

MONTH	COVER STORY	SPORTS SPOTLIGHT	EVENT PROFILE	DESTINATION FEATURE/SPECIAL SECTIONS	BONUS DISTRIBUTION
Jan	<b>SUPER WEEK</b> The Super Bowl returns to South Florida with the Pro Bowl kicking off a week full of activity.	<b>RIGHT DIRECTION</b> Orienteering events reward those who can figure out which way to navigate.	<b>World Championship Snowmobile Derby</b> Eagle River, WI	<b>THE NEW ENGLAND STATES</b> CONNECTICUT, MAINE, MASSACHUSETTS NEW HAMPSHIRE, RHODE ISLAND, VERMONT	NATIONAL SOCCER COACHES CONVENTION NATIONAL SPORTS FORUM NCAA ANNUAL CONVENTION PCMA ANNUAL MEETING
Feb	<b>WINTER OLYMPICS</b> Vancouver welcomes the world's best athletes to a variety of new venues.	<b>ROUND AND ROUND</b> As the season begins, NASCAR looks to see if teams and sponsors can keep running strong.	<b>NBA All-Star Game</b> Arlington, TX	<b>THE GREAT PLAINS</b> IOWA, KANSAS, MISSOURI, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA	DMAI DESTINATIONS SHOWCASE MPI PROFESSIONAL EDUCATION CONFERENCE
Mar	<b>BIGGER DANCE</b> Thousands of fans flock to see their teams compete during March Madness.	<b>MIND GAMES</b> Chess, checkers, bridge and other mind sports are serious business when it comes to competition.	<b>Sony Ericsson Open</b> Miami, FL	<b>THE GREAT LAKES REGION</b> ILLINOIS, INDIANA, MICHIGAN, MINNESOTA, OHIO, WISCONSIN	NABC ANNUAL MEETING
Apr	<b>OPENING DAY</b> Major League ballparks across the country plan a variety of events to welcome fans back.	<b>FANCY FOOTWORK</b> With help from a popular television show, ballroom dancing events are gaining attention.	<b>Drake Relays</b> Des Moines, IA	<b>THE MOUNTAIN WEST</b> COLORADO, IDAHO, MONTANA, UTAH, WYOMING	AFFORDABLE MEETINGS MID-AMERICA CSTA CONVENTION NASC ANNUAL CONFERENCE NIRSA CONVENTION ASAE SPRINGTIME
May/June	<b>SOCCER'S STAGE</b> The World Cup captures international attention as fans and viewers watch in record numbers.	<b>CHAIN REACTION</b> Cycling remains popular worldwide, but American tours bring crowds to cities across the country.	<b>The Preakness Stakes</b> Baltimore, MD	<b>GLOBAL SPORTS DESTINATIONS</b> SPORTS DESTINATIONS IN CANADA, THE CARIBBEAN, MEXICO AND ABROAD	AFFORDABLE MEETINGS WEST ALSD CONFERENCE AYSO NATIONAL ANNUAL GENERAL MEETING NACDA ANNUAL MEETING MISSOURI ASSOCIATION OF CVBS CONFERENCE
Jul	<b>MAJOR PUSH</b> The LPGA looks for new partners as its major tournaments take on new significance.	<b>DIRT AND DARING</b> With professional tours and several long-standing events, rodeos offer nonstop excitement.	<b>AAU Junior Olympics</b> Hampton Roads, VA	<b>THE SOUTH-ATLANTIC STATES</b> FLORIDA, GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, VIRGINIA, WEST VIRGINIA ★ DMAI SPECIAL SECTION ★	IAAM ANNUAL CONFERENCE DMAI ANNUAL CONVENTION U.S. YOUTH SOCCER ANNUAL CONFERENCE MPI WORLD EDUCATION CONFERENCE
Aug	<b>BEACH BOUND</b> With the success of beach volleyball, other sports have also turned to the sand for new events.	<b>KNOCKING THEM DOWN</b> Bowling events are big business for host cities with competitions attracting scores of players and fans.	<b>Can-Am Police-Fire Games</b> Dublin, OH	<b>THE PACIFIC STATES</b> ALASKA, CALIFORNIA, HAWAII, OREGON, WASHINGTON	ASAE ANNUAL MEETING & EXPOSITION TEXAS ASSOCIATION OF CVBS CONFERENCE
Sep	<b>JUMPING IN</b> The World Equestrian Games makes its U.S. debut, adding to Kentucky's rich equine legacy.	<b>BALANCING ACT</b> Even when the spotlight of the Olympics is off, gymnastics events continue to shine.	<b>PGA Tour Championship</b> Atlanta, GA	<b>THE MID-ATLANTIC</b> DELAWARE, DISTRICT OF COLUMBIA, MARYLAND, NEW JERSEY, NEW YORK, PENNSYLVANIA	HSMIA AFFORDABLE MEETINGS NATIONAL
Oct/Nov	<b>BREAKING THE ICE</b> The National Hockey League season begins with a new arena and renewed enthusiasm for the game.	<b>ON THE RUN</b> Triathlons and marathons continue to see participation grow from athletes looking to challenge themselves.	<b>International Balloon Fiesta</b> Albuquerque, NM	<b>THE SOUTH</b> ALABAMA, ARKANSAS, KENTUCKY, LOUISIANA, MISSISSIPPI, TENNESSEE	TEAMS 2010 ASA ANNUAL MEETING AAU NATIONAL CONVENTION USSA ANNUAL CONFERENCE UNITED SOCCER LEAGUES ANNUAL CONFERENCE
Dec	<b>TITLE GAMES</b> Several college football conferences rely on a championship game to help settle the score.	<b>SCHOOL SPIRIT</b> Cheerleading tournaments attract teams from around the country in the spirit of competition.	<b>Disney Soccer Showcase</b> Orlando, FL	<b>THE SOUTHWEST</b> ARIZONA, NEVADA, NEW MEXICO, OKLAHOMA, TEXAS	IAEE ANNUAL MEETING BASEBALL WINTER MEETINGS

