

**2016 RATE CARD & CLOSING DATES**

Athlon Sports' preseason annuals offer dominant preview coverage of the sports avid-fan readers just can't get enough of. They fuel that unmatched "can't wait for the season" passion for the enthusiasts who follow every detail of their favorite sports.

- The leading publisher of preseason annuals
- Started 1967 – with previews, predictions & profiles for avid sports fans
- Dominant preseason coverage of sports that the avid enthusiast just can't get enough of
- High-quality content and design
- 10+ titles, with regional covers/coverage (5 regional NCAA Football, 1 National NCAA Football, NFL Draft, NFL, NFL Fantasy, NCAA Basketball, MLB, Racing and Golf )
- \$7.99 cover price; sold in over 60,000 newsstand locations

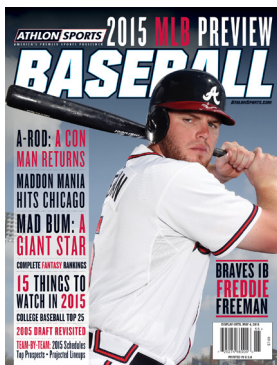
**ATHLON SPORTS PRESEASON ANNUALS 2016 RATES**



**ATHLON SPORTS RACING**

We take readers behind the scenes of NASCAR's three national touring series with in-depth interviews, hard-hitting features, along with previews and rankings of each driver and team in America's No. 1 spectator sport.

<b>RACING \$7.99 – ON SALE: 1/19/16</b>	
Distribution: 120,000   Ad Close: 12/18/15   Ad Materials: 12/18/15	
UNIT SIZE	NET RATE
Full Page	\$15,588
1/2	\$8,573
1/3	\$5,658



**ATHLON SPORTS BASEBALL**

Provides the preseason analysis, predictions and team by team previews of all 30 clubs, with rosters, farm system, stats and schedules, plus features and more.

<b>BASEBALL \$7.99 – ON SALE: 2/2/16</b>	
Distribution: 230,000   Ad Close CV: 12/18/15   Ad Materials CV: 12/28/15   Ad Close ROB: 12/28/15   Ad Materials ROB: 1/4/16	
UNIT SIZE	NET RATE
Full Page	\$23,386
1/2	\$12,862
1/3	\$8,489

ATHLON SPORTS PRESEASON ANNUALS 2016 RATES



**ATHLON SPORTS GOLF**

Your complete, indispensable guide for watching golf's four major championships. It's got everything a golf fan could want – compelling features, player profiles, travel destinations, equipment reviews and more.

**GOLF \$6.99 – ON SALE: 3/15/16**

Distribution: 48,000 | Ad Close: 2/5/16 | Ad Materials: 2/12/16

UNIT SIZE	NET RATE
Full Page	\$6,235
1/2	\$3,429
1/3	\$2,263



**ATHLON SPORTS PRO FOOTBALL DRAFT**

Features detailed analysis from former NFL personnel on the top players eligible for the 2016 draft, along with a look at positions of need for all 32 NFL teams. Will also include in-depth features on some of the players expected to go near the top of the first round, and mock draft with our predictions for the first three rounds.

**PRO FOOTBALL DRAFT \$7.99 – ON SALE: 3/15/16**

Distribution: 168,000 | Ad Close: 2/5/16 | Ad Materials: 2/12/16

UNIT SIZE	NET RATE
Full Page	\$17,082
1/2	\$9,395
1/3	\$6,201



**ATHLON SPORTS REGIONAL COLLEGE FOOTBALL ACC / BIG 12 / BIG TEN / PAC 12 / SEC**

These annuals provide in-depth team-by-team previews, along with our preseason Top 25, All-America teams, All-Conference teams, regional features and everything else you need to know about the upcoming season.

**COLLEGE FOOTBALL REGIONAL TITLES \$7.99- ON SALE: 5/24/16**

Total Regional Distribution: 321,000 | Ad Close CV: 4/8/16 | Ad Materials CV: 4/15/16

| Ad Close ROB: 4/11/16 | Ad Materials ROB: 4/18/16

ACC: 57,000 | Big 12: 40,500 | Big Ten: 75,500 | Pac 12: 35,000 | SEC: 113,000

UNIT SIZE	NET RATE (COMBINED)
Full Page	\$32,639
1/2	\$17,951
1/3	\$11,848

ATHLON SPORTS PRESEASON ANNUALS 2016 RATES



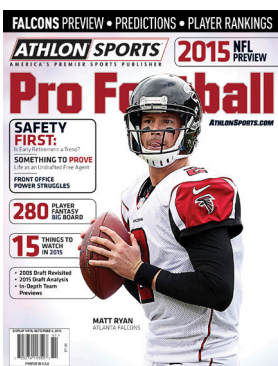
**ATHLON SPORTS NATIONAL COLLEGE FOOTBALL**

In-depth team-by-team previews of all 125 FBS schools, along with All-America teams, position-by-position unit rankings, a recruiting rundown, a list of the top preseason Heisman Trophy candidates and the new coaches on the scene.

**NATIONAL COLLEGE FOOTBALL \$7.99 – ON SALE: 5/24/16**

Distribution: 221,785 | Ad Close: 4/12/16 | Ad Materials: 4/21/16

UNIT SIZE	NET RATE
Full Page	\$22,551
1/2	\$12,403
1/3	\$8,186



**ATHLON SPORTS PRO FOOTBALL**

Features team-by-team previews from beat writers nationwide, along with depth charts, schedules, stats, fantasy football insight, analysis from the NFL Draft and a look back at previous drafts. On a lighter note, "Extra Points" throws in a few oddball stats and stories, while the "Sideline Show" brightens up the magazine with cheerleader photos.

