

2017 RATE CARD & CLOSING DATES

Athlon Sports' preseason annuals offer dominant preview coverage for every fan of sports. They fuel that unmatched preseason passion for the enthusiasts who follow every detail of their favorite sports.

- The leading publisher of preseason annuals
- Launched in 1967 – celebrating 50 years of previews, predictions & profiles for avid sports fans
- Dominant preseason coverage
- 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)
- \$7.99 cover price; sold in more than 60,000 newsstand locations

ATHLON SPORTS PRESEASON ANNUALS 2017 RATES



ATHLON SPORTS RACING

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

RACING \$7.99 – ON SALE: 1/17/17

Distribution: 100,000 | Ad Close: 12/9/16 | Ad Materials: 12/16/16

UNIT SIZE	NET RATE
Full Page	\$16,367
1/2	\$9,002
1/3	\$5,941



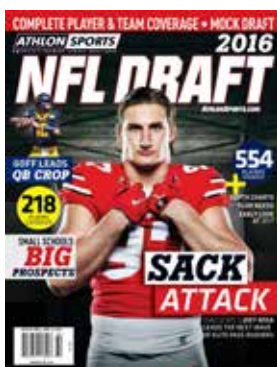
ATHLON SPORTS BASEBALL

Provides the preseason analysis, predictions and team-by-team previews of all 30 clubs, with rosters, stats and schedules, plus features and a peek into the college baseball top 25 (or a peek into the world of fantasy baseball).

BASEBALL \$7.99 – ON SALE: 1/31/17

Distribution: 225,000 | Ad Close CV: 12/16/16 | Ad Materials CV: 12/27/16
 | Ad Close ROB: 12/22/16 | Ad Materials ROB: 1/3/17

UNIT SIZE	NET RATE
Full Page	\$24,555
1/2	\$13,505
1/3	\$8,913



ATHLON SPORTS PRO FOOTBALL DRAFT

Prepare for draft day with detailed analysis on the year's draft class from former NFL personnel, along with a look at the needs of all 32 NFL teams, in-depth features on top ranked players and a mock draft to get you through the first three rounds.

PRO FOOTBALL DRAFT \$7.99 – ON SALE: 3/14/17

Distribution: 160,000 | Ad Close: 2/6/17 | Ad Materials: 2/10/17

UNIT SIZE	NET RATE
Full Page	\$17,936
1/2	\$9,865
1/3	\$6,511

ATHLON SPORTS PRESEASON ANNUALS 2017 RATES



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: 5/23/17

Total Regional Distribution: 321,000 | Ad Close CV: 4/7/17 | Ad Materials CV: 4/14/17
 | Ad Close ROB: 4/12/17 | Ad Materials ROB: 4/17/17

ACC: 53,000 | Big 12: 41,000 | Big Ten: 81,000 | Pac 12: 46,000 | SEC: 100,000

UNIT SIZE	NET RATE (COMBINED)
Full Page	\$34,271
1/2	\$18,849
1/3	\$12,440



ATHLON SPORTS NATIONAL COLLEGE FOOTBALL

Including team previews for all 128 FBS schools, this preview magazine is a complete guide to college football. Look for position-by-position rankings, All-America teams, a recruiting rundown, preseason Heisman candidates and so much more.

NATIONAL COLLEGE FOOTBALL \$7.99 - ON SALE: 5/23/17

Distribution: 234,000 | Ad Close: 4/11/17 | Ad Materials: 4/20/17

UNIT SIZE	NET RATE
Full Page	\$23,679
1/2	\$13,023
1/3	\$8,595



ATHLON SPORTS PRO FOOTBALL

Features on all 32 teams in the NFL by beat writers nationwide are included, along with schedules, stats, depth chart analysis and fantasy football insight. Notes from the NFL Draft and a look back at previous drafts, oddball stats and stories, and images from game day make this a pro football fan's must-have for the upcoming season.

PRO FOOTBALL \$7.99 - ON SALE: 6/6/17

Distribution: 375,000 | Ad Close: 4/28/17 | Ad Materials: 5/5/17

UNIT SIZE	NET RATE
Full Page	\$41,425
1/2	\$22,784
1/3	\$15,037

ATHLON SPORTS PRESEASON ANNUALS 2017 RATES



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.

FANTASY FOOTBALL \$7.99 – ON SALE: 6/20/17

Distribution: 237,000 | Ad Close: 5/12/17 | Ad Materials: 5/19/17

UNIT SIZE	NET RATE
Full Page	\$27,224
1/2	\$14,973
1/3	\$9,883



ATHLON SPORTS COLLEGE BASKETBALL

Each edition will get hoops fans from coast-to-coast and across the globe ready for the season with preseason analysis and predictions, All-America and All-Conference teams, a complete Field of 68 NCAA Tournament Bracket and 500 ranked high school recruits – not to mention team-by-team previews of all 351 Division I schools.

COLLEGE BASKETBALL \$7.99 – ON SALE: 9/5/17

Distribution: 195,000 | Ad Close: 7/28/17 | Ad Materials: 8/4/17

UNIT SIZE	NET RATE
Full Page	\$20,285
1/2	\$11,156
1/3	\$7,364

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.

SPACE	BLEED	TRIM	LIVE AREA	NON-BLEED
Two Page Spread	16.25" x 10.75"	16" x 10.5"	15" x 10"	15" x 10"
Full Page/Cover	8.25" x 10.75"	8" x 10.5"	7" x 10"	7" x 10"
2/3 Page (Vertical)	N/A	N/A	4.625" x 10"	4.625" x 10"
1/2 Page (Vertical)	N/A	N/A	3.5" x 10"	3.5" x 10"
1/2 Page (Horizontal)	N/A	N/A	7.5" x 4.75"	N/A
1/2 Page Island	N/A	N/A	4.625" x 7"	4.625" x 7"
1/2 Page Spread	16.25" x 5.5"	16" x 5.25"	15.5" x 4.75"	N/A
1/3 Page (Vertical)	N/A	N/A	2.25" x 10"	2.25" x 10"
1/3 Page (Horizontal)	N/A	N/A	7" x 3.25"	7" x 3.25"
1/3 Page (Square)	N/A	N/A	5.25" x 5.5"	5.25" x 5.5"
1/4 Page (Vertical)	N/A	N/A	2" x 10"	2" x 10"
1/4 Page (Horizontal)	N/A	N/A	3.5" x 5"	3.5" x 5"

AD SUBMISSION

All ad submissions must be PDF-x1a uploaded to the AMG/Parade Ad Portal:
<http://www.adshuttle.com/amgparade>

- New users will be asked to create an account and will create a login and password.
- Comprehensive guidelines regarding ad creation are available on this site.

PDF Presets for Adobe InDesign and QuarkXPress are also available on this site.

Send Proofs to:

Athlon Sports
 2451 Atrium Way Suite 320
 Nashville, TN 37214
 Attn: Sam Payne

Main Production Contact:

Sam Payne
 615-440-5552
sam.payne@amgparade.com

CUSTOM AD UNITS

Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.

FILE FORMATS:

Preferred format: PDF/X-1A

FILE RESOLUTION REQUIREMENTS:

- PDF/X-1A
- 300 dpi/2400 dpi for Line Work

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads—Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to AMG/PARADE's published specs, and in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color quality of print reproduction may vary.
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in InDesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in AMG/PARADE publications must be properly trapped.
- AMG/PARADE will no longer require color proofs.

2017 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"); } }
```