To advertise, call toll-free  
(877) 577-3700

**The Sports-Related Travel Market Generates  
More Than 47 Million Room Nights Annually.  
SPORTSTRAVEL Is Your Key To This Growing Market!**

**Circulation Profile**

**SPORTSTRAVEL** magazine is read by more than 16,000 sports industry decision makers who are responsible for site selection for sporting events and travel planning for sports-related groups. These include the key decision makers at the following organizations:

- Sports Governing Bodies and Sanctioning Organizations
- Sports Event Promoters and Managers
- Entertainment & Sports Event Booking Agents
- Corporate Sponsors of Sports
- College Athletic Departments
- Sports-Related Associations & Alumni Groups
- Professional Teams and Leagues
- Sports Marketing Firms
- Corporate Incentive Travel Planners
- Travel Agencies Specializing in the Sports Market

**Reader Profile****Job Responsibilities include...**

1. Event and venue site selection
2. Lodging selection and booking
3. Corporate incentive travel booking
4. Transportation selection and booking
5. Sports and adventure vacation booking
6. Meeting and convention planning
7. Trade show planning

**Hotel Room Nights Generated****Each SPORTSTRAVEL Reader:**

- Plans an average of **24 events or trips** per year involving overnight stays
- Arranges travel for groups that average **40 persons** on each trip
- Plans trips with an average stay of **2.83 nights** with 2.18 persons in each room
- Books an average of **1,261 hotel room nights** annually

**Level of Travel**

<b>1. National</b>	<b>54%</b>
<b>2. Regional</b>	<b>47%</b>
<b>3. State</b>	<b>35%</b>
<b>4. Local</b>	<b>34%</b>
<b>4. International</b>	<b>21%</b>

**Average Yearly Travel Budget**

Each of our reader's organizations spends an average of **\$3,276,667.00** on travel each year.

