



Multi-Channel
Sports Marketing Solutions

Media Kit 2010

Directory Advertising.....2
 Directory Advertising Rates.....3
 Directory Advertising Specs.....4
 Website Advertising5
 Ó ^ ^ | q / Ì ã ^ Á Ç ^ | ç ã * ò ò ò È Á Á
 Ô [È] Á]] [| ç } ã ã • ò ò ò ò ò È È Á Á
 ^ Þ ^ , • | ^ ç ^ Á Ç ^ | ç ã * ò ò ò ò È È Á Á
 Ú [& ^ ç Ó ç } á æ Á] ^ & ò ò ò ò È È Á Á
 Ö ä ^ & ç Á Á È Ë æ \ ^ ç * Á ù æ • È È È Á Á

Printed Directory | Advertising Profile | Circulation

This year marks the 50th year of publication and we are releasing a Special Edition of the Clell Wade Coaches Directory.

Clell Wade Coaches Directory, Inc. is the official publication of the NIAAA and 45 State Athletic Director Associations. Publishing 37 state directories (covering all 50 states plus D.C.) and a National College directory annually. Our directory serves as a unique resource to coaches, athletic directors, and other key decision makers nationwide at the High School, Jr. High, and Collegiate levels.

National Ads Submission Calendar

Issue	Deadline
Right of Refusal	June 1 st
Advertising Contract Due	June 25 th
Copy Due	July 1 st
Publication Dates	July - October

National Advertising Added Values

- Your ad included in a **FREE DIRECTORY** to every Athletic Director in every High School & College in the United States plus 10 thousand additional sold annually!
- 20% off all data* (excluding licenses)
- All ads will receive a **FREE** listing with logo in our **Online Buyer's Guide!**
- Complimentary copy of all publications!* (Hardcopy)
- Free advertising in Web Directory!
- Your ad in over 50,000 pocket calendars distributed at Coaching & Athletic Director's Clinics nationwide!*

*Available to advertisers at the \$3,000 or higher level only!

Features

- Official Publication of the NIAAA!
(National Interscholastic Athletic Administrators Association)
- Advertisers information circulated in every publication!
- List of all Junior High & Middle Schools, High Schools, Colleges with Athletic Programs!
- Contact information for all Administrators and Head Coaches!

Circulation

As a National Advertiser, your ad is included in all of our publications...

- National Web Directory
(available complimentary to every High School, Jr High, and College Coach)
- 36 Individual State Coaches Directories (Includes all 50 states plus DC)
(Format subject to change at any time; 1 complimentary copy to every High School)
- National College Coaches Directory
- 35,000 hard copy publications distributed annually



Printed Directory | Advertising Rates

Sponsored by:



Official Publication & Partner:



National Advertising Rates

Preferred Positions (full color only)

Position	Price
Back Cover	\$7,250
Inside Front Cover	\$5,750
Inside Back Cover	\$5,750
Page #1	\$5,200
Page #3	\$5,200
2 Consecutive Pages	\$6,300

Other National Positions

Position	Full Color	Black/White
Full Page	\$4,600	\$3,100
½ Page	\$3,600	\$2,100
1/3 Page	\$2,600	\$1,600
¼ Page	\$1,900	\$1,100
1 Column Inch (Minimum 2 inches per ad)	\$400	N/A

2010-2011 Ads Submission Calendar

National Advertising Dates

Issue	Deadline
Right of Refusal	June 1 st
Advertising Contract Due	June 25 th
Copy Due	July 1 st
Publication Dates	July 15 th - October 15 th

Individual State Advertising Dates

Issue	Deadline
Right of Refusal	See Sales Rep
Advertising Contract Due	See Sales Rep
Copy Due	See Sales Rep
Publication Dates	July 15 th - October 15 th

Individual State Advertising Rates

*Price per directory

Premium States

California, Florida, Illinois, Michigan, New York, Ohio, Pennsylvania, Texas

Size (Black/White only)	Price
Full Page	\$400
Half Page	\$300
1/3 Column	\$300

All Other States

AL, AR, AZ-NM, CO, CT-RI, GA, ID-MT-NV-UT, IN, IA, KS, KY, LA, ME-VT-NH, MD-DE-DC, MA, MN, MS, MO, NC-SC, ND-SD-WY, NE, NJ, OK, OR-AK-HI, TN, VA-WV, WA, WI

Size (Black/White only)	Price
Full Page	\$300
Half Page	\$250
1/3 Column	\$250

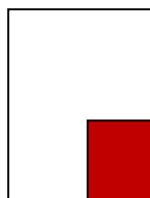
Printed Directory | Advertising Specifications

Ad Sizes | Configurations

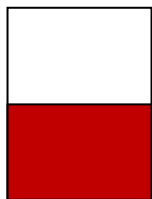
Advertisement requirements and specifications are listed below. Please note our mechanical requirements and call us if you have any questions or concerns.