**PRO FOOTBALL \$7.99 – ON SALE: 6/7/16**

Distribution: 388,000 | Ad Close: 4/28/16 | Ad Materials: 5/5/16

UNIT SIZE	NET RATE
Full Page	\$39,452
1/2	\$21,699
1/3	\$14,321



**ATHLON SPORTS FANTASY FOOTBALL**

An ideal guide to help prepare fans for their fantasy football drafts. Each edition has 500 players ranked, a 280-player big board, a 20-round mock draft and 3,200 projected stats, along with position-by-position breakdowns and team-by-team analysis from NFL beat writers.

**FANTASY FOOTBALL \$7.99 – ON SALE: 6/21/16**

Distribution: 255,000 | Ad Close: 5/13/16 | Ad Materials: 5/20/16

UNIT SIZE	NET RATE
Full Page	\$25,928
1/2	\$14,260
1/3	\$9,412

ATHLON SPORTS PRESEASON ANNUALS 2016 RATES



**ATHLON SPORTS COLLEGE BASKETBALL**

Provides the preseason analysis and predictions craved by hoops fans from coast-to-coast and around the globe. Each edition includes All-America and All-Conference teams, a complete Field of 68 NCAA Tournament bracket, 500 ranked high school recruits and team-by-team previews of all 351 Division I schools.

**COLLEGE BASKETBALL \$7.99 – ON SALE: 9/6/16**

Distribution: 190,000 | Ad Close: 7/29/16 | Ad Materials: 8/5/16

UNIT SIZE	NET RATE
Full Page	\$19,319
1/2	\$10,625
1/3	\$7,013

**MULTI-TITLE/MULTI PAGE DISCOUNTS**

Buy any combination of ad units and/or combination of annuals, receive an additional discount:

- 3-6 Pages – 3%
- 7-9 Pages – 5%
- 10-12 Pages – 7%
- 13+ Pages – 10%

**COVER PREMIUMS**

- Cover 2 (IFC) – Earned Rate Plus 20%
- Cover 3 (IBC) – Earned Rate Plus 20%
- Cover 4 (BC) – Earned Rate Plus 20%

**SPECIAL UNITS**

Inserts, gatefolds, business reply cards and special unit rates on request. The special units contribute to, but do not earn, unit discounts and must be reserved.

## 2016 DIGITAL RATES



### DISPLAY

Unit	Size	Expandable Size	Open Rate CPM
Static Leaderboard	728x90		\$10
Static Medium Rectangle	300x250		\$10
Static Half Page	300x600		\$14
Expandable Leaderboard*	728x90	728x480	\$18
Expandable Medium Rectangle*	300x250	500x250	\$18
Expandable Half Page*	300x600	500x600	\$20

### RICH MEDIA

Unit	Size	Expandable Size	Open Rate CPM
Billboard*	970x250		\$22
Pushdown	970x66	970x418	\$20
Sidekick*	300x250, 300x600, 970x250	850x700	\$20
Wallpaper	1400x1200		\$13
Channel Takeover	728x90, 300x250, 300x600, Wallpaper		\$28
Roadblock	728x90, 300x250, 300x600		\$24
Full-Page Static Interstitial	550x400		\$18
Half Page	300x600	500x600	\$14

### MOBILE

Unit	Size	Expandable Size	Open Rate CPM
Static Wide Banner	320x50		\$15
Static Medium Rectangle	300x250		\$15

### VIDEO

Unit	Size	Expandable Size	Open Rate CPM
Pre-Roll	:15 or :30		\$25

### CUSTOM UNITS

Unit	Size	Expandable Size	Open Rate CPM
Slideshow**	300x250		\$8
Editorial Content Hub			\$25

## GENERAL GUIDELINES

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date. Rich media ads must be submitted 10 business days prior to launch to enable thorough testing. Contact your Account Coordinator for additional details.

- Creative submissions should include the following:
- Advertiser name
- Insertion Order number
- Detailed trafficking instructions
- Creative files
- Alternate text (if applicable)
- Linking URL
- 3rd party tags (if applicable), 3rd party tags must be live at the time of submission to enable thorough testing before launch.

For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above.

## FLASH SPECS

- Flash versions 6,7,8,9,& 10-10.1 (AS2 & AS3)
- Your Flash file must not exceed 40K.
- Flash 6 SWF files will be displayed for flash 6.0 to 6.0.0.65 plug in browsers only. If the browser doesn't support Flash 6.0 and above the alternate image will be served. Flash 7 ads will be displayed for 7.0 plugin and above.
- Onload play audio is not permitted in flash ads. Sounds played on click are allowed. All sounds are subject to approval.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- The clickTAG expression must be attached to a button object and called on Release.
- Do not embed any URLs in the Flash file - include linking URLs in an email or other document.
- Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.
- All Flash ads must be accompanied by the SWF file as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
- Looping must be set to False.
- Loading files from cross domains is not permitted for security reasons.
- All Creative is subject to approval.

## PROPER CLICKTAG IMPLEMENTATION

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:

- The clickTAG variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as clickTAG and the target window as "\_blank". For example: getURL(clickTAG,"\_blank");
- DFP only recognizes the standard casing of clickTAG for the variable name, not ClickTag or clicktag or any other variant.
- The button associated with the ActionScript that contains the clickTAG is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTAG is extended throughout the entire frame and is applied to all existing frames.

## ACTIONSCRIPT 2 CLICKTAG

```
on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }
```

## ACTIONSCRIPT 3 CLICKTAG

ActionScript 3 clickTAGs are not guaranteed to work in every situation. Here's an example of an ActionScript 3 clickTAG:

```
Link_1.addEventListener(MouseEvent.CLICK, clickTAG);
function clickTAG(event:MouseEvent):void { var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG))
{ navigateToURL(new URLRequest(sURL), "_blank"); } }
```