**The events they plan generate travel spending of \$182 billion dollars annually!**

**Market Growth Prediction**

During the coming year, number of events/trips will:

<b>Stay the same:</b>	<b>57%</b>
<b>Increase:</b>	<b>42%</b>
<b>Decrease:</b>	<b>1%</b>

**Nearly 99% of SPORTSTRAVEL's subscribers indicate that their volume of travel will either stay the same or increase during the next year!**

**This is a growing market!**

Source: Random sampling of 2,483 survey forms returned by subscribers to SPORTSTRAVEL.

The organizers of



WWW.TEAMSCONFERENCE.COM

For advertising information, please call

**(877) 577-3700**

Visit us on the Web at [WWW.SPORTSTRAVELMAGAZINE.COM](http://WWW.SPORTSTRAVELMAGAZINE.COM)

The publishers of

**ASSOCIATIONnews**<sup>®</sup>  
AMERICA'S MOST-READ MAGAZINE FOR STATE AND REGIONAL ASSOCIATIONS

WWW.ASSOCIATIONNEWS.COM

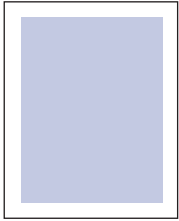
**SCHNEIDER**  
Publishing

Schneider Publishing Company, Inc.  
11835 West Olympic Blvd., 12th Floor  
Los Angeles, CA 90064

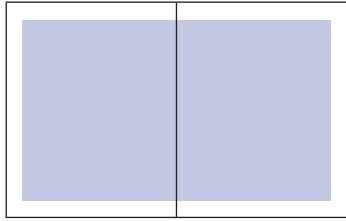
Toll-Free (877) 577-3700  
Tel (310) 577-3700  
Fax (310) 577-3715

**Advertising Materials Production Specifications** (Effective June 5, 2008)

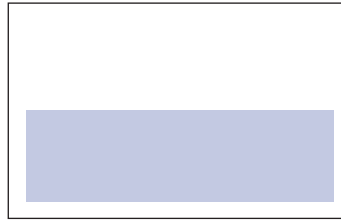
**Ad Sizes and Specifications:**



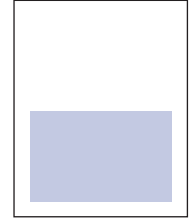
**Full-Page Ad**  
Trim Size: 8-1/2" w x 11" h  
Live Area: 7" w x 10" h



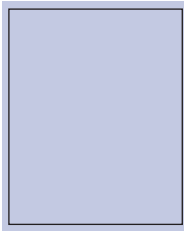
**Two-Page Spread Ad**  
Trim Size: 17" w x 11" h  
Live Area: 15-1/2" w x 10" h



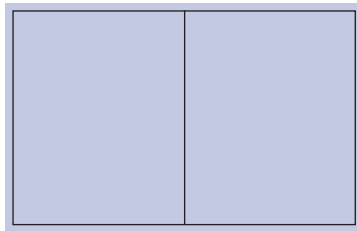
**Half-Page Horizontal Spread Ad**  
Trim Size: 15-1/2" w x 4-7/8" h



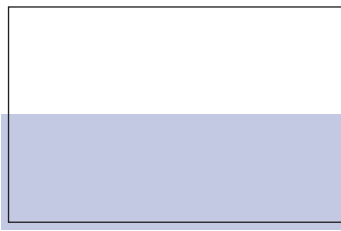
**Half-Page Horizontal Ad**  
7" w x 4-7/8" h



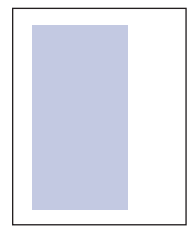
**Full-Page Bleed Ad**  
Trim Size: 8-1/2" w x 11" h  
Bleed Size: 8-3/4" w x 11-1/4" h



