

Tennis Industry

2018 TENNIS INDUSTRY RATES

Four Color	1X	5X	10X
Full Page	\$7,358	\$6,610	\$6,255
1/2 Island	\$4,902	\$4,707	\$4,448
1/2 page	\$4,545	\$4,091	\$3,869
1/3 page	\$3,295	\$2,911	\$2,754
1/6 page	\$2,500	\$2,126	\$1,969

Covers*	1X	5X	10X
Inside, 4-color	\$7,835	\$7,056	\$6,665
Back, 4-color	\$8,819	\$7,921	\$7,488

*Covers are non-cancelable

AD SIZE SPECIFICATIONS

Page size (width x height)

Full (bleed)	8 3/8" x 11 1/8"
Full (non-bleed)	7 1/4" x 10"
One half (Horizontal)	7 1/4" x 4 7/8"
One half (Island)	4 3/4" x 7 1/4"
One third (Square)	4 3/4" x 4 7/8"
One third (Vertical)	2 1/4" x 10"
One sixth (Vertical)	2 1/4" x 4 7/8"
One sixth (Horizontal)	4 7/8" x 2 1/4"

Trim size: 8 1/8" x 10 7/8".

Publication specs:

Binding: Saddle stitched; 60 pound premium grade gloss coated white stock. Produced using direct-to-plate technology.

File format: Adobe Photoshop EPS, TIF or PDF, resolution 300 DPI

All files/ads must be submitted with printed laser in the colors appropriate for the number of colors being used in the ad along with all fonts and support files needed for output. TI cannot be responsible for the quality of the printed image if the DPI isn't appropriate.

Note: Files requiring manipulation or modifications by the printer may be subject to additional charges. TI is not responsible for ads that exceed the size specifications outlined above if copy falls into trim areas of the publication.

For Advertising Information Contact:

John Hanna, Advertising Dir.
9040 Roswell Road, Suite 210
Atlanta, GA 30350
770•650•1102, ext. 125

Cynthia Sherman, Advertising Sales
75 Painter Hill Road
Woodbury, CT 06798
203•558•5911

2018 Advertising Rates and Editorial Calendar

The editorial calendar is an outline of each issue's primary features. Every issue of Tennis Industry will contain timely and pertinent information on the racquet sports industry. Departments include: Industry News, Marketplace, Apparel, Court Construction, Marketing Tips, Management, String Playtest, Stringing Tips & Techniques, Equipment Q&A, Industry Profiles, Indoor Racquet Sports and more. Articles and issues subject to change.

January 2018

- Champions of Tennis Awards
- USRSA World Conference Review
- Apparel: Warmups

Space closes November 3, 2017

Materials due November 15, 2017

February

- New for 2018: Racquets, Strings, Apparel, Shoes
- Outstanding Facility of the Year Awards
- League Success Stories

Space closes December 1, 2017

Materials due December 13, 2017

March

- Court Construction and Maintenance Guide
- USRSA String Selector Guide 2018
- Apparel for Young Customers

Space closes January 5

Materials due January 17

April

- Racquet Selection Guide
- Court Construction: Soft Court Winners
- School Success Stories
- Pickleball Section

Space closes February 2

Materials due February 14

May

- How Strings Are Made
- Court Construction: Hard Court Winners
- Selling Apparel

Space closes March 2

Materials due March 14

June

- Tournament Stringing
- Footwear Trends
- Court Construction: Residential Court Winners
- Industry Research for Your Business

Space closes April 6

Materials due April 18

July

- Guide to Ball Machines
- Racquets: Top Technologies
- Court Construction: Indoor Court Winners
- Retail Stars

Space closes May 4

Materials due May 16

August

- Guide to Stringing Machines
- Facility/Court Building Trends
- Community Tennis Associations

Space closes June 1

Materials due June 13

September/October

- Public Parks Stars
- Fall Racquet & String Introductions
- Court Construction: Guide for Fall
- Selling Apparel

Space closes July 6

Materials due July 18

November/December

- Apparel & Footwear for Spring 2019
- Racquet Customization: The Ideal Shop
- Court Construction: Tools of the Trade

Space closes September 7

Materials due September 19

January 2019

- Champions of Tennis Awards

Space closes November 2

Materials due November 14

TI reaches over 30,000 tennis specialty shops, sport specialty shops, department store buyers, sporting goods stores, tennis clubs, country clubs, multisport clubs, hotels, resorts, real estate developments, municipalities, schools, colleges, importers & exporters, all members and digital newsletter subscribers of the USRSA, TIA, PTR and USPTA and most Executive Staff and Sectional Board Members of the USTA.

* Bonus distribution available at industry events and trade shows throughout the year



Tennis Industry, 250 Park Ave. Suite 825 New York, NY 10177
• tennisindustrymag.com • email: info@tennisindustrymag.com