

# colorado | tennis

Est. 1976

## 2017 MEDIA KIT



The Official Publication  
of Tennis Lovers



INTERMOUNTAIN  
COLORADO



## COLORADO TENNIS PUBLICATION SCHEDULE

### BIG BOOK OF COLORADO TENNIS

The annual Big Book of Colorado Tennis is the Official Publication of Tennis Lovers — sanctioned tournaments, rules, rankings, league offerings, etc make this essential reading for every Colorado tennis player.



### BIG BOOK OF COLORADO TENNIS

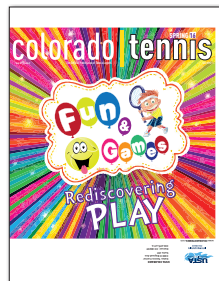
Ad Deadline: December 12

Artwork Deadline: December 21

Distribution: January 2017

### COLORADO TENNIS

No publication in the Rocky Mountains covers the regional tennis scene like Colorado Tennis, the quarterly newspaper of USTA Colorado. Celebrating more than 250 issues in the last 40 years, Colorado



### COLORADO TENNIS (SPRING 2017)

Ad Deadline: March 13

Artwork Deadline: March 20

Distribution: April 2017

Tennis continues to offer readers entertaining columns and informative features that are unavailable from any other source. Each issue of Colorado Tennis provides players and fans



### COLORADO TENNIS (SUMMER 2017)

Ad Deadline: June 12

Artwork Deadline: June 19

Distribution: July 2017

with information on recreational and competitive tennis offerings for players of all ages, community-based programs, and extended feature stories on some of Colorado's more colorful personalities.



### COLORADO TENNIS (FALL 2017)

Ad Deadline: September 25

Artwork Deadline: October 2

Distribution: October 2017

## 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.

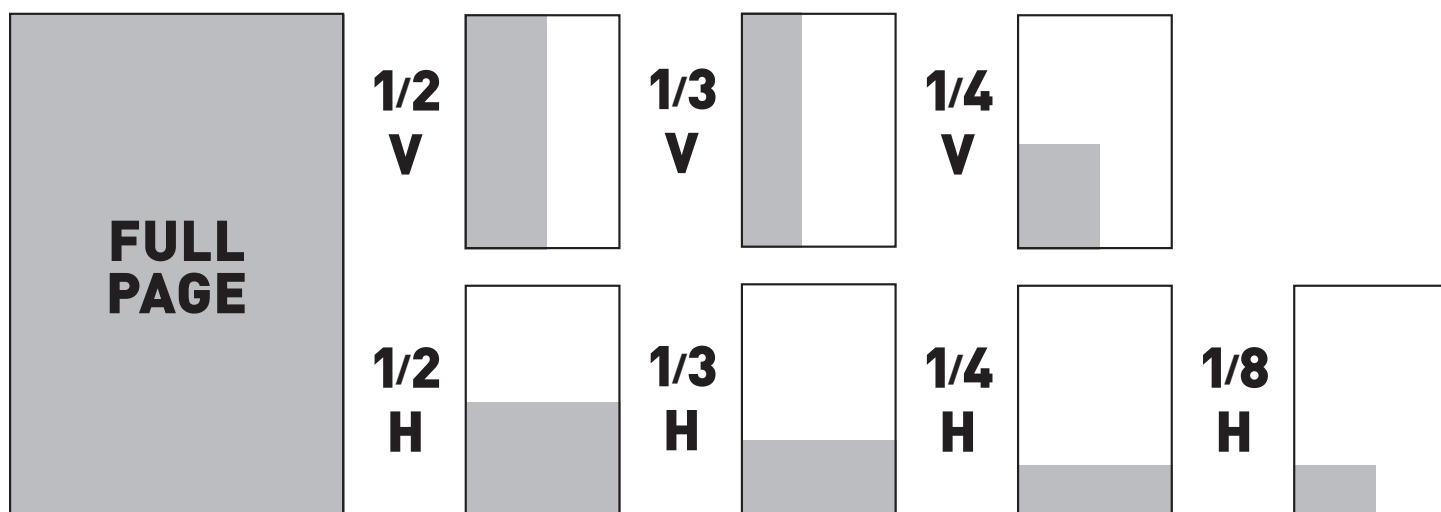
For additional information, contact Kurt Desautels (Editor), 303.695.4116 ext 203 or email [KURT@COLORADOTENNIS.COM](mailto:KURT@COLORADOTENNIS.COM)

To reserve your ad, please contact Karen Engel, 720.495.5104 or email [KARENENGEL628@MSN.COM](mailto:KARENENGEL628@MSN.COM)

## 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				
1/3 horizontal	7 1/2 x 3	\$500	Inside Back Cover	\$2,500	
1/3 vertical	2 1/4 x 9 3/4				
1/4 horizontal	7 1/2 x 2 1/4	\$450	Center Spread	\$4,500	
1/4 vertical	3 1/2 x 4 3/4				
Biz Card (1/8 horiz)	3 1/2 x 2 1/4	\$300	Internal Glossy Pages	\$1,800	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.





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 40,000 players across the state, and offer programs for junior players of all ages and abilities. Our sanctioned tournament schedule offers more than 200 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 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](http://COLORADOTENNIS.COM)

