

# 2011

## 2011 MEDIA KIT

# MEDIA

# KIT

### Officiating's Most Influential Magazine

*Referee* magazine and its companion web sites [www.referee.com](http://www.referee.com) and [www.Arbitersports.com/MyReferee](http://www.Arbitersports.com/MyReferee) provide advertisers with a unique opportunity to reach sports officials who are active, educated and who enjoy sports and spend just under \$1000 per year in officiating related purchases.



# REFEREE

## A NOTE FROM REFEREE

As the original magazine for sports officiating and the industry's best-known publication, *Referee* has set the journalistic standard for developing educational and training materials vital to sports officials.

Since 1976, *Referee* has served as the only monthly magazine in the world for sports officials. As such, the leaders of officiating equipment manufacturers, technology, education and officiating services have come to trust *Referee* as a consistent source to reach these key influencers in sports officiating.

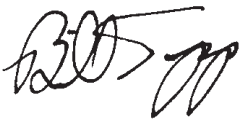
*Referee* serves a core audience of sports officials from the Youth to Professional levels. Veteran and new officials alike look to the magazine every month for critical information to educate and succeed in their avocation. Every issue is filled with the latest breaking officiating news, up-to-date rules information and interpretations, special features on relevant issues like health, legal and financial matters, plus profiles and interviews with the top personalities in officiating.

In addition to *Referee's* 72-page, full-color magazine, *Referee* web sites: [www.referee.com](http://www.referee.com) and [www.referee.com/arbiter/myreferee/signin.html](http://www.referee.com/arbiter/myreferee/signin.html) were designed to keep sports officials abreast of news and significant developments in the officiating industry and have quickly become relied upon to keep them up-to-date on the officiating industry with need-to-know information they can't get anywhere else. A wide array of banner sizes and rotations are available to communicate your message.

*Referee* is the best way for your company to reach the men and women who officiate sports today!

More than ever – initiating “conversations” with *Referee's* active and responsive officiating audience is critical to your business. And that is what *Referee* does best.

Sincerely,



Bill Topp  
Vice President  
Publishing and Management Services

# REFEREE

## THE MAGAZINE OF SPORTS OFFICIATING

### OUR MISSION

*Referee* is a magazine written from an officiating perspective, blending editorial credibility and business viability. It educates, challenges and inspires officials at the youth, recreational, high school, collegiate and professional levels in all sports, with emphasis on baseball, basketball, football, soccer and softball. *Referee* is the journal of record for officiating and takes informed positions on selected issues. The magazine provides a forum for its readers, facilitates the flow of information, raises public consciousness about officials' roles and serves as a catalyst for improved officiating worldwide.

### EDITORIAL FOCUS

#### Basketball

December - March

#### Baseball/Softball

April - July

#### Football

August - November

#### Soccer

August - November

### DEPARTMENTS AND COLUMNS

#### Features

In-depth features and detail-oriented sports section addresses the current hot topics affecting officials today.

#### Rules, Mechanics and Techniques

Detailed rules and mechanics updates and tips that keep officials current with the latest changes – fully illustrated using *Referee's* exclusive PlayPic® and MechaniGram® illustrations.

#### News

Delivers the latest officiating news from across the country... and the world.

#### Interviews

Meet one-on-one with officiating's most interesting personalities.

#### All Sports

Focuses on leadership, communication, physical and mental fitness, handling situations, game management tips – self-help items that will help you get better every game. Covers all sports – all levels.

#### You Are There

Brings you courtside to officiating's most captivating moments.

#### Publisher's Memo

Delivers thought-provoking commentary.

#### Law

Provides important legal information regarding the hot topics and issues affecting officials today.

#### The Gag Rule

Gives readers a chance to share their own thoughts, comments and ideas about officiating.

#### For the Record

Lists officiating award recipients, rosters and notable assignments at the professional, college, high school and amateur levels.

#### Last Call

Gives officials a chance to share a personal story about their own officiating experiences.

