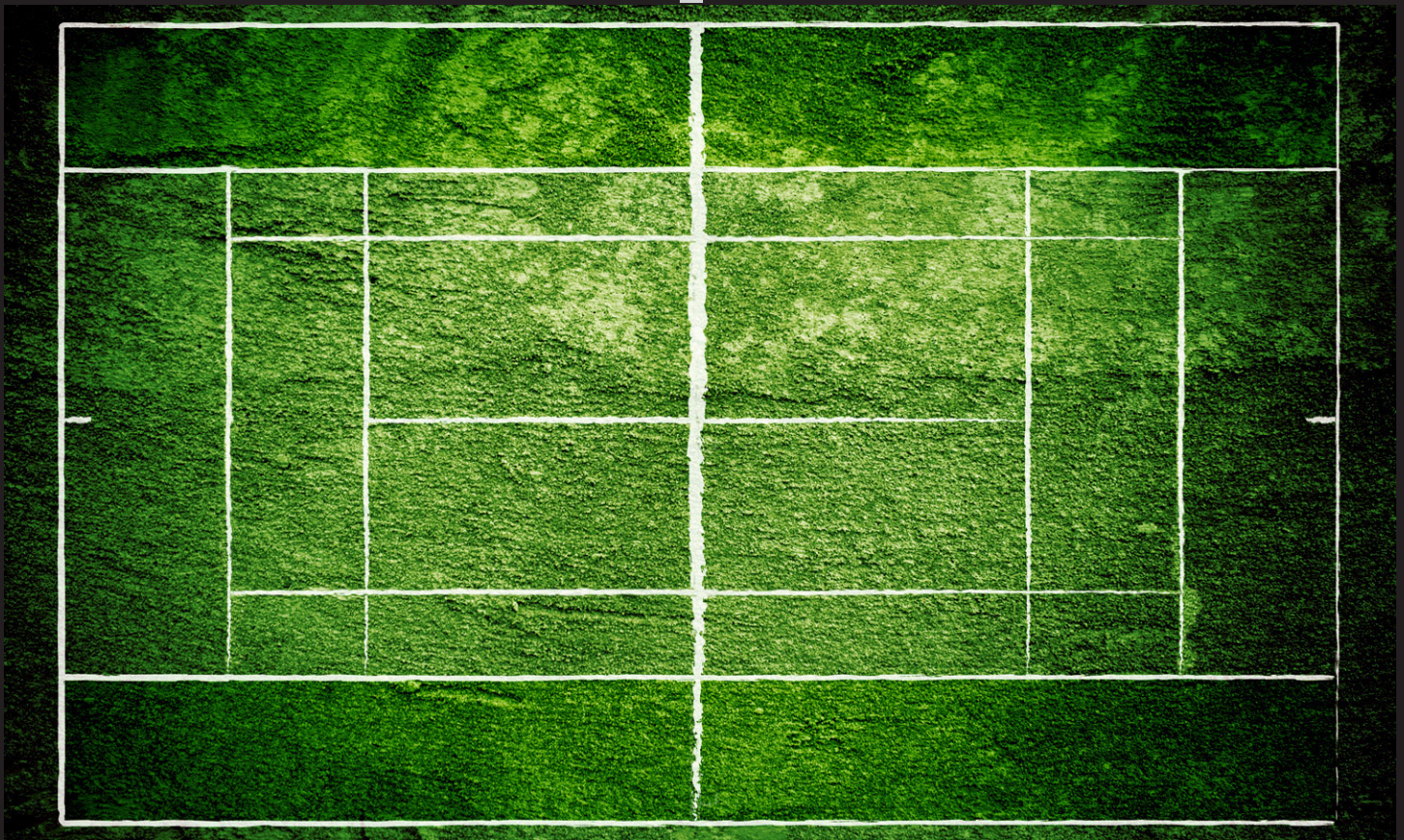


colorado | tennis



2014 MEDIA KIT



INTERMOUNTAIN
COLORADO

ADVERTISING IN A DOWN ECONOMY

In a recession, the first dollars that a company usually cuts come from the advertising budget. Advertising in a recession is actually a smart business move to grow your business now and for the future.

