



ADVERTISING SPECIFICATIONS

TWO PAGE SPREAD

FULL PAGE

BLEED SIZE: 17''w x 11.125''h
TRIM SIZE: 16.75''w x 10.875''h
LIVE AREA: 1/4'' from trim edge & spine

BLEED SIZE: 8.625''w x 11.125''h
TRIM SIZE: 8.375''w x 10.875''h
LIVE AREA: 1/4'' from trim edge

FILE FORMAT: JPEG, TIF, PDF, PNG
FILE SIZE: 300dpi, CMYK
FONTS: Outline fonts before saving
EMAIL TO: sattles@usafielddhockey.com
QUESTIONS: (719) 866-4363

HALF PAGE

BLEED SIZE: no bleeds
TRIM SIZE: 7.375''w x 4.875''h



ADVERTISING SCHEDULE & RATES

FH Life Magazine is the only magazine in the United States dedicated to the sport of field hockey. The mission of FH Life is to inspire, educate and motivate readers. The magazine focuses on the life that revolves in and outside the sport, on and off the pitch. Distribution of the magazine exceeds 21,000 households quarterly and is also published digitally.

2012 SCHEDULE

<u>ISSUE</u>	<u>MATERIALS DUE</u>	<u>TO PRINT</u>	<u>AVAILABLE</u>
WINTER 2012	December 19, 2011	January 14, 2012	February 10, 2012
SPRING 2012	March 5, 2012	April 1, 2012	April 31, 2012
SUMMER 2012	June 4, 2012	July 5, 2012	July 31, 2012
FALL 2012	September 24, 2012	October 18, 2012	November 14, 2012

PRINT & DIGITAL MAGAZINE RATES

	<u>1X</u>	<u>2X-3X</u>	<u>4X</u>
INSIDE FRONT COVER		\$2,400	
INSIDE BACK COVER		\$2,400	
SPREAD		\$2,000	
FULL PAGE	\$1,200	\$1,100	\$1,000
HALF PAGE	\$800	\$750	\$700

DIGITAL FEATURES

FH Life Magazine's digital edition offers many features which will make reading the issue easy and fun.

- Flip through the publication with a click of your computer mouse
- Zoom in and out, viewing the page as close-up as you choose
- Look at a two-page spread or view each page by itself
- Watch video clips
- Click on any URL web address in the publication and it will take you directly to the webpage
- Type a word in the "search" function and be taken directly to the pages that the word appears in the edition
- Download the edition to your personal computer or print off the publication on your own computer

	<u>1X</u>
VIDEO AD	\$150
SMART TAB	\$100
GATE FOLD	\$100
BOOKMARK	\$20
AUDIO ASSOCIATION WITH PAGE	\$150



ADVERTISING REQUEST FORM

COMPANY NAME _____ CONTACT NAME _____
 EMAIL ADDRESS _____ PH # _____

ISSUE

	INSIDE FRONT COVER	INSIDE BACK COVER	2 PAGE SPREAD	1 PAGE	1/2 PAGE
WINTER 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPRING 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUMMER 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FALL 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ADDITIONAL DIGITAL FEATURES

BOOKMARK	SMART TAB	GATE FOLD	VIDEO AD	AUDIO WITH PAGE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RATES

	INSIDE FRONT COVER	INSIDE BACK COVER	2 PAGE SPREAD	1 PAGE	1/2 PAGE
1X	\$2,400	\$2,400	\$2,000	\$1,200	\$800
2X/3X	\$1,100	\$750
4X	\$1,000	\$700

BOOKMARK	SMART TAB	GATE FOLD	VIDEO AD	AUDIO WITH PAGE
\$50	\$100	\$100	\$150	\$150
...
...

TOTAL PAYMENT DUE \$ _____

YOU WILL BE INVOICED FOR THE AMOUNT ABOVE

PLEASE RETURN TO:
 Simone Attles, USA Field Hockey
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 sattles@usafielddhockey.com