# REFEREE

## READER PROFILE

*Referee* subscribers are experienced officials who were motivated to start officiating “for the love of the game.” They work all sports and levels and more than **92%** of *Referee* subscribers indicated they receive their officiating news and information from *Referee* magazine each month.

*Referee* subscribers trust and value the magazine. **More than 85% indicated *Referee* magazine was their preferred source for officiating related news and information.** More than 85% of *Referee* readers have recommended to other officials they should subscribe to *Referee*.

*Referee* readers spend time with each issue. On average they spend just under **two hours** reading each issue.

*Referee* magazine is a benefit of the National Association of Sports Officials (NASO) and the National Association of Sports Officials – Organizations Network (NASO-ON) memberships.

### **National Association of Sports Officials**

More than **60%** of *Referee* subscribers are sports officials who are also members of NASO.

**100%** of **NFL** and **NBA** officials are **NASO** members. Because NASO is a voluntary membership association with annual dues, NASO members show a heightened dedication to officiating and a greater willingness to pay for products and services.


### **National Association of Sports Officials – Organizations Network**



NASO-ON was developed to help leaders of officiating organizations accomplish everyday association management tasks by providing educational resources and management tools.

*Referee* magazine is distributed to more than **900** local officials' associations.

NASO-ON leaders influence purchasing decisions for officiating products and services for their members. No other source gives you access to this vast market of active, sports-minded individuals.

 MyReferee is the largest officiating database available. Sports officials get instant access to more than **14,000** searchable articles **FREE OF CHARGE** from *Referee* magazine. Go to [www.referee](http://www.referee) and click on MyReferee to enter.

Users have instant access to:

- Breaking officiating news from around the world.
- Exclusive MyReferee articles from top officiating experts.
- Sport specific pages that include rules, mechanics and philosophy articles.
- Links to officiating education products, apparel and equipment.

### **Sports Worked**

When it comes to sports officiated, *Referee* subscribers officiate them all. Here's a sampling of the sports worked by *Referee* subscribers.

- Baseball
- Basketball
- Bowling
- Boxing
- Crew
- Cycling
- Disc Golf
- Dodgeball
- Fast Pitch Softball
- Flag Football
- Football
- Field Hockey
- Handball
- Horseback Riding
- Ice Hockey
- In Line Hockey
- Lacrosse
- Pistol Shooting
- Powerlifting
- Rowing
- Rugby
- Soccer
- Softball
- Sumo
- Swimming
- Tae Kwon Do
- Tennis
- Track & Field
- Volleyball
- Water Polo
- Wrestling

### **Annual Spending On Officiating Expenditures**

On average *Referee* readers spend almost **\$1,000** annually on camps, clinics, equipment and officiating related travel generating more than **\$28,000,000** in officiating related sales each year. They spend...

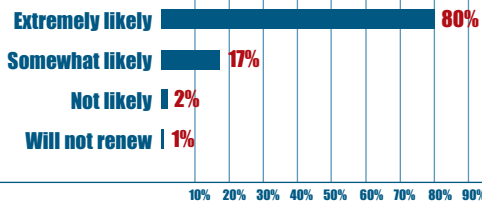
- \$257 per year on camps and clinics.
- \$244 per year in officiating equipment.
- \$437 per year in officiating related travel.
- \$938 per year in officiating related purchases.

### **Advertising in *Referee***

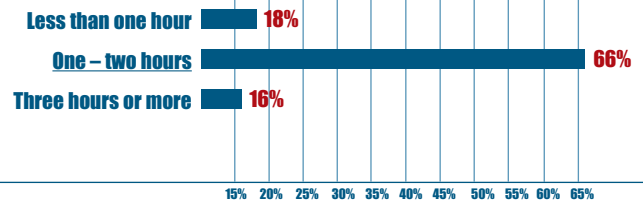
Advertising in *Referee* is a valuable source of information for *Referee* subscribers. Almost **70%** indicated advertising in *Referee* was either very important or somewhat important.

