

USJF NEWS

ADVERTISING INFORMATION

(as of January 2006)

PUBLICATION & DEADLINE SCHEDULE:

Publish two times a year – February and July. Closing date for camera-ready material is the first days of January and May. Advertisements mechanicals by publisher must be submitted an additional two weeks prior to closing.

CIRCULATION:

Print run: 9,500. Distributed free of charge to United States Judo Federation (USJF) regional associations, affiliate clubs and dues-paying Junior and Senior members in fifty states of the Union.

ADVERTISING RATES:

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|---|-------|
| Full Page (7" x 9.5") | \$500 |
| Half Page (7" x 4.5") or (3.5" x 9.5") | \$275 |
| Quarter Page (3.5" x 4.5") | \$150 |
| Eighth Page (2" x 3.5") (Business Card) ... | \$80 |
| Spot (1" x 1.5") or (2" x 0.5") | \$40 |

SPECIAL PLACEMENT RATES:

| | |
|---|-------|
| Back Cover (Color & Full Page) | \$650 |
| Inside Back Cover (Color & Full Page) ... | \$550 |
| Inside Front Cover (Color & Full Page) .. | \$525 |

Note: Prices are based on black and white camera-ready material supplied by advertiser. Additional changes for typesetting will be quoted upon receipt of draft copy. Only minimal additions or corrections will be made by USJF magazine.

DISCOUNTS:

A 20% discount is available for advertising placed in two consecutive issues and applied toward each 3rd ad placed with USJF magazine. The ads must be paid in full with the initial placement order. There are no agency discounts.

MECHANICAL PREPARATION: CAMERA-READY ART

- 1) All ads should be submitted camera ready, i.e., Lithographic Negative, Direct Positive (original art) or Camera Ready Mechanical.
- 2) Advertiser must provide masks for: silhouettes, Combination Line & Half-tone shots, In-Line Type, etc.

- 3) No halftone screens finer than 100 lines. (Printer will use up to 133 line screen.)
- 4) Prescreened art cannot be reduced or enlarged. All art to be enlarged or reduced must be proportional to its final size.
- 5) All artwork must be submitted black and white. Color artwork submitted for black and white reproduction accepted at advertiser's own risk.

COLOR, SPECIAL ORDERS:

Within the magazine, spot colors are available at additional cost of \$150 per color, per advertisement.

GENERAL INFORMATION:

- 1) Rates published herein are effective with issue dated April 2006. Announcement of any change in rates will be made at least four weeks in advance of issue date of first issue to which such rates will be applicable. However, the USJF NEWS reserves the right to supply specific rates not less than seven days prior to such rate increases.
- 2) All cancellations or corrections must be made in writing and must be in the advertising manager's hands two weeks prior to the publication date.
- 3) The USJF reserves right to reject or cancel any advertising for any reason at any time. Advertisements simulating the USJF NEWS editorial matter in appearance or style or which are not immediately identifiable as advertisers due to error in advertising.
- 4) The USJF (Publisher) is not responsible for errors in key numbers.
- 5) The USJF (Publisher) shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or circulate all or any part of any issue or issues. Publisher cannot be held responsible for loss of projected earnings or other costs to advertisers due to error in advertising.

- 6) All advertisements are accepted and published upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will indemnify and save the Publisher harmless from and against any loss or expense arising out or publication of such advertisements, including without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringement. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to the USJF except with the express permission of the Publisher for each such use.
- 7) Any error, which does not materially affect the value of the advertisement, is not subject to allowance. Publishers will make no allowance for errors not reported to within seven days of receipt of tear sheets.
- 8) Unless instructions are furnished with insertion order to return artwork at advertiser's expense, the Publisher assume no responsibility for same.
- 9) The Publisher will regard as a request only any specifications on orders covering the use of a particular page, or that certain other copy is not to appear on the same page.
- 10) The Publisher shall have right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher or its agent ordered and which advertising was published.
- 11) Publisher not liable for errors in copy given over the phone.

ADVERTISER INFORMATION:

Name: _____

Address: _____

City: _____

State: _____ ZIP Code: _____

Phone Number: (_____) _____

Fax: (_____) _____

E-Mail: _____

Size of Advertisement: _____

Which issue your advertisement need to publish?

Next Issue: _____ or _____

We understand the payment-in-full must accompany with this order. We agree to abide by the term and conditions as set forth in the USJF NEWS Advertising Information. (Make check payable to "United States Judo Federation")

Print Name

Signature

Date

Send this advertising form and your check to:
 USJF National Office
 P. O. Box 338
 Ontario OR 97914-0338
 Voice: (541) 889-8753
 Fax: (541) 889-5836 or (413) 502-4983
 E-Mail: no@usjf.com

Advertisement artwork should be sent electronically to the National Office.

The National Office will fax order paid confirmation for consecutive ads qualifying for discount to the editor for the next issue.