McGraw-Hill Research conducted a study of U.S. recessions from 1980-1985. Out of the 600 business-to-business companies analyzed, the ones who continued to advertise during the 1981-1982 recession hit a 256-percent growth by 1985 over their competitors that eliminated or decreased spending.

American Business Press analyzed 143 companies during the economic downturn back in 1974 and 1975. Companies that advertised in those years saw the highest growth in sales and net income during the recession and the two years that followed.

The numbers aren't a fluke. They prove there's a reward for companies who are aggressive with their advertising efforts in a recession. Here are even more reasons why you need to advertise your business in a bad economy:

Your Competition Won't

Most small businesses have a limited advertising budget. During a recession, it's easy to make up some of those dollars by holding back on advertising.

All that really does is open up the marketplace for that company's competitors. The presence the business has spent ad dollars on to build up is now an open field for the competitors that are willing to advertise.

Let's say you own an auto parts store. Consumers still need your company, no matter what the economy. Cars still break down. They still need windshield wipers and people will even buy those tree air fresheners. Your company can be the one the customer chooses because you've made your own presence known.

You Can Create a Long-Term Position for Your Business

Standing out in the marketplace is hard enough when you and your competition are battling it out in the ad world. As your competition cuts back on ad spending, your advertising can cut through that clutter.

Consumers may not be spending as much but they are still spending. If you're not the company they think of when they do spend, your sales will decrease. While your competition is cutting back, you have the chance to be the company consumers spend with now while gaining their future business as you continue to advertise in good times and bad.

In a bad economy, there are many opportunities to expose your business to new customers that aren't always possible in a good economy. Every one of them can be explored to help you solidify your place in business and stand out from your competitors.

SUPPORTING YOUR LOCAL TENNIS MAGAZINE...

Your Serve An Open Letter About Regional Tennis Magazines

BY PAUL FEIN AND JIM MARTZ

DEAR USTA AND TIA LEADERS:

Thanks to your programs and initiatives, tennis participation throughout the U.S. in 2008 continued its growth on every level. More players (nearly 26.9 million) took to the courts last year than at any time in the past 15 years, according to annual research by the TIA and USTA. Total player participation in 2008 grew by more than 7 percent from the previous year, continuing a trend that has shown a nearly 12 percent increase since 2003.

Unfortunately, while the number of players has increased, the number of regional tennis magazines serving them has not. Like newspapers throughout America, regional tennis publications are struggling to survive amid declining ad revenues and increasing operating costs. Several, such as *Northeast Tennis Magazine*, *Tennis Midwest* and *Play Tennis Florida*, have already died. Some have suspended publication, such as *Sun Tennis Magazine*. *Tennis Week* discontinued printed editions and appears online only.

The survivors are reducing staff, assignments and payment to cover fewer pages and frequency of publication. *USTA Magazine*, for example, which at one point was published 12 times a year, now has only four smaller issues a year, offering minimal local and state coverage. It carries occasional 8-page inserts for the New England, Southern and Eastern sections.

The rapid decline and possible extinction of regional tennis magazines would be a great loss to American tennis.

Why? Because only these magazines cover tennis players, officials, events, issues and trends in their respective states, sections or regions with depth and breadth as well as skill and passion. To increase participation and retain players, tennis must do it on the local level, and that's exactly what these sharply focused magazines do.

As a key part of the "tennis infrastructure," they run stories that bigger national magazines won't run. And they promote programs on a much more personal, grassroots level. In short, they help bring in players, and they keep current players "engaged."

Moreover, regional tennis magazines typically are the most effective and economical way for local tennis shops and facilities to advertise and stay in business. And national advertisers can place co-op ads in regional magazines listing local shops that carry their products.

"The real leaders, the real heroes of tennis are at its grassroots," former USTA President Alan Schwartz wrote in the January/February 2005 USTA Magazine. "This sport, this association, evolves from the ground up." Regional tennis magazines have chronicled these grassroots tennis heroes and their vital work since the 1970s.