## REFEREE MAGAZINE RETENTION

### How likely are you to renew:



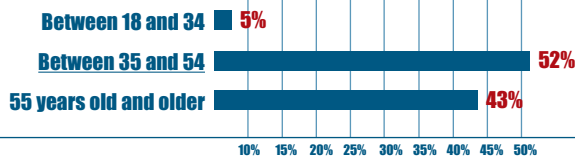
### Time spent with each issue:



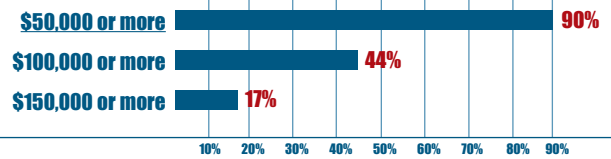
## READER DEMOGRAPHICS

97% of readers are men     3% of readers are women

### Age:



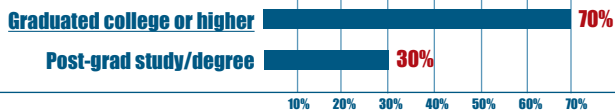
### Household Income (HHI):



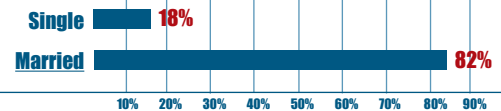
Median age of readers: **51**

Median annual household income: **\$105,200**

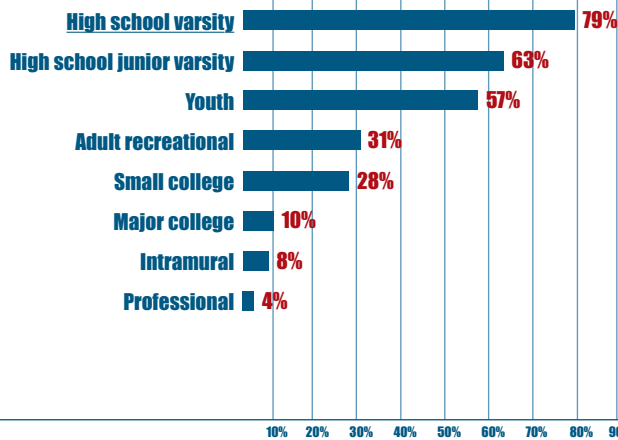
### Education:



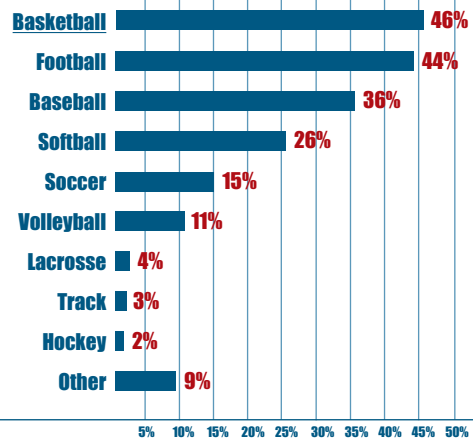
### Marital Status:



### Primary Levels Readers Officiate:



### Sports Readers Officiate:



## INTERNET AND REFEREE SUBSCRIBERS

Referee subscribers are Internet savvy. They use the Internet to purchase both officiating-related and non officiating-related purchases. Referee subscribers also use the Internet several times per week to access officiating-related information from sites such as MyReferee and receive game assignments.

### Internet Activities

- 80% of Referee subscribers make at least one Internet purchase each month. On average they make 2 Internet purchases per month.
- 85% have purchased officiating-related products using the Internet, with officiating gear, books and apparel being the most often purchased items.
- 90% have purchased non officiating-related products using the Internet.

# REFEREE

## PRODUCTION SPECIFICATIONS

### ADVERTISING DIMENSIONS

Publication trim size: 7.875" width x 10.875" height.

Live area: All text must have a .25" inset margin from a trim edge.

Bleeds: .125" on all bleed edges.