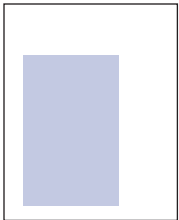
**Two-Page Spread Bleed Ad**  
Trim Size: 17" w x 11" h  
Bleed Size: 17-1/4" w x 11-1/4" h



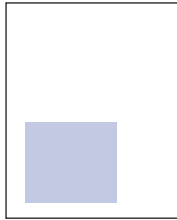
**Half-Page Horizontal Spread Bleed Ad**  
Trim Size: 17" w x 5-1/2" h  
Bleed Size: 17-1/4" w x 5-5/8" h



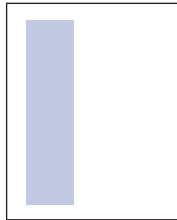
**Two-Thirds-Page Vertical Ad**  
4-5/8" w x 10" h



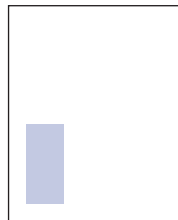
**Half-Page Island Ad**  
4-5/8" w x 7-3/8" h



**Third-Page Square Ad**  
4-5/8" w x 4-7/8" h



**Third-Page Vertical Ad**  
2-1/4" w x 10" h



**Sixth-Page Vertical Ad**  
2-1/4" w x 4-7/8" h

- On full-page bleed ads, keep live matter 5/16" from trim on all sides.
- Space can be used only in the above sizes. Space exceeding size indicated in any direction will be considered a bleed except for gutter bleeds in spread.
- Bleeds: Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication bleed size.
- Contact advertising representative for rates.

**Closing Dates & Multiple Insertions:**

**Space:** First day of the month preceding month of publication. No cancellations accepted after space closing date. Published first of each month.

**Materials:** One week after space closing date.

**Multiple Insertions:** Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. Frequency discounts apply only to space used within a calendar year.

**Premium Positions & Bleeds:**

**Inside Pages:** 10% of space and color

**Inside Covers or Center Spread:** 15% of space and color

**Back Cover:** 20% of space and color

**Bleed Cost:** 10% of space and color

**Bleed Dimensions:** Full page: 8-3/4" x 11-1/4"

Two-page spread: 17-1/4" x 11-1/4"

Half-page horizontal spread: 17-1/4" x 5-5/8"

On bleed ads, keep live matter 5/16" in from trim size.

**Mechanical Specifications:**

**Column width:** 2-3/16 inches (three columns per page)

**Column depth:** 10 inches

**Full-Page Trim Size:** 8-1/2" x 11"

**Full-Page Bleed Size:** 8-3/4" x 11-1/4"

**Two-Page Spread Trim Size:** 17" x 11"

**Printing:** Computer to Plate; SWOP standard four-color process; Offset lithography on coated stock. 150 line screen.

**Binding:** Saddle-stitched

## Advertising Materials Submission Instructions (Effective June 5, 2008)

### Digital Files:

Advertisers are to submit advertising materials in a digital format on CD ROM in either Mac or PC platform prepared according to the following guidelines:

### Preferred File Formats:

Flat .tif or PDF files at press resolution (for composed ads).

### PDF File Submission:

A PostScript document is created from the native application file prior to preparing the final PDF/X-1a file. Please follow to the following guidelines in file preparation:

- Set native application files in the portrait mode at 100% of size with no rotations. Include trapping.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 5/16" from the trim edge.
- Images must be **SWOP standard CMYK at 300 dpi** with a total area density of 300%. (No RGB, PDF or JPEG images).
- Use only PostScript Type 1 fonts. (No TrueType fonts). Do not use type styling for font attributes such as italic, bold, etc. **Embed all fonts.**
- All high-resolution images and fonts must be included. Supply both printer and screen fonts. **Embed all fonts into the PDF file.**
- Separations for any spot color (or fifth) color must be submitted in the native application file, not as a PDF file. (The Publisher reserves the right to match non-paid fifth or spot colors as process colors).
- Create a PostScript file from the native application (such as QuarkXpress) using the Universal PPD available as a download from DDAP at [www.ddap.org](http://www.ddap.org).
- Use PDF/X-1a compliant software such as Adobe Acrobat Professional Version 6 to create a PDF/X-1a file from your desktop.
- All PDF file submissions must include a color proof described below and shipped to Publisher along with the PDF file on CD-ROM. For PDF files sent via email or to printer FTP site, a color proof must be shipped to both the printer and Publisher for review and processing. Please contact advertising representatives for PDF file submissions information.