Tennis Hall of Famer Bud Collins once pointed out that if it weren't for the tennis media (writers, broadcasters, PR people and photographers), no one would even know about pro tennis players. Bud's powerful point applies even more to amateur tennis.

Millions of players, their families, volunteers and fans are involved in recreational tennis, high school and college tennis, sectional tournaments and more. The most effective way to publicize these areas is through regional magazines. This medium becomes more vital than ever because tennis coverage in daily newspapers is steadily decreasing.

The rush to digital media to spread the grassroots tennis message through e-newsletters may save money in the short term, but it's not the ideal vehicle for many audiences in the long term. Think about it. We are inundated by junk e-mail, and we often delete e-newsletters without even looking at them, or we simply let them get buried in our overloaded inbox. An e-

newsletter is a one-shot deal, and then it's lost. The permanence of a printed magazine that you first glance at, then read and re-read and often keep for months far surpasses an ephemeral e-newsletter.

We urge the USTA, with its \$190 million annual budget, and the TIA to assist regional tennis magazines, both USTA-affiliated regional publications and those unaffiliated magazines. Here are some suggestions:

1. Outright grants of \$15,000 to \$25,000 each, depending on the need.
2. Full-page advertisements at negligible, reduced rates promoting USTA events, such as Davis Cup and Fed Cup and USTA Pro Circuit tournaments.
3. High-quality inserts promoting the US Open Series, US Open tickets, USTA Membership Days at pro tournaments, National Tennis Month, Tennis Welcome Centers, QuickStart Tennis, USTA books, videos and attire, and other USTA programs, projects and products.

Your visionary strategies have made tennis the fastest-growing participation sport (among 40 sports) since 2000, and the success of grassroots tennis depends on many dedicated and enlightened people and organizations continuing to work closely. Therefore, we urge you to address this crisis with reason and prudence. If the USTA and TIA act now, you can help save regional tennis magazines in America before it's too late.

Paul Fein, a recipient of 25 writing awards, is a USPTA coaching pro, former top 10-ranked New England player, and lifetime USTA member. Florida Tennis founder and publisher Jim Martz won the USTA's national Media Excellence Award, is a vice president of the U.S. Tennis Writers' Association and formerly was the tennis writer for the Miami Herald for 18 years.

We welcome your opinions. Please email comments to AS@racquetTECH.com or fax them to 760-536-1171.



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COLORADO TENNIS DIGITAL NEWSSTAND

For readers who don't like to get ink on their fingers, we present...

COLORADOTENNIS online.

The digital editions of Colorado Tennis and The Big Book of Colorado Tennis are specifically formatted for your desktop, laptop, tablet or smartphone.



Direct your customers' patronage

You control where visitors land on your website (or social media page, like Facebook or Twitter).



Create custom content for readers

Whether you'd like to offer special savings or create a unique experience for your digital customers (videos, photos, online communities, etc), advertisers can easily generate viral buzz by creating new content and making it available to readers through their mobile devices or on their desktop/laptops.

Digital Pubs grow in popularity

After introducing Colorado Tennis in a digital format in 2011, online readership has grown by 400%. More than 75,000 page views have been recorded since the first digital issue of Colorado Tennis debuted.

Track your results

Each issue, we can generate visitor activity summaries for our advertisers, letting you know just how many times your ad was viewed, and how much traffic to your website your ad generated. Just let us know if you'd like a detailed report.

