

INDEPENDENT VOICE OF THE INDUSTRY!

RINKSIDER

2012



RATE CARD

Published 6 times per year for
Roller Skating Center Operators

ISSUE FEATURES

JAN-FEB: MARKETING – PUBLICITY—ROLLER
DERBY

MAR-APR: RSA CONVENTION—BUILDING SKATER
LOYALTY—NOVELTIES & REDEMPTION

MAY-JUN: PARTIES—WEB SITES—INDUSTRY
HEALTH

JUL-AUG: SNACK BAR—MAINTENANCE—
MULTIPLE RINKS

SEP-OCT: ANNUAL BUYING GUIDE—
PRO SHOP PROMOS— PARTNERSHIPS

NOV-DEC: LIGHTING, MUSIC & SOUND—
ATTRACTIONS—SOCIAL NETWORKING

DIMENSIONS

(All dimensions are width by height in inches.)

Full Page: 8-1/2 by 12-3/8
1/2 Page Horizontal: 8-1/2 x 6
1/2 Page Vertical: 6-1/4 x 8-3/4
1/4 Page: 4-1/8 x 6

FULL BLEEDS

(no live matter within 1/4 inch of edge!)

Full Page
Bleed: 10 x 13-7/8
Trim: 9-1/2 x 13-3/8
Center Page
Bleed: 19-1/2 x 13-7/8
Trim: 19 x 13-3/8

IMPORTANT NOTES

- All RGB and spot colors should be converted to CMYK.
- All black & white ads should be converted to grayscale.
- All fonts **MUST** be 100% embedded.
- Images should be a minimum of 300 DPI.
- Preferred formats: PDF or JPG.
- Ads should be mailed on a CD or e-mailed to rinksider@rinksider.com.

RATES

Same rates since 2003!

	1x	3x	6x
Full Page	785	745	699
Half Page	545	500	445
Quarter Page	380	355	300
Center Spread	1,650	1,540	1,430
Back Page	865	810	765
Inside Covers	825	770	715

Full Color: Add \$350 per ad

Inserts: \$715 (Max. 1/2 oz. Please inquire for heavier pieces.)

Classified: Ads are \$50 for 2-column by 1-1/2"; \$100 for 2-column by 3"; art optional

TERMS:

First time advertisements payable in advance with space reservation. Otherwise, ad charges will be billed upon publication. Payment is due upon receipt of invoice, and a service charge of 1-1/2% monthly will be added to accounts past 30 days. Publisher reserves the right to reject any advertising deemed unacceptable because of content or quality. **All rates are net. Agencies add commission.**

There may be a charge for artwork we are required to do. Agency/advertising assumes total responsibility for content provided. **Advertiser is responsible for reporting errors in printed ad before next insertion deadline.**

Cancellation policy: Ads cancelled after deadline will be billed at 100%. In case of canceled contract, client will be billed for frequency rate adjustment for ads that already have run.

For further information, contact
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