 11.375"

2/3 page (horizontal): 7.375" x 6.438"

2/3 page (vertical): 4.75" x 9.875"

1/2 page (horizontal): 7.375" x 4.813"

1/2 page (vertical): 3.56" x 9.875"

1/3 page (horizontal): 7.375" x 3.188"

1/3 page (vertical): 2.375" x 9.875"

1/4 page (vertical): 3.56" x 4.813"



Ad rates

Printed rates are **net**. Advertisers will be invoiced within 15 days of publication. Invoices are payable within 30 days of the date of the invoice. The publisher reserves the right to charge interest of 2% every 30 days thereafter on overdue accounts. Cancellations or changes in orders may not be made by the advertiser after the quoted space reservation closing date of the issue in which the advertisement is to appear. Publisher reserves the right to refuse any advertisement. Publisher will hold all materials for 12 months after last use. Publisher assumes no responsibility for errors or omissions resulting from changes. Indianapolis Tennis Magazine and Cooper Media Group LLC endeavors to comply with all advertisers' changes. However, the publication cannot be responsible for additional copy/design changes to client approved final proofs. Publisher will inform advertiser as to the ad copy due date.

| Ad size | Price per issue* |
|------------------------------------|------------------|
| Full page | \$900.00 |
| 2/3 page | \$675.00 |
| 1/2 page | \$585.00 |
| 1/3 page | \$375.00 |
| 1/4 page | \$310.00 |
| ----- Cover positions ----- | |
| Inside front | \$1,000.00 |
| Inside back | \$950.00 |
| Back | \$1,000.00 |
| Print run (copies) | 4,000 |

**Discounts (up to 10%) are available for multiple issue commitments within the calendar year.*

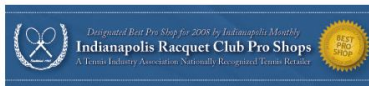
www.indytennismag.com

Advertising opportunities are also available through our website: www.indytennismag.com. The site is updated frequently between issues, keeping Central Indiana tennis players up to date on the latest news and events. In its first full year, the site was seeing between 175-250 unique visitors per month.

Ads are billed per quarter (Jan-Mar), (Apr-June), (July-Sept), (Oct-Dec), with a 10% discount available to advertisers who commit to a 12-month period.

Ad Rates (sizes in pixels):

| | | |
|-------------------------------|----------|--------------------------------------|
| "Headliner" (448 w x 100 h): | \$135.00 | 2 positions available (below header) |
| "Skyscraper" (150 w x 375 h): | \$125.00 | Along right side of home page |
| "Hi-rise" (150 w. x 250 h): | \$ 75.00 | Along right side of home page |
| "Small box" (150 w. x 125 h): | \$ 45.00 | Along right side of home page |



Click the image above to view an electronic copy of the Winter 2010 issue.

In this issue:

- Park Tudor boys' win state team title
- Zionsville equals history with doubles

Wayne Bryan says 'keep it simple, fun'
Father of Mike & Bob addresses coaches conference

There were a lot of messages delivered by Wayne Bryan to those gathered at the annual Indiana High School Tennis Coaches Association (IHSTeCA) conference at the Indianapolis Racquet Club, but the key one was to make the game simple and fun for high school players. The father of the top-ranked American doubles team of Mike and Bob Bryan shared several of their successful drills and games. Although he wouldn't directly credit it to his sons' success, he shared one story saying the boys weren't allowed to have a TV or videogames growing up. By concentrating on their tennis and studies, they not only got scholarships to Stanford, but also went on to greater accomplishments on the tennis court. Also at the conference, it was announced that Carmel girls' coach Sharon Rosenburgh and Jim Clark of Homestead were named the 2009 State Coaches of the Year. Later, Rick Witsken, Steve Makurat and Jenny Stephens Berger were inducted into the Indiana High School Tennis Hall of Fame during a dinner and ceremonies held at the Barbara Wynne Tennis Center. (2-6-10)



Schools Tennis



Indianapolis Tennis Magazine

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