The 2013 Big Book of Colorado Tennis

Date Created: 2/18/2013 3:05:39 PM Last Updated: 2/18/2013 3:05:39 PM

Visitor Activity Summary		Page Views - Per Visit		Clicks - Per Visit	
Total Visits:	613	Page Views:	22742	Clicks:	221
Page Views - Total:	22742	Page Views - Per Visit:	37.1	Clicks - Per Visit:	0.36
Clicks - Total:	221				

OS Overview		Browser Overview	
OS	Views	Browser	Views
Win7	376	IE 9.0	113
Unknown	136	IE 8.0	89
Win8	109	IE 10.0	81
Win8.1	1	Safari 5.0	52
MacPC	1	Safari 5.1	34
		Chrome 27.0	29
		Chrome 34.0	28
		Chrome 28.0	26
		Firefox 18.0	22
		IE 7.0	19

Page Overview		Media Overview				
Page #	Total Views	Page #	Media	Views	Click	Click Rate
1	276	68	Brands	190	30	16.04%
2	426	68	Colorado Athletic and Tennis Club	144	13	9.03%
3	288	72	Mountain Creek Tennis & Fitness	152	10	6.58%
4	482	72	Mountain Creek Tennis & Fitness	142	12	8.45%
5	485	67	CO Athletic Clubs	227	18	7.93%
6	474	59	Mountain Creek Tennis & Fitness	276	18	6.52%
7	482	9	Colorado Athletic and Tennis Club	48	14	28.96%
8	448	24	Colorado Athletic and Tennis Club	42	12	28.57%
9	312	24	Mountain Creek Tennis & Fitness	209	4	1.94%
10	441	8	Colorado Tennis	348	11	3.16%