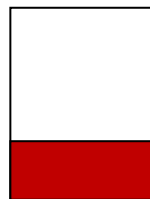
Full page
5½" x 8½"



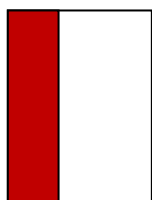
2 Column Inch
1½" x 2"



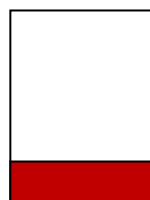
1/2 page (horizontal)
5½" x 4¼"



1/3 Page (horizontal)
5½" x 3"



1/3 page (vertical)
1 9/16" x 8½"



1/4 page (horizontal)
5½" x 2"

* 1/8" bleed past the trim

*Keep copy 1/4" away from trim

Mechanical Requirements

Programs Used:

QuarkXPress 5.0 or higher
Adobe Illustrator 10 – CS4
Adobe Photoshop 7.0 – CS4
Adobe Pagemaker 7.0 – CS4
Adobe InDesign 2.0 – CS4
Freehand 10

Notes:

*If using Illustrator or InDesign, please convert text to paths/outlines.

***Make sure all fonts and linked images are included.**

*If a color ad, please save artwork as CMYK **not** RGB – RGB images will be converted to CMYK and this will cause color shift.

Proof Options: PDF File or Hard Copy proofs available.



Send Materials to your Sales Consultant:

National Sales Consultant
Karan Wade-Hutton
karan@coachesdirectory.com
877.386.4840 ext 100

Midwest Sales Consultant
Sydney Chambers
sydney@coachesdirectory.com
877.386.4840 ext 105



Website | Advertising Opportunities

Ad Sizes | Rates

A live version of our directory (Web Directory) is provided as a *complimentary service to hundreds of thousands of coaches and administrators nationwide*. Every single coach in the nation can access their state coaches directory online completely free of charge. We list over 700,000 contacts nationwide and the potential viewership is ever-expanding! You pick your audience and watch as your website and/or landing page hits increase!

Periods
1 – July, Aug, Sept 2010
2 – Oct, Nov, Dec 2010
3 – Jan, Feb, March 2011
4 – April, May, June 2011

A Web Directory Advertising Period includes a 3-month *national* premium spot on our complimentary access to hundreds of thousands of coaches and administrators nationwide.

