

California's & Nevada's Authoritative Voice of Ice & Inline Hockey



# ABOUT CALIFORNIA RUBBER MAGAZINE

Launched in 2006 by Good Sport Media, Inc., a Minneapolis, Minnesota-based publishing company, California Rubber Magazine positions itself as the Authoritative Voice of Ice and Inline Hockey in the states of California and Nevada.

With editorial coverage that includes every ice and inline hockey association in the region, as well as midget, junior, college and professional hockey, California Rubber Magazine is a must-read for players, parents, coaches, administrators and industry personnel.

California Rubber Magazine, along with its Web site, CARubberHockey.com, is the trusted source for breaking news, columns and in-depth features. A professional editorial staff and expert columnists drive its respect and influence in the local hockey community.

## Reader Profile

California Rubber Magazine has a passionate and captive audience of players, parents, coaches and administrators who read the publication because it's informative, entertaining, readily-available and, most importantly, because it's their paper - about them and the teams they play for and follow. No other publication combines a readership base this large with such a focused local interest component.

California Rubber Magazine's readers are the purchasers of hockey equipment, apparel and accessories to compliment their game on the ice and on the floor. They are also the purchasers of video, travel and entertainment goods to compliment their off-ice experience.

Always in search of the next best training device and facility, they also attend hockey camps, play in and organize tournaments, attend hockey games, train for hockey year-round, participate in tryouts and dine out regularly.

