



## USTA COLORADO

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## Dear Advertisers,

Tennis in Colorado continues to grow. League participation continues to experience record numbers year after year, with Denver now ranking 2nd in the country behind only Atlanta. Our Junior Team Tennis program is the envy of the nation, with nearly 5,000 participants annually. We have seen explosive growth in our young adult programming (including Flex leagues, the new Social League, and the 18-39 league), and in 10 and under sanctioned events, signifying that the future of the sport is looking strong.

Now that we have finalized our publications for 2018, we are excited to share a number of new and exciting developments that are shaping up for 2019 and beyond. USTA Colorado has begun implementing a new strategic plan that will focus our attention on how we can develop the growth of individuals and strengthen communities through tennis. We are also in the midst of developing a new, mobile-friendly website, which will enable us to more effectively reach the next generation of players.

Born in 1976 as High Bounce, Colorado Tennis newspaper has been the proud voice of the Colorado Tennis Association for 43 years. Throughout the USTA network of 17 Sections and hundreds of District affiliates, no other stand-alone print publication has proven to be as long-lasting or as successful as “the Official Publication of Tennis Players”.

Times are changing, however, and USTA Colorado recognizes that the future of communication is digital. We have been blessed with incredible support from the tennis community, which has allowed us to continue to produce Colorado Tennis long after other print publications have been laid to rest. Print is at a crossroads, however, and USTA Colorado must be prepared to utilize new platforms which will be embraced by the next generation of tennis enthusiasts.

### **Change for 2019**

For 2019, USTA Colorado's board of directors has approved a change in format (size) for Colorado Tennis newspaper. Beginning next year, Colorado Tennis will be published in a self-covered magazine format, very similar to the Big Book of Colorado Tennis (without the glossy cover). Colorado Tennis will print on upgraded paper stock and be stitched (stapled) and trimmed so the resulting publication (and ad sizes) will be consistent with our ever-popular Big Book format, which will not be affected by this change.

The primary difference between the Big Book of Colorado Tennis and the three seasonal issues of Colorado Tennis will be that the new magazine format will be capped at 24 pages, with just 9 (nine) pages of advertising available in each issue. Those positions were offered on a first-come, first-serve basis to existing contract advertisers through October 1. Advertisers were required to commit to full-page ads in all three issues of Colorado Tennis. At present, all advertising positions have been sold through 2019.

Advertising in the Big Book of Colorado Tennis will be unaffected by this change.

All advertisers are highly encouraged to take advantage of the Big Book of Colorado Tennis, which is open to all. Our existing publishing schedule will remain the same, as will our pricing structure.

Should any advertiser wish to be wait-listed for future opportunities in the quarterly Colorado Tennis newspaper, please contact advertising coordinator Karen Engel, 720-495-5104. Additional questions can also be forwarded to Kurt Desautels, Editor, Colorado Tennis.

Warmest regards,

Kurt Desautels  
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