Web Advertising Rates

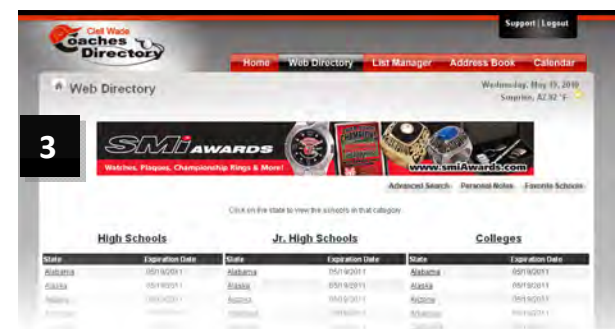
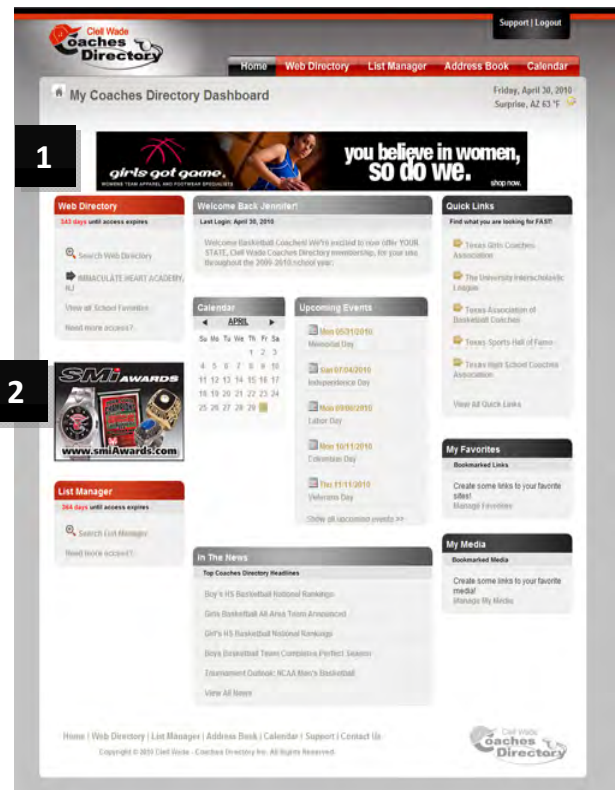
Location & Size	National Audience	3 month price
Login and Sign-up Form	All Coaches/Administrators	\$1,000.00 SOLD OUT!
Dashboard Top Banner (728 x 90) 1 <i>Gain maximum exposure with this top-of-the-page premium ad position. Users are sure to see your advertisement as they navigate to and from their home page on the dashboard</i>	AD/*Misc	\$1,500.00
	Football	\$1,200.00
	Volleyball	\$600.00
	Basketball	\$1,000.00
	Baseball/Softball	\$1,000.00
	Soccer	\$600.00
	Track & Field/Cross Country	\$800.00
	Dashboard Medium Rectangle (219 x 150) 2 <i>Get noticed with an eye-popping position on the front of the dashboard. Users are ensured to come back to this home page time and again to access all their tools and customizable information.</i>	AD/*Misc
Football		\$800.00
Volleyball		\$500.00
Basketball		\$800.00
Baseball/Softball		\$800.00
Soccer		\$500.00
Track & Field/Cross Country		\$500.00
Web Directory Leaderboard (728 x 90) 3 <i>Navigating to and through the free Web Directory, coaches and administrators will constantly be reminded of your company and products with this single premier position ad location.</i>		AD/*Misc
	Football	\$1,200.00
	Volleyball	\$600.00
	Basketball	\$800.00
	Baseball/Softball	\$800.00
	Soccer	\$600.00
	Track & Field/Cross Country	\$600.00

*Misc includes minor sports: Swimming, Golf, etc...unless contracted out

*Prices good only through July 30, 2010

Karan Wade-Hutton
 Owner/National Sales Consultant
 1.877.386.4840 ext. 100
karan@coachesdirectory.com

Sydney Chambers
 Midwest Sales Consultant
 1.877.386.4840 ext. 105
sydney@coachesdirectory.com



eNewsletter | Advertising Opportunities

Profile | Circulation

A National eNewsletter has been developed to reach out to the coaches and administrators with relevant content pertaining to their primary sport or position. The eNewsletter will be delivered to schools nationwide including Association Member and Non-Member Schools which include Private, Public, and Charter institutions nationwide. Your advertisement will reach an exact targeted audience.

Official eNews
Distributor for the NIAAA



National Newsletter Inaugural Deployment Dates	
Football – July 2010	Cheerleading – September 2010
Athletic Director – August 2010	Baseball – September 2010
Volleyball – August 2010	Softball – September 2010
Wrestling – September 2010	Track & Field/X-Country – Oct 2010
Additional Sports Pending	

Buyer's Guide | National Advertising Opportunities

Pricing | Information

Connecting the Athletic Market place with the Athletic Department needs! The Online Buyer's Guide lists vendor information in an organized format for key decision makers find products. Free listings and paid listings are available for national advertisers. **New Edition Coming August 2010**

Buyer's Guide Online Advertising Rates

Location	Size	Rate
Front Page	142 x 216	\$99/month
General Listing		Free!
Detailed Listing	142 x 45	\$250/year
Feature Product	476 x 165	\$99/month

Take a look at

www.CoachesDirectory.com/buyersguide

Sample Detailed Listing

Fundraising/Promotions	
ESPN Coaches Fundraising Program	
	Contact: Pete Bryden Lake Buena Vista, FL Phone: (407) 938-3423 Fax: (407) 938-3469 Pete.Bryden@espn3.com www.coaches.espn.com
<small>Magazine fundraising made simple for Coaches, Mentors, Faculty and Parents. KEEP 75%!</small>	

Sample General Listing (free)

Full Team Dealers		
Anaconda Sports, Inc.	Schenectady, NY	Phone: (800) 234-2775

Direct Mail Coops

Pricing | Information

Mail your direct marketing piece to every high school head coach by name with our coop mailings. It is branding for pennies...not quarters! Call us for a quote on Printing.