## Format

11" x 13.75" tabloid magazine printed on #30 white newsprint

## Frequency

Ten (10) times a year: September-May, July

## Circulation

10,000 copies per issue

## Readership

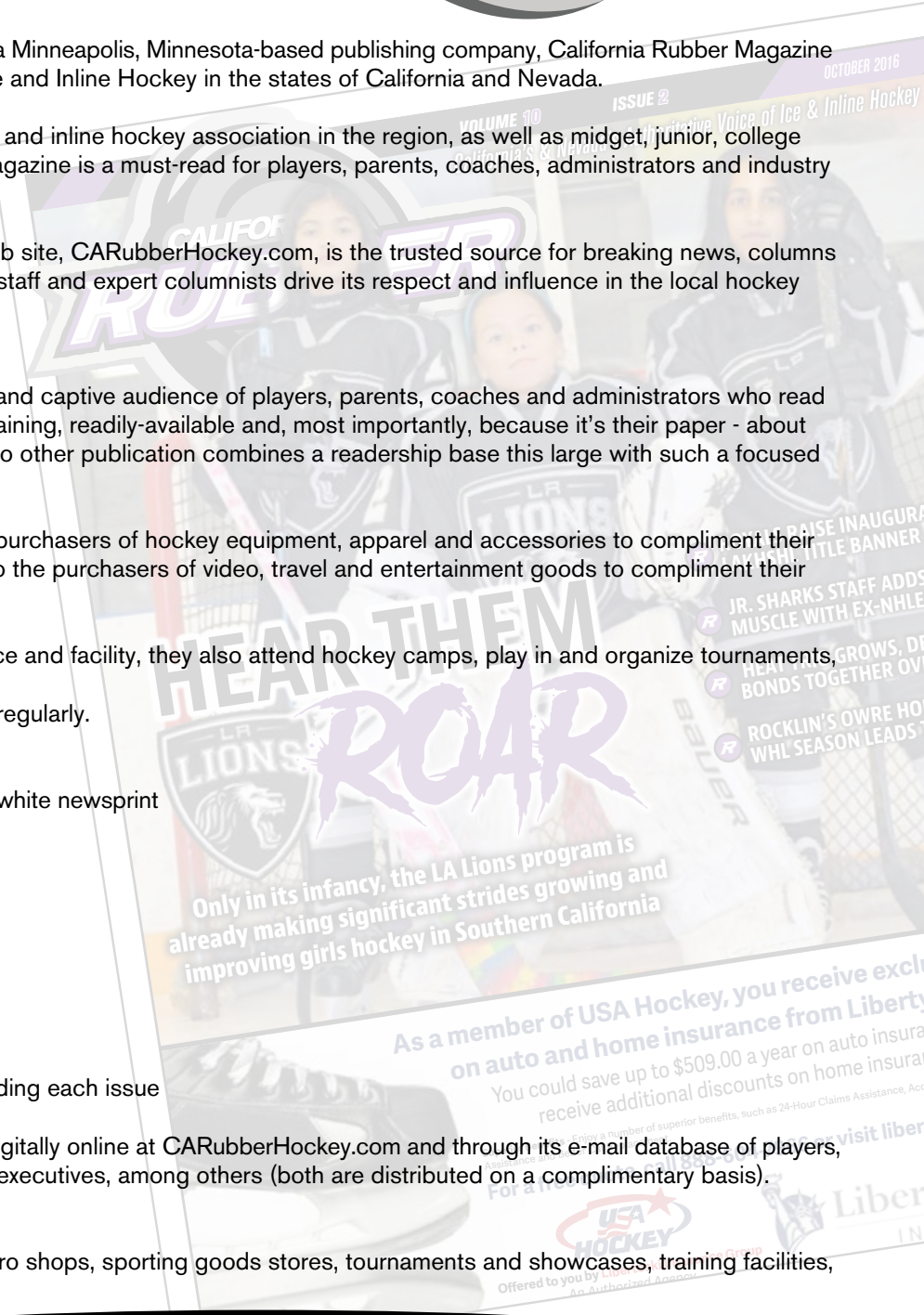
30,000 per issue: 300,000 per year

Total estimated based on three (3) people reading each issue

California Rubber Magazine is also available digitally online at CARubberHockey.com and through its e-mail database of players, parents, coaches, administrators and industry executives, among others (both are distributed on a complimentary basis).

## Distribution

Complimentary to ice arenas, inline facilities, pro shops, sporting goods stores, tournaments and showcases, training facilities, ice and inline hockey associations



**To advertise with California Rubber Magazine or CARubberHockey.com, please contact:  
info@rubberhockey.com · Telephone: (612) 220-4402 · P.O. Box 918 · Hermosa Beach, CA · 90254**

Arizona · California · Colorado · Nevada · New Mexico · Utah

# ADVERTISING RATES



All rates are net and black-and-white! Go color for only \$100/issue additional!

	1-2x	3-4x	5-6x	7-8x	9-10x
Full Page	\$899	\$824	\$749	\$674	\$599
Half Page	\$599	\$549	\$499	\$449	\$399
Quarter Page	\$399	\$374	\$349	\$324	\$299
Eighth Page	\$299	\$286	\$274	\$261	\$249
Banner	\$249	\$243	\$237	\$231	\$225

Page Spread:	\$1,999
Back Cover:	\$1,499
Inside Front Cover:	\$1,375
Inside Back Cover:	\$1,249
Front Cover Banner:	\$999
Front Cover Slug:	\$399

**All full color!**

Want to run your ad in Arizona and/or Colorado Rubber Magazines, too? **Discount 20%!**  
Want to run your ad in ALL THREE editions of Rubber Magazine? **Discount 30%!**

All advertising programs include a Web Button on CARubberHockey.com. Programs of \$1,000 or more include one half-page article on your business.

For a nominal fee of an additional \$35 per hour, California Rubber Magazine can create your ad. Deadline for needed artwork, graphics, copy, etc. is the 1st of month preceding the next issue.

## Advertising Guidelines

All ad material must be provided as a PDF or JPEG file 300 dpi or higher

Color: CMYK

E-mail ads no later than the first Monday of each month by 5:00 PM CST to: [info@rubberhockey.com](mailto:info@rubberhockey.com)

Contact us for FTP site instructions if files are larger than 10 MB

## Advertising Policy

All advertising submitted is subject to approval of Good Sport Media, Inc. We reserve the right to refuse any advertising content which does not meet our standards of acceptance.

Advertiser shall purchase space according to the rates and sizes specified in the rate card currently in effect. Each new rate card supercedes the preceding rate card. The publisher reserves the right to change its advertising rates and conditions set forth on the rate card at any time.



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Arizona · California · Colorado · Nevada · New Mexico · Utah



# ADVERTISING SPECIFICATIONS

All sizes are width x depth. Sizes represent incoming material requirements. Please keep all copy within .375" of ad border. All ad material must be a high resolution PDF or JPEG file at no less than 300 dpi. Color must be CMYK. Black-and-white must be grayscale.

**Page Spread**  
**21 x 12.625"**

**Full Page**  
**10 x 12.625"**

**Half Page Horizontal**  
**10 x 6.15"**

**Half Page Vertical/Tower**  
**4.9 x 12.625"**

**Quarter-Page**  
**4.9 x 6.15"**

**Eighth Page**  
**4.9 x 2.975"**

**Banner**  
**10 x 2"**

**Front Cover Banner**  
**10 x 3.3336"**

**Front Cover Slug**  
**3.2789 x 3.3336"**

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# 2017 MEDIA SCHEDULE



## **January**

Ad/Editorial Deadline: Monday, January 2

Release Date: Friday, January 13

## **February**

Ad/Editorial Deadline: Monday, February 6

Release Date: Friday, February 17

## **March**

Ad/Editorial Deadline: Monday, March 6

Release Date: Friday, March 17

## **April**

Ad/Editorial Deadline: Monday, April 3

Release Date: Friday, April 14

## **May**

Ad/Editorial Deadline: Monday, May 1

Release Date: Friday, May 12

## **Summer**

Ad/Editorial Deadline: Monday, June 26

Release Date: Friday, July 7

## **September**

Ad/Editorial Deadline: Monday, September 4

Release Date: Friday, September 15

## **October**

Ad/Editorial Deadline: Monday, October 2

Release Date: Friday, October 13

## **November**

Ad/Editorial Deadline: Monday, November 6

Release Date: Friday, November 17

## **December**

Ad/Editorial Deadline: Monday, December 4

Release Date: Friday, December 15



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