

Building Better Cheer Programs, One Coach at a Time

Cheer★Coach

M A G A Z I N E & A D V I S O R

www.cheercoachmagazine.com

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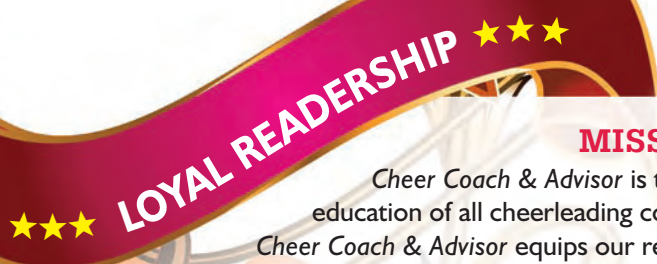
SOURCE FOR
CHEERLEADING
COACHES

COLLEGE
ALL-STAR
HIGH SCHOOL
YOUTH RECREATIONAL

2011-2012
MEDIA KIT

MORE COACHES ★ MORE CHEER PROGRAMS
★★★ MORE OPPORTUNITIES ★★★





MISSION STATEMENT

Cheer Coach & Advisor is the ONLY trade magazine that is dedicated to the education of all cheerleading coaches, advisors, directors and parents nationwide. Cheer Coach & Advisor equips our readers with the latest in cheer training, problem solving, coaches' certification and accreditation, safety guidelines, organizational business skills and reference materials to run the most efficient programs.

CIRCULATION

Over 15,000 Cheer and Dance Coaches, Directors, Gym Owners and Advisors that represent a complete channel of All-Star, Youth Recreational, Middle School, High School and College level Cheerleading Programs.

READERSHIP

Our Coaches say they have an average of 5 coaches in their gym that they pass on the magazine to, thus extending your reach to **over 100,000 coaches each issue!**

ISSUE	EDITORIAL FOCUS
Jan/Feb Ad Close: 1/14 Materials Due: 1/24 Mail Date: 2/07	Scholastic Issue Kick off the year with a bang as you learn how to keep your team in tip top shape and explore the world of Scholastic cheer.
