

# U.S. Curling News

## Cancellations

Cancellations must be no later than deadline dates.

## Commissions

15% discount to recognized advertising agencies applied only to annual ad placement contract totals more than \$2,000.

## Advertising Responsibility

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism and copyright infringement.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason the publisher fails to publish an advertisement. All advertisements are positioned at the discretion of the publisher, unless otherwise pre-arranged. Advertisements that resemble an editorial may be marked "advertisement" by the publisher.

### Contacts

#### U.S. Curling News Staff:

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[www.usacurl.org](http://www.usacurl.org)



Established 1945

## 2009-2010 Advertising Rates & Requirements



**Published by the  
United States Curling Association**

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# UNITED STATES CURLING NEWS

## DISTRIBUTION

Mailed direct to more than 12,000 subscribers in the United States, and to subscribers in Canada, Europe and the Pacific Rim.

## DEADLINES

ISSUE	EDITORIAL DEADLINE	MAILING DATE
<b>VOL. 65 #1-5</b>		
Oct/Nov	Sept. 25	Oct. 5
Dec/Jan	Nov. 13	Nov. 23
February	Jan. 29	Feb. 8
March	Feb. 26	March 8
May	April 23	May 3

## RATE SCHEDULE

Price per Insertion:	1X	3X	5X	Member Club/Assoc. Discount
**Page 1-Color	350	335	290	15%
Full page	986	881	828	30%
1/2 page	672	599	563	30%
1/4 page	452	404	379	25%
1/6 page	383	342	321	25%
1/12 page	209	186	175	20%
1/20 page	140	125	117	15%

\*\*\*New, special placement and pricing\*\*\*

**Classifieds** - \$37 per column inch.

**Specified position** - add 20%, subject to approval.

**Preprinted Inserts** - Maximum dimensions 8" x 11".

Contact *Curling News* for requirements and insert charge.

**Terms:** Net 30 days; US currency only.

*Please note:* Specs provided digitally for use in the U.S. *Curling News* should be supplied in the following compatible formats for ads:

### MacIntosh-compatible software:

- Adobe Illustrator up to version 11.0
- Adobe Photoshop up to version 8.0
- Adobe InDesign up to version 3.0
- Quark XPress up to version 6.5

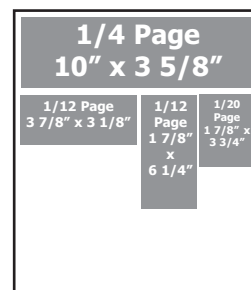
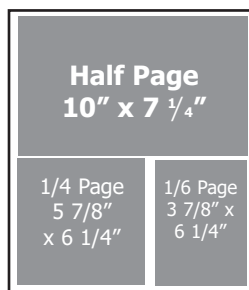
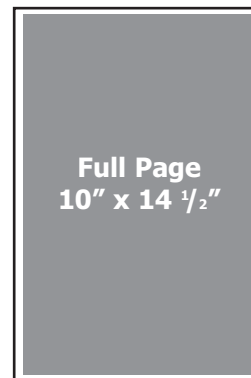
Please include supporting artwork and fonts (fonts converted to outlines preferred). JPEGs, EPS, TIFF and PDF formats accepted. Resolution for scanned images: 300 dpi.

## MECHANICAL REQUIREMENTS

Page size – 5 columns by 15 inches

Column width – 1 7/8 inches

	Wide	High
Pg 1	2"	2 1/2"
Full page	10"	14 1/2"
1/2 page	10"	7 1/4"
1/4 page	10"	3 5/8"
	5 7/8"	6 1/4"
1/6 page	3 7/8"	6 1/4"
1/12 page	3 7/8"	3 1/8"
	1 7/8"	6 1/4"
1/20 page	1 7/8"	3 3/4"



**Black & white ads:** Camera-ready art or offset negatives required. All films should be supplied right reading, emulsion side down.

**Multi-color ads:** Contact the *Curling News* for requirements and additional charge.

**Halftones:** 85-line screen.

**Bleeds:** None.

Advertisers appearing in the *Curling News* are eligible for a discounted USCA website ad rate.

## ART SERVICES

Design and typesetting for your ad are available for an additional fee. If you require art services, contact us a minimum of two weeks prior to the ad deadline on the previous page.