

Advertising Rates

AD SIZE	4 TIMES	2 TIMES
1/6 Page	\$1,195	\$1,395
1/3 Page	\$2,095	\$2,495
1/2 Page	\$3,795	\$4,395
2/3 Page	\$5,595	\$6,595
Full Page	\$6,995	\$7,995
2-Page Spread	\$12,695	\$14,495
Regional Marketplace		
1/6 Page	\$495	\$395
1/3 Page	\$895	\$765
1/2 Page	\$1,495	\$1,295
2/3 Page	\$1,795	\$2,095
Full Page	\$2,495	\$2,195

*All rates shown are net and per issue

*All Ads are produced in 4 color process

Pricing reflects introductory rates and may be subject to change 30 to 50 percent without notice

AD DIMENSIONS	WIDTH	DEPTH
2-Page Spread	15 3/4"	9 7/8"
Full Page	7 3/8"	9 7/8"
2/3 Page	4 7/8"	9 7/8"
1/2 Page (horizontal)	7 3/8"	4 7/8"
1/2 Page (island)	4 7/8"	7 5/16"
1/3 Page (vertical)	2 3/8"	9 7/8"
1/3 Page (square)	4 7/8"	4 7/8"
1/6 Page (vertical)	2 3/8"	4 7/8"

All above measurements are NON-BLEED. Please see Mechanical Specs page for complete BLEED measurements.

Cover Positions and Inserts
 Back Cover: earned frequency rate plus 20%
 Inside Covers: earned frequency rate plus 15%
 Requested Positions: earned frequency rate plus 10%
 Inserts: Rates furnished upon request

DIGITAL ART REQUIREMENTS

Professional Sports Wives Magazine is a 4-color process publication produced in CMYK format at 133 line screen. All artwork must be submitted in digital CMYK format. Acceptable file types are Photoshop TIFF files (flattened), Photoshop EPS files, Photoshop JPEG files, Adobe Illustrator EPS files (with all fonts converted to outlines), or Press-Ready Adobe PDF files. Rasterized artwork, such as TIFF, EPS, or JPEG files should be sent at a minimum of 266 dpi at 100%. 300 dpi or higher is recommended. Please DO NOT submit RGB artwork. If we have to convert your file(s) to CMYK, we cannot assure color consistency or accuracy to the previous RGB state.

While we strongly recommend submitting your artwork in the formats stated above, we also can accept QuarkXpress files that have been properly "collected for output". This means that you have included all printer and screen fonts, support art, logos, and any other dependent files. We also recommend pre-flighting the file using a program such as FlightCheck. Please AVOID using TrueType fonts or any of the automatic font styling functions through QuarkXpress (i.e. Do not click the "B" button in Quark to make your font "Bold". Use the actual font that is bold). We can also accept native Adobe Illustrator and Macromedia Freehand files with all dependent art, fonts, logos, etc. Please include a color laser or ink-jet proof with your digital file for accurate color and text comparison. Artwork received without color (or b/w) proof cannot be guaranteed for accuracy.

Production Services

Design and graphic production services are available by calling *Professional Sports Wives Magazine*; production charges will be provided upon request. Advertisers are responsible for providing concept, layout, copy and logos by deadline. A proof will be submitted for review. All changes must be made in writing or via fax and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assume risk of possible errors.

Artwork can be accepted on the following media:
 CD, DVD, Compact Flash Card, or USB Memory Stick.

Please verify all media prior to sending and run a virus check.



Marketing opportunities for your business

Stand out from the crowd and join our growing network of resources for the busy athlete's family! Showcase what makes your company unique with a company logo and direct link to your Web site on the Resources page of our exclusive PSWA Neighborhood.

Visited by over 30,000 users per month!

Standard Web site listing with live link
\$250 monthly

Includes company logo and direct link to your Web site.

Top of Category/Featured Business Profile
\$550 monthly

Includes company logo and direct link to your Web site, business profile and photo.

Premium Sponsorship Banner on PSWA Neighborhood Home Page
\$750 monthly

Includes: Web site banner, company logo, business profile, plus four time 1/6 ad in the *Professional Sports Wives Magazine* (added value of \$1,495 annually).

Feature Video Web site presentation
\$995 monthly

Includes: Includes company logo and direct link to your Web site, business profile and video presentation.

All Inclusive Package
\$2545 monthly

Includes: Includes company logo and direct link to your Web site, business profile, video presentation, plus FREE regional half page ad in the *Professional Sports Wives Magazine* (added value of \$1,495 quarterly).

For more information or to purchase an ad, contact advertising@prosportswives.com.