#### A. Full Page

7.875" w x 10.875" h

#### B. 1/2 Page Horizontal

**Option A: Non-bleed**

6.875" w x 4.625" h

**Option B: Bleed**

7.875" w x 5.25" h

#### C. 1/3 Page Vertical

**Option A: Non-bleed**

2.125" w x 9" h

**Option B: Bleed**

2.625" w x 10.875" h

#### D. 1/4 Page Horizontal

**Option A: Non-bleed**

6.875" w x 2.25" h

**Option B: Bleed**

7.875" w x 2.875" h

#### E. 1/4 Page Fractional

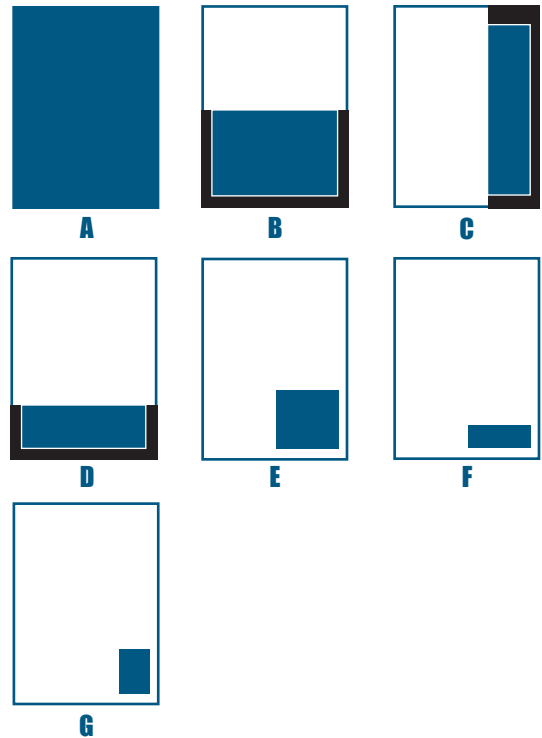
4.5" w x 3.5" h

#### F. 1/12 Page Fractional

4.5" w x 1.5" h

#### G. Classified Display

1.375" w x 2.25" h



### WEB ADVERTISING

Ad duration is 30 days. Please contact Advertising Sales for more information.

### AD SUBMISSIONS

#### Accepted Digital Formats

- PDF Hi-resolution (300 dpi minimum) Press-/Print-Optimized – all fonts embedded/all graphics hi-res and linked properly.
- TIFF Hi-resolution (300 dpi minimum).
- InDesign and Illustrator native application files.

#### File Prep

- Set up documents to be final ad size (same width and depth as advertising dimension).
- All files must be CMYK. RGB or Pantone files will be converted to CMYK.

#### Accepted Media

- FTP file transfer upload (contact Design Center for instructions)
- CD-ROM/DVD
- E-mail: mbowen@referee.com

#### Color Proof

Advertisers should supply a four-color digital proof otherwise publisher cannot be held responsible for color problems during output or printing.

Standard two-color ads consist of black and one of the following colors: magenta, cyan or yellow.

#### Production Charges

Cost for ad production will be billed to advertisers. Charges may include ad design, alterations, excessive revisions, photo placement, late corrections/additions, and other work as necessary. Ads supplied electronically may be subject to file manipulation charges if publisher services are needed to correct files. Time spent in excess of one hour will be billed to advertisers at the rate of \$100 per hour. Agency commission is not allowed on billed production services.

## Media Labeling/Identification

Please include the following with ad submissions:

Magazine issue date

Advertiser and/or agency name, contact and phone number

File name

## Contact for Sending Ad Materials

Matt Bowen

*Referee* Magazine

P.O. Box 161

Franksville, WI 53126

PH: 262-632-8855 Ext. 112

FX: 262-632-5460

mbowen@referee.com

## AD POLICIES AND TERMS

Effective with January 2011 Issue

Rate Card Number 37

### Billing Date and Terms

Advertisers, or their agencies, will be billed immediately upon publication of their ad. Terms are net 30 days from date of invoice. Advertisers shall pay a late charge of 1% per month (12% per year) on all invoices not paid within 30 days of the date of such invoices. *Referee* reserves the right to require advance payment for any advertiser who has an outstanding balance or does not have an established account with *Referee*. Advertising agency and advertiser are jointly liable for all invoices.