Direct Mail Coop Dates & Rates

High School Sport	Mail Date	# Head Coaches	Price
Football	28-Feb	15,600	\$2,199
Athletic Director (Spring)	15-Mar	18,900	\$2,599
Athletic Director (Fall) <small>Inserted into Free Directory mailing</small>	Sep - Oct	18,900	\$2,699
Boy's Basketball	01-Sep	18,500	\$2,499
Baseball	15-Nov	16,200	\$2,299

National Advertisers | Pocket Calendar

Ad Sizes | Configuration

50,000 three year Pocket Calendars are printed and distributed every year. As a National Advertiser, you reap the benefits of gaining extra exposure with an advertisement displayed in our widely popular Pocket Calendar.

Please note, if a full-size ad is needed for positioning purposes, we will shrink and use your Directory Advertisement. Location is determined by Clell Wade Coaches Directory, Inc.

Size (black/white only)	Publication Dates
½ Page – 2 ½" x 2"	Jan 2011 July 2011

Lists & e-Marketing Data | Marketing Opportunities

Pricing | Information

Direct mail and e-marketing opportunities are right at your fingertips. Custom select your own set of our data, and lease it for your marketing use. Our database is constantly changing and with our new List Manager, you have access to all of those changes! Our information is available for a 1-time use or for a 1-year's use and is priced on a per-record basis.

Pricing Structure

Criteria	Rate
Coach/Administrator Name & Complete Mailing Address	
1-Time Use	\$60/M
Unlimited 1-year	\$120/M
Selects	
State	+\$10/M
Zip Code	+\$10/M
Radius	+\$10/M
County	+\$10/M
Enrollment	+\$10/M
Mascot	+\$10/M
School Color	+\$10/M
Nth Selects	+\$10/M
Grade Level	No Charge
Merge/Purge	No Charge
Super Select	+\$25 min.
Data Appends*	
*Available only with 1-year contract—appended to record	
Email	+\$275/M
Phone	+\$20/M
Fax	+\$50/M
School Mascot	+\$40/M
School Colors	+\$40/M
Enrollment	+\$40/M
Conference	+\$20/M
Seeds (1 @ N/C)	+\$2 ea.
Misc. Fields	+\$30/M
Format/Output	
List Manager Access	No Charge
Pressure-Sensitive Labels	+\$12/M
M = 1000	
Minimum Order = \$100	
Prices are subject to change without notice	

Cancellation Policy! Custom orders cancelled after processing are non-refundable. Custom orders modified after processing are subject to a minimum charge of \$10.00/M or \$100.00 minimum charge additional; whichever is more.

Now Available!

List Manager Access

Have access to the most up-to-date information at your fingertips year round!

+Log in to your subscription and download your list at your convenience!

+No wait for list processing!

+No more using the same old names over and over!

Alerts

Receive an alert when a contact is changed!

+Sign up to receive emails of changes within your subscribed list!

+Stay in close contact with some of your best clients!

+Be one of the first to know when a coach is changed!

e-Marketing Opportunities

eLeads

\$395/M Contact information including emails

Want to send out your own campaign? Lease our emails for as little as \$395/M along with pertinent contact information to make for an excellent marketing campaign.

eBroadcasts

\$175/M Your email deployed by our server

Let us take on the liability of your email campaign and deploy on your behalf! Only pay for delivered emails and our service is complete from initial tests to end result reporting.

[Click here for Email Campaign Deployment info](#)

Call your consultant for more information!

Karan Wade-Hutton
 Owner/National Sales Consultant
 1.877.386.4840 ext. 100
karan@coachesdirectory.com

Sydney Chambers
 Midwest Sales Consultant
 1.877.386.4840 ext. 105
sydney@coachesdirectory.com