The 2012 Big Book of Colorado Tennis/10Under

Publication Summary

Publication: The 2012 Big Book of Colorado Tennis/10Under

Total Visits: 159

Page Views - Total: 22240

Page Views - Per Visit: 30.49

Clicks - Total: 123

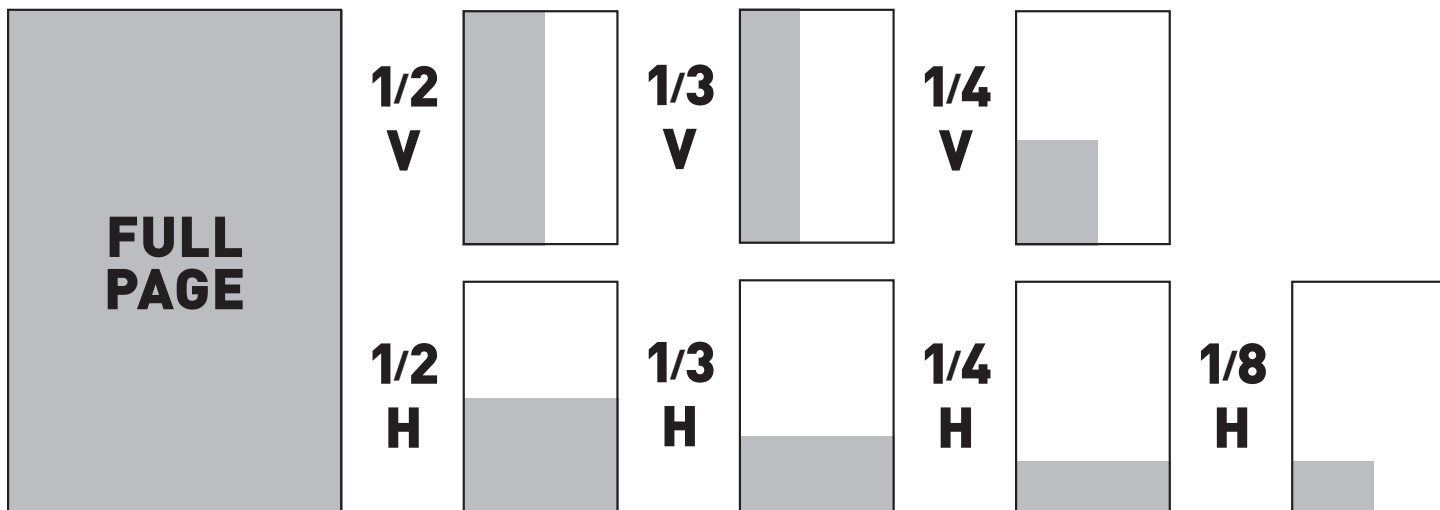
Clicks - Per Visit: 0.22

Page Overview		Media Overview				
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2	426	88	Brands	144	13	9.03%
3	288	72	Mountain Creek Tennis & Fitness	152	10	6.58%
4	482	72	Mountain Creek Tennis & Fitness	142	12	8.45%
5	485	67	CO Athletic Clubs	227	18	7.93%
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OS Overview		Browser Overview	
OS	Views	Browser	Views
Win7	246	AppleWebKit/5.0	138
Unknown	189	IE 8.0	122
Win8	119	IE 9.0	82
Win8.1	3	Safari 5.1	34
MacPC	1	IE 7.0	14
		Firefox 12.0	16
		Firefox 11.0	15
		Firefox 10.0.2	12
		Chrome 21.0	9
		Firefox 9.0	8

COLORADO TENNIS SIZES/RATES

Full color is included in the price of all Colorado Tennis advertising.
All pages include a folio.



THE BIG BOOK OF COLORADO TENNIS

SIZE	DIMENSIONS	AD RATE	GLOSSY PAGES	AD RATE	GLOSSY SIZING: Bleed: 8.75" x 11.5" Final Trim: 8.25" x 10.5" Safe Area: 7.5" x 9.75"
Full Page	7 1/2 x 9 3/4	\$1,000	Back Cover	\$4,000	
1/2 horizontal	7 1/2 x 4 3/4	\$600	Inside Front Cover	\$2,500	
1/2 vertical	3 1/2 x 9 3/4		Inside Back Cover	\$2,500	
1/3 horizontal	7 1/2 x 3	\$500	Center Spread	\$4,500	
1/3 vertical	2 1/4 x 9 3/4		Internal Glossy Pages	\$1,800	
1/4 horizontal	7 1/2 x 2 1/4	\$450			
1/4 vertical	3 1/2 x 4 3/4				
Biz Card (1/8 horiz)	3 1/2 x 2 1/4	\$300			

PLEASE CONTACT THE EDITOR FOR GLOSSY AVAILABILITY. PRIORITY GIVEN TO PREVIOUS ADVERTISERS.

COLORADO TENNIS: THE OFFICIAL PUBLICATION OF TENNIS LOVERS

SIZE	DIMENSIONS	1x	2x	3x	3+BIG BOOK*
Full Page	10 1/4 x 11 3/4	\$1,300	\$1,200	\$1,100	\$1,000
1/2 horizontal	10 1/4 x 5 3/4	\$750	\$700	\$650	\$600
1/2 vertical	5 x 11 3/4	\$750	\$700	\$650	\$600
1/3 horizontal	10 1/4 x 3 3/4	\$575	\$550	\$525	\$500
1/3 vertical	3 1/4 x 11 3/4	\$575	\$550	\$525	\$500
1/4 horizontal	10 1/4 x 2 3/4	\$475	\$450	\$425	\$400
1/4 vertical	5 x 5 3/4	\$475	\$450	\$425	\$400
Biz Card	5 x 2 3/4	\$250	\$240	\$230	\$225

*Signed contracts guarantee advertisers the best available rate up front. A la carte advertisements will be pro-rated for each insertion order. Call for details.

COLORADO TENNIS PUBLICATION SCHEDULE

<u>ISSUE</u>	<u>ADVERTISING RESERVATIONS</u>	<u>ARTWORK DEADLINE</u>	<u>DISTRIBUTION</u>
2014 Big Book of Colorado Tennis	December 17, 2013	January 6, 2014	January 2014
Spring 2014	March 10, 2014	March 17, 2014	April 2014
Summer 2014	June 9, 2014	June 14, 2014	July 2014
Fall/ Winter 2014	September 22, 2014	September 29, 2014	October 2014

CIRCULATION

The annual BIG BOOK OF COLORADO TENNIS and the three seasonal issues of COLORADO TENNIS are distributed throughout Colorado to the [23,000+ members](#) and the 250+ organizational members of the United States Tennis Association. The BIG BOOK and COLORADO TENNIS newspaper are also freely distributed at major tennis and fitness facilities and recreation centers throughout the state, as well as sporting retail outlets across the front range. Digital editions of COLORADO TENNIS and The BIG BOOK are also available from our newsstand at [COLORADOTENNIS.com](#).