### Agency Commissions

A commission of 15% of gross billing is allowed to recognize advertising agencies if display ad is submitted electronically and if bills are paid within 30 days of invoice date.

### Inserts and Bind-In Cards

Contact the Advertising Department for rates and specifications.

Dan Olson 262-632-8855 ext. 105

dolson@referee.com

## GENERAL CONDITIONS

Submissions of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of the following General Conditions:

1. As used in this section titled "General Conditions," the term "Publisher" shall refer to *Referee* magazine.
2. Rates are based on the number of insertions used within twelve (12) consecutive months. Orders are accepted subject to terms and provisions of the current advertising rate card. Publisher reserves the right to change rate upon 90-day notice. Contract may be cancelled at the time a change rate becomes effective without incurring a short-rate adjustment provided the contract rate has been earned up to the date of cancellation. Uniform rates apply to all advertisers at all times.
3. No conditions, printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with the Publisher's stated policies will be binding on the Publisher. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice.
4. If more or fewer insertions are used within twelve months than specified in the contract, charges will be adjusted in accordance with the established rates.
5. All advertisements in *Referee* are accepted and published by *Referee* Enterprise, Inc. on the representation that the advertiser and/or advertising agency are authorized to publish the entire content and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold *Referee* Enterprise, Inc. harmless for and against loss, expense or violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.
6. The Publisher reserves the right to reject any advertisement for any reason.
7. The Publisher reserves the right to insert the word "advertisement" prominently into any advertisement which simulates editorial content.
8. Publisher is not liable for delays in the delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond control of Publisher affecting production or delivery in any manner.
9. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agency ordered and which advertising was published.
10. When change in copy is not received by the closing date, copy run in previous issue will be inserted.
11. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The Publisher's liability for any error will not exceed the charge for the advertisement in question.
12. Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
13. Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
14. Publisher shall have no liability for errors in key numbers
15. Conditions other than rates are subject to change by Publisher without notice.
16. No other conditions shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of these general conditions.

# REFEREE 2011

## RATE CARD NUMBER 37

### 4-Color Rates

	1x	3x	6x	9x	12x
<b>Two-Page Spread</b>	\$4,690	\$4,530	\$4,360	\$4,250	\$4,130
<b>Full Page</b>	\$3,030	\$2,920	\$2,810	\$2,740	\$2,660
<b>1/2 Page</b>	\$2,030	\$1,960	\$1,890	\$1,840	\$1,780
<b>1/3 Page</b>	\$1,690	\$1,640	\$1,580	\$1,530	\$1,490
<b>1/4 Page</b>	\$1,450	\$1,400	\$1,350	\$1,310	\$1,280
<b>1/12 Page</b>	\$940	\$910	\$870	\$850	\$830

### 2-Color Rates

	1x	3x	6x	9x	12x
<b>Two-Page Spread</b>	\$3,890	\$3,750	\$3,620	\$3,520	\$3,420
<b>Full Page</b>	\$2,510	\$2,420	\$2,330	\$2,270	\$2,210
<b>1/2 Page</b>	\$1,680	\$1,620	\$1,560	\$1,520	\$1,480
<b>1/3 Page</b>	\$1,400	\$1,360	\$1,310	\$1,270	\$1,240
<b>1/4 Page</b>	\$1,200	\$1,160	\$1,120	\$1,090	\$1,060
<b>1/12 Page</b>	\$780	\$750	\$720	\$700	\$680