### Bleeds:

Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication trim size.

### Photos:

300 dpi, actual size, CMYK color model; .tif or .eps format with color preview.

### Line Art:

800 dpi minimum for line art; CMYK color model; .eps format with color preview.

### Fonts:

Send screen and printer fonts for use in producing the ad. On illustrations it is recommended to **convert text to outline before saving as .eps format**. TrueType fonts are not accepted.

### Media:

Mac or PC based files may be submitted on CD-ROM and shipped to the address below to arrive by the materials due date. Provide one ad per disk and send only the files necessary for production of that ad. Include the publication name, issue date, advertiser's name and contact person including telephone number and email address.

### Proofs:

Laser printout required to show elements; a SWOP-certified proof such as a matchprint is recommended for critical content and required for color correction on press. Tear sheets are not accurate for color proofing.

Proofs must be representative of the supplied file at actual size and display a printer's color bar. Alternate proofing will be used as content proofs only. Any special output or printing instructions, such as matched or spot color usage, should be clearly indicated on the supplied proof.

### Additional Color and Artwork Surcharges:

Artwork submitted electronically without an accurate color proof will be subject to a \$100 proofing fee. Surcharges apply for spot color, bleed ads, premium positioning, changes at blue line and insertion of pre-printed matter. Ad design and production will be billed at the rates quoted by your account executive.

**Each PMS Spot Color:** 1-5x: \$525 6x +: \$425

**Metallics:** Contact your account executive for further information.

**Changes:** \$100 minimum surcharge for changes or strip-ins to existing artwork. \$150 surcharge for changes to artwork at blue line, if schedule permits.

### Shipping Instructions:

Please ship ad materials to the following address:

**Art Department**  
**Schneider Publishing Company, Inc.**  
11835 West Olympic Boulevard, Suite 1265  
Los Angeles, CA 90064

Artwork under 10mb can be e-mailed to:  
[hagit.worona@schneiderpublishing.com](mailto:hagit.worona@schneiderpublishing.com)

### FTP Instructions:

To submit your ad materials using a File Transfer Protocol program (Fetch, Core FTP, WSFTP or the like):

**Host Name:** <ftp.sundancepress.com>

**User ID:** [schneider.sundancepress](mailto:schneider.sundancepress)

**Password:** #1magazine

Once logged in to the FTP server, navigate to the upload folder and upload your artwork into the *ASSOCIATION NEWS* or *SPORTSTRAVEL* folder.

After your ad is uploaded, please notify our art department via e-mail: [hagit.worona@schneiderpublishing.com](mailto:hagit.worona@schneiderpublishing.com)

**2010  
 Production Schedule**

<b>Issue Month</b>	<b>Advertising Space Close</b>	<b>Materials Due</b>	<b>In – Hand Distribution</b>
January	1-Dec	8-Dec	29-Dec
February	4-Jan	11-Jan	1-Feb
March	1-Feb	8-Feb	1-Mar
April	1-Mar	8-Mar	31-Mar
May/June	1-Apr	8-Apr	30-Apr
July	1-Jun	8-Jun	2-Jul
August	1-Jul	8-Jul	31-Jul
September	2-Aug	9-Aug	30-Aug
Oct/Nov	1-Sep	8-Sep	1-Oct
December	1-Nov	8-Nov	30-Nov