

REFEREE MAGAZINE

MEDIA KIT

OFFICIATING'S MOST INFLUENTIAL MAGAZINE

Referee magazine and its companion web site *Referee.com* 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 industries 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* magazine, the *Referee* website *Referee.com* is 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,



JIM AREHART
Chief Marketing Officer

SPORTS OFFICIATING CONTENT

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/VOLLEYBALL

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.

PRODUCTION SPECIFICATIONS

MAGAZINE 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



A



B



C



D



E



F



G

WEB ADVERTISING DIMENSIONS



**Large Content
Interrupter AD**
640px x 165px



**Medium Content
Interrupter AD**
640px x 125px



Siderail Large
300px x 450px



Siderail Medium
300px x 250px



Siderail Small
300px x 125px

PRODUCTION SPECIFICATIONS

ADVERTISING SUBMISSIONS

Accepted Digital Formats

- PDF High-resolution (300 dpi minimum)
Press-/Print-Optimized – all fonts embedded/all graphics high-resolution and linked properly.
- PSD High-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

- Dropbox (contact for instructions)
- FTP file transfer upload (contact for instructions)
- E-mail: mbowen@referee.com

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
2017 Lathrop Ave., Racine, WI 53405
Phone: 262-632-8855
Fax: 262-632-5460
mbowen@referee.com

AD POLICIES AND TERMS

All rates and terms in this media kit are to be considered current and applicable.

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.

Inserts and Bind-In Cards

Contact the Advertising Department for rates and specifications.

Jim Arehart / 262-632-8855 x104
jarehart@referee.com

PRODUCTION SPECIFICATIONS

GENERAL CONDITIONS

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

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-governmental 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.

RATE CARD NUMBER 40

4-Color Rates

	1x	3x	6x	9x	12x
Two-Page Spread	\$4,925	\$4,757	\$4,578	\$4,463	\$4,337
Full Page	\$3,182	\$3,066	\$2,951	\$2,877	\$2,793
1/2 Page	\$2,132	\$2,058	\$1,985	\$1,932	\$1,869
1/3 Page	\$1,775	\$1,722	\$1,659	\$1,607	\$1,565
1/4 Page	\$1,523	\$1,470	\$1,418	\$1,376	\$1,344
1/12 Page	\$987	\$956	\$914	\$893	\$872

Black & White

	1x	3x	6x	9x	12x
Two-Page Spread	\$3,402	\$3,287	\$3,161	\$3,077	\$2,993
Full Page	\$2,195	\$2,121	\$2,048	\$1,985	\$1,932
1/2 Page	\$1,470	\$1,418	\$1,365	\$1,334	\$1,292
1/3 Page	\$1,229	\$1,187	\$1,145	\$1,113	\$1,082
1/4 Page	\$1,050	\$1,019	\$977	\$956	\$924
1/12 Page	\$683	\$662	\$630	\$620	\$599

Covers

	1x	3x	6x	9x	12x
Inside Front 4C	\$3,906	\$3,770	\$3,633	\$3,539	\$3,444
Inside Back 4C	\$3,717	\$3,591	\$3,455	\$3,360	\$3,276
Inside Front B/W	\$2,699	\$2,604	\$2,510	\$2,447	\$2,373
Inside Back B/W	\$2,573	\$2,478	\$2,394	\$2,321	\$2,258
Back Cover 4C	\$4,704	\$4,536	\$4,379	\$4,253	\$4,137

Call for rates beyond 12 insertions.

Referee.com

	30 days	90 days	180 days	1 year
Large Leaderboard (Homepage only)	\$1,000	\$2,500	\$4,500	\$8,000
Medium Leaderboard (Interior only)	\$500	\$950	\$1,750	\$3,000
Background	\$2,000	\$5,000	\$9,000	\$15,000
Siderail Large	\$300/page	\$500/page	\$750/page	\$1,200/page
Siderail Medium	\$250/page	\$400/page	\$700/page	\$1,100/page
Siderail Small	\$200/page	\$350/page	\$600/page	\$1,000/page

Call to discuss placement options and additional sizes. (Jim Arehart / 262-632-8855 x104)

RATE CARD

NUMBER 40

CLASSIFIED AD RATES

Rates

	1x	3x	6x	9x	12x
Word Count	Actual \$	Actual \$	Actual \$	Actual \$	Actual \$
15-20	\$69.00	\$67.00	\$65.00	\$63.00	\$61.00
21-25	\$89.00	\$86.00	\$83.00	\$81.00	\$79.00
26-30	\$107.00	\$104.00	\$100.00	\$98.00	\$95.00
31-35	\$126.00	\$121.00	\$117.00	\$114.00	\$111.00
36-40	\$144.00	\$139.00	\$134.00	\$131.00	\$127.00
41-45	\$162.00	\$157.00	\$151.00	\$147.00	\$143.00
46-50	\$180.00	\$174.00	\$168.00	\$164.00	\$159.00
51-55	\$199.00	\$192.00	\$185.00	\$180.00	\$176.00
56-60	\$217.00	\$210.00	\$202.00	\$197.00	\$192.00
61-65	\$235.00	\$227.00	\$219.00	\$213.00	\$208.00

Classified Rates and Specifications

Display Classifieds

\$208 per 1.25"

Submit customer supplied display classifieds as a pdf.

Creation of ads: \$100 per inch

Contact

Advertising Sales

Jim Arehart / 262-632-8855 x104

jarehart@referee.com



REFEREE[®]

BY OFFICIALS, FOR OFFICIALS SINCE 1976



2017 Lathrop Avenue, Racine, WI 53405



www.referee.com



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