



PROMOTING AWARENESS OF HIGH SCHOOL STUDENT ATHLETES

Exposure

Advertising Rates*

PRINT AD SIZE	6X (12 months)	3X (6 months)	1X (2 months)
Full Page Glossy	\$1,600	\$1,800	\$2,000
Full Page	\$1,200	\$1,440	\$1,600
1/2 Page	\$600	\$720	\$800
1/4 Page	\$300	\$360	N/A
1/8 Page	\$225	\$270	N/A

*Cost per insertion

- Web Ad (Home Page) \$85/month
- E-Newsletter Ad \$35/month
- School Page Sponsor \$185/issue (6 issue commitment)

Advertising Specs

Glossy (Cover Ad) Sizes:

- With No Bleed: 8" x 10" (.5" margin surrounds ad)
- With Full Bleed: 9.5" x 11.5" (trims to 9" x 11")

Interior Ad Sizes (Width x Height):

- 1/8 page: 3.875" x 2.3142"
- 1/4 page: 3.875" x 4.8715"
- 1/2 Page Horiz. 8" x 4.8715"
- 1/2 Page Vert. 3.875" x 10"
- Full page: 8" x 10"

Please submit CMYK files in PDF, EPS, JPC, or TIFF formats.

Web Ad Specs (Width x Height):

255 pixels x 156 pixels

Contact your account executive for file transfer/ftp upload information.

Stats

Bi-monthly publication

Distribution Channels

Areas: North County and parts of San Diego

Printing Specs

- 44+ pages
- Trim Size: 9" x 11"
- Process-Color; Full Bleeds
- 175 line screen, web fed
- Cover stock: 70# Gloss Book
- Interior Stock: 50#Gloss Book



<p>FULL PAGE COVER Live Area 8.5" x 10.5" Trim Size 9" x 11" Bleed Size 9.5" x 11.5"</p> <p>FULL PAGE (INTERIOR) 8" x 10"</p>	<p>1/2 PAGE VERTICAL 3.875" x 10"</p> <p>1/4 PAGE 3.875" x 4.8715"</p> <p>1/8 PAGE 3.875" x 2.3142"</p>	<p>1/2 PAGE HORIZONTAL 8" x 4.8715"</p>
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