### Black & White

	1x	3x	6x	9x	12x
<b>Two-Page Spread</b>	\$3,240	\$3,130	\$3,010	\$2,930	\$2,850
<b>Full Page</b>	\$2,090	\$2,020	\$1,950	\$1,890	\$1,840
<b>1/2 Page</b>	\$1,400	\$1,350	\$1,300	\$1,270	\$1,230
<b>1/3 Page</b>	\$1,170	\$1,130	\$1,090	\$1,060	\$1,030
<b>1/4 Page</b>	\$1,000	\$970	\$930	\$910	\$880
<b>1/12 Page</b>	\$650	\$630	\$600	\$590	\$570

### Covers

	1x	3x	6x	9x	12x
<b>Inside Front 4C</b>	\$3,720	\$3,590	\$3,460	\$3,370	\$3,280
<b>Inside Back 4C</b>	\$3,540	\$3,420	\$3,290	\$3,200	\$3,120
<b>Inside Front B/W</b>	\$2,570	\$2,480	\$2,390	\$2,330	\$2,260
<b>Inside Back B/W</b>	\$2,450	\$2,360	\$2,280	\$2,210	\$2,150
<b>Back Cover 4C</b>	\$4,480	\$4,320	\$4,170	\$4,050	\$3,940

Call for rates beyond 12 insertions

# REFEREE 2011

## RATE CARD NUMBER 37

### CLASSIFIED AD RATES

#### 2011 Rates

Word Count	1x Actual \$	3x Actual \$	6x Actual \$	9x Actual \$	12x Actual \$
<b>15-20</b>	\$64.00	\$62.00	\$60.00	\$58.00	\$56.00
<b>21-25</b>	\$84.00	\$81.00	\$78.00	\$76.00	\$74.00
<b>26-30</b>	\$102.00	\$99.00	\$95.00	\$93.00	\$90.00
<b>31-35</b>	\$121.00	\$116.00	\$112.00	\$109.00	\$106.00
<b>36-40</b>	\$139.00	\$134.00	\$129.00	\$126.00	\$122.00
<b>41-45</b>	\$157.00	\$152.00	\$146.00	\$142.00	\$138.00
<b>46-50</b>	\$175.00	\$169.00	\$163.00	\$159.00	\$154.00
<b>51-55</b>	\$194.00	\$187.00	\$180.00	\$175.00	\$171.00
<b>56-60</b>	\$212.00	\$205.00	\$197.00	\$192.00	\$187.00
<b>61-65</b>	\$230.00	\$222.00	\$214.00	\$208.00	\$203.00

#### Classified Rates and Specifications

Display Classifieds

\$208 per 1.25"

Submit customer supplied display classifieds as a pdf.

Creation of ads: \$100 per inch

### 2011 CLOSING DATES

Issue	Ad Space Reservation	Ad Materials Due	Classified Materials Due	Issue Drop
<b>JANUARY</b>	10/08/2010	10/29/2010	10/29/2010	12/07/2010
<b>FEBRUARY</b>	10/29/2010	11/25/2010	11/25/2010	1/04/2011
<b>MARCH</b>	11/29/2010	01/07/2011	01/07/2011	02/08/2011
<b>APRIL</b>	01/07/2011	02/04/2011	02/04/2011	03/08/2011
<b>MAY</b>	02/04/2011	03/04/2011	03/04/2011	04/05/2011
<b>JUNE</b>	03/04/2011	04/08/2011	04/08/2011	05/10/2011
<b>JULY</b>	04/08/2011	05/06/2011	05/06/2011	06/07/2011
<b>AUGUST</b>	05/06/2011	06/03/2011	06/03/2011	07/05/2011
<b>SEPTEMBER</b>	06/03/2011	07/01/2011	07/01/2011	08/09/2011
<b>OCTOBER</b>	07/01/2011	08/05/2011	08/05/2011	09/06/2011
<b>NOVEMBER</b>	08/05/2011	09/01/2011	09/02/2011	10/04/2011
<b>DECEMBER</b>	09/02/2011	09/29/2011	10/06/2011	11/08/2011

### Contact

Advertising Sales

Dan Olson 262-632-8855 ext. 105

dolson@referee.com



[www.referee.com](http://www.referee.com)

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Franksville, WI 53126

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