Thanks to the generous support of our sponsors, COLORADO TENNIS is also available as a subscription to non-members free of charge. For specific distribution and circulation information, please contact USTA Colorado.

ACCEPTABLE FILE FORMATS

- All typesetting, layout production and coordination of ads are the responsibility of the advertiser, unless otherwise arranged. An additional fee may be assessed for in-house production work.
- All fonts and graphics must be supplied by advertiser, CMYK only. No web graphics, please.
- We happily accept the following digital formats: TIFF, JPEG, PDF, EPS, PSD

Resolution Guidelines (Newspaper/Big Book newsprint Pages): 150 dpi minimum/ 300dpi maximum

Resolution Guidelines (Big Book Glossy Pages): 300 dpi minimum/600 dpi maximum

INSERTS

PRICING: \$350 flat fee + \$25 per 1,000 inserted (pro rating not available).

SPECS/GUIDELINES: A sample insert must be presented for approval to USTA Colorado at least two (2) days prior to the final delivery date. The insert must meet all US Postal requirements and must be printed on 80lb stock (minimum). No postal indicia is permitted on inserts.

SCHEDULING/DELIVERY: All inserts must be scheduled with the Editor. All inserts must be delivered to our printer (Lehman Printing Center, Attn: Steve Spires, 801 N. 2nd St. Berthoud, CO 80513) 1 week prior to scheduled inserting. Contact the Editor for specific deadlines.

ZONING: USTA Colorado can mail inserts directly to specific zip codes. Please contact the Editor for details.

For additional information, contact Kurt Desautels (Editor), 303.695.4116 ext 203 or email KURT@COLORADOTENNIS.COM

To reserve your ad, please contact Karen Engel, 720.4955104 or email KARENENGEL628@MSN.COM



INTERMOUNTAIN COLORADO

TO PROMOTE AND DEVELOP
THE GROWTH OF TENNIS IN COLORADO

Photo by Kurt Desautels/USTA Colorado

ABOUT USTA COLORADO

A District of the United States Tennis Association, USTA Colorado is the governing body of tennis in our state. USTA Colorado's mission is to promote and develop the growth of tennis in Colorado. We do this in a number of ways.

We provide grants to organizations that want to introduce tennis to their communities and we offer scholarships to junior players who seek to take their game to the next level. We coordinate adult league play for more than 33,000 players across the state, and offer programs for junior players of all ages and abilities. Our sanctioned tournament schedule offers more than 170 events this year, including several opportunities for wheelchair athletes.

We are in the parks. We are in recreation centers and in private clubs. We are in schools helping physical education teachers introduce our kids to a game that they can play for a lifetime, keeping them fit and healthy. We believe that fundamental tennis principles like sportsmanship, hard work and personal responsibility translate into every

area of life. Through tennis we are helping people realize their potential both on and off the court.

We are nearly 23,000 members strong, but our scope is not confined to those players alone. We represent the nearly 500,000 tennis players in our state, providing information and opportunities to play for each and every one of them. We reach out to all players, including those of diverse cultural backgrounds, mentally and physically challenged athletes, and under-served communities. Diversity and Inclusion is a strategic priority for USTA Colorado and one of our core values.

We invite you to find out more about the lifetime sport of tennis. We will help you find a court, find a program, find a league or find a team. We will help you put the FUN back in FITNESS. So whether you want to learn to play tennis, get back into the sport, or just find more opportunities to play the game, we're here to help.

**GRASSROOTS TENNIS IS OUR GAME.
WE PLANT IT, GROW IT, AND NURTURE IT.
WE'RE USTA COLORADO.
IT'S TIME TO PLAY.**

USTA COLORADO

JOAN BIRKLAND PAVILION @ GATES TENNIS CENTER
3300 E BAYAUD AVE, SUITE 201
DENVER, COLORADO 80209
ph: 303/695-4116 • fx: 303/695-7631

web: COLORADOTENNIS.COM

