

# Print Advertising Rates: 2012-2013



**WIN is THE vehicle to carry your message to the wrestling community!**

**For ISSUE No. 1 (Oct. 31 - High School & College Preview)** — Over **16,000 COPIES** will go to every high school and college coach as well as our normal subscribers.

**For ISSUES 2-12** — We mail about **8,000** issues each month. We also distribute issues at national-level tournaments, the WIN Magazine Memorabilia Show and coaches clinics. One third (3,400) of the high school coaches and a majority of the college coaches receive WIN monthly. Many of them bring WIN to their wrestling rooms for their team or make them available in their office.

## Rates — ISSUE #1 (October) (High School & College Preview)

|                    |                    |                    |                     |
|--------------------|--------------------|--------------------|---------------------|
| 1/8th Page - \$390 | 1/4th Page - \$600 | 1/2 Page - \$1,165 | Full Page - \$2,120 |
|--------------------|--------------------|--------------------|---------------------|

## Rates — ISSUES #2 through 12

|                    |                    |                  |                     |
|--------------------|--------------------|------------------|---------------------|
| 1/8th Page - \$185 | 1/4th Page - \$300 | 1/2 Page - \$555 | Full Page - \$1,000 |
|--------------------|--------------------|------------------|---------------------|

## 5 Issues for price of 4 Discount; 20% Savings

|                            |                              |                            |                               |
|----------------------------|------------------------------|----------------------------|-------------------------------|
| 1/8th - \$740 (Save \$185) | 1/4th - \$1,200 (Save \$300) | 1/2 - \$2,220 (Save \$555) | Full - \$4,000 (Save \$1,000) |
|----------------------------|------------------------------|----------------------------|-------------------------------|

## Annual Pricing (12 for price of 9, 25% off); 10% Prepay Discount

|                              |                              |                              |                                |
|------------------------------|------------------------------|------------------------------|--------------------------------|
| 1/8th - \$1,870 (Save \$555) | 1/4th - \$3,000 (Save \$900) | 1/2 - \$5,605 (Save \$1,665) | Full - \$10,120 (Save \$3,000) |
| PREPAID 1/8th \$1,683        | PREPAID 1/4th \$2,700        | PREPAID 1/2 \$5,045          | PREPAID FULL \$9,108           |

Annual rates reflect nearly a 25% savings over individual issue pricing by giving you issues 10, 11 & 12 free.

An additional 10% discount will be given if annual package is paid by **November 1**.

**ADDITIONAL DISCOUNTS FOR ANNUAL ADVERTISERS:** Free Weekly E-Newsletter Link (\$1,200 Value)

& Discounted Table at the WIN Magazine Memorabilia Show (\$200 Savings per Table) during the NCAA Championships in March.

## Insert Pricing & Two-Page Spreads

|  |   |
|--|---|
| <b>INSERT - Issue #1 October's High School &amp; College Preview</b>     | <b>INSERT - Issues #2-12 Monthly Issues</b>             |
| Center Spread...\$2,970 Internal Insert around Signature...\$2,570       | CS...\$1,420 Internal Insert around Signature...\$1,210 |
| *Pricing based on a .50-ounce insert. Call on rates for heavier inserts. | Pricing will only reflect increased mailing costs.      |
| <b>TWO-PAGE SPREADS - Issue #1 October Preview</b>                       | <b>TWO-PAGE SPREADS - Issues #2-12 Monthly Issues</b>   |
| Center Spread...\$2,975 Internal Spread...\$2,680                        | Center Spread...\$1,350 Internal Spread...\$1,275       |

## NCAA Program, WIN Show, E-Newsletter & Website Advertising

(See rate schedule within advertising package. \*\*Discounts available for NCAA Program & Multi-Media Advertising Packages combining components of Print, WIN Show, E-Newsletter & Web ads. Inquire for information.)