

SPORTS SPECTRUM MEDIA KIT 2009:

THE LINEUP: Each issue of Sports Spectrum magazine presents four to six feature articles, two to six pages in length in a high-quality format. These articles make up a first-rate roster of inspirational first-person stories, athlete profiles, and in-depth analyses of important life topics through the sports lens. Most articles include sidebars that present practical ideas for helping readers positively run the race of life.

In addition, each Sports Spectrum includes:

- Straight Talk: An athlete's personal account of how his or her Christian faith started and how it has grown.
- Focal Point: A stunning photograph accompanied by the story behind the photo.
- Lee'd Stories: A look at what we can learn about life from the world of sports written by veteran sports reporter Victor Lee.
- Up Next: A compilation of short articles that introduce readers to up-and-coming star athletes and how their faith stories affect their lives.
- Countdown: A potpourri of fascinating facts and tantalizing tidbits about some of the top athletes in sports.
- Nutrition and Fitness: A mixture of one-page articles that offer practical health advice from leading health experts.
- Chalk Talk: A look inside the brain of a coach. Chalk Talk features successful high school, college and professional coaches sharing their favorite plays, drills and strategies.
- Pros and Cons: An award-winning column that gives both sides of controversial issues in sports.

THE PROFILE: Sports Spectrum readers are active individuals and sports fans who are passionate about their Christian faith.

Circulation: Sports Spectrum is a bimonthly, nationally-distributed, glossy magazine, reaching an average of 25,000 subscribers and newsstand recipients with each issue, plus pass-along readership. Total readership is estimated at 62,500.

The January/February issue is sent to approximately 100,000 additional people in youth groups and other organizations as part of the Power to Win package for use at Super Bowl halftime parties. The Power to Win readership is estimated at 312,500. For more information about Power to Win advertising opportunities, contact Jocelyn Godfrey at info@spirituscommunications.com.

The Hot Corner e-newsletter reaches approximately 13,000 daily subscribers.

The website, www.sportsspectrum.com has approximately 40,000 visitors per month.

The Profile: Sports Spectrum Readership Habits:

88% of readers have subscribed for more than one year, proving that Sports Spectrum retains readers, and is therefore read and valued. Nearly all describe Sports Spectrum as “professional.”

97% report that they would share Sports Spectrum with someone who might benefit from its evangelistic content.

Age Breakdown:

Sports Spectrum reaches Christian families and is most commonly read by both teens and their parents. The readership demographic is effective for advertisers targeting teens, as well as those hoping to tap into the tremendous buying power and influence of today’s Christian parents.

Gender: Male.....87%
 Female.....13%

Education: The adult readers of Sports Spectrum are highly educated with nearly all holding a college degree, and many (approx. 40%) with post-graduate education.

Sports Involvement: 99% of readers report involvement in some type of sport or physical activity.

THE NUMBERS/SCHEDULE:

Display Ads:	1x	2x	3x	4x
Outside Back Cover	\$2,975	\$2,730	\$2,415	\$2,215
Inside Front or Back Cover	\$2,750	\$2,500	\$2,250	\$1,925
Full Page (interior)	\$2,500	\$2,300	\$2,100	\$1,800
Half Page	\$1,500	\$1,300	\$1,100	\$900
One-third page	\$1,000	\$900	\$700	\$600

Commission and Cash Discounts: A discount of 15 percent of gross billing is allowed to recognized agencies provided the account is paid within 30 days. The advertising agency discount will be forfeited if account is not paid within 30 days.

Credit: Net 30 days to established agencies and advertisers. New advertisers and unlisted agencies must establish credit by sending payment with first order. After 30 days, all accounts will be charged 1.5 percent for the unpaid balance per month (18 percent annually).

College Roster: A special opportunity for colleges recruiting students that runs for full year in both print and online. See separate sheet for more information.

Camps, Missions & Events Roster: A special opportunity for camps, missions, and events that runs for full year in both print and online. See separate sheet for more information.

Specifications:

	<u>Full Page</u>	<u>Page</u>	<u>1/3 Page</u>
Trim size:	8-3/8"x10-3/4"	8-3/8"x5" (Horiz.) 4-1/4" x 10-3/4" (Horiz.)	8-3/8"x3-1/4"(Horiz.) 2-3/4"x10-3/4" (Vert.)
Bleed size:	8-5/8"x11"	8-5/8"x5-1/4" (Horiz.) 4-1/2"x11" (Vert.)	8-5/8"x3-1/2(Horiz.) 3"x11" (Vert.)

For ALL AD SIZES, live copy must be 3/16" from trim. Non-bleed sizes available upon request. Document must be at 300dpi, using CMYK format. (Pages are printed using 150 line screen.) We use Quark Xpress for page layout; document can be PDF, JPEG, TIFF, or EPS.

Send all files to jgodfrey@spirituscommunications.com or Sports Spectrum, 105 Corporate Blvd, Ste. 2, Indian Trail, NC 28079. Questions? Call (919)732-5549.

Pre-Printed Inserts: Postcard with binding flap, 2-page with binding flap, 4-page insert

Trim Size:	8-1/4"x10-3/4" (full page)
Binding:	Saddle stitched, binds to head, 1/8" head trim, 3-1/2" minimum for binding flap-low folio

Contact Jocelyn Godfrey (info@spirituscommunications.com or 919-732-5549) to inquire for current rates.

Issue Dates and Deadlines:

<u>Issue Date</u>	<u>Reservation Deadline</u>	<u>Material Due Date:</u>
January/February/March	October 1	November 1
April/May/June	January 1	February 1
July/August/September	April 1	May 1
October/November/December	July 1	August 1

Mail Date: Fifteenth of the month prior to the Issue Date (or nearest business day)

Web Advertising, www.sportsspectrum.com:

Sports Spectrum's website is quickly becoming the destination for those seeking the latest news and information on sports and faith. With online radio, a daily e-newsletter with the latest sports news, links to sports camps, and more, www.sportsspectrum.com can help you reach your target online audience.

Banner Ad – Top Position: Top, right-hand premium placement (one space per month offered). Ad will appear on nearly every page visited within www.sportsspectrum.com (including home page). Price is \$450/month, or \$1,000 for three months.

Banner Ad – Main Part of Page: One of three ads to appear in prominent spot on website. Ad will appear on nearly every page visited within www.sportsspectrum.com (including home page). Price is \$300/month, or \$800 for three months.

Copy and Contract Regulations:

- 1) Sports Spectrum reserves the right to accept or reject any advertising for any reason stated or otherwise.
- 2) No cancellations or changes by the advertiser or its agency after issue closing date.
- 3) Sports Spectrum reserves the right to change advertising rates without advanced notice. Contract advertisers will be protected for the life of their contract.
- 4) Rates are determined by the number of insertions contracted and used during a 12-month period. Advertisers will be short rated if within a 12-month period from the date of the first insertion they do not use the number of issues upon which their billings have been based.
- 5) Sports Spectrum will not be held liable for errors in key numbers or for any costs or damages if, for any reason, Sports Spectrum does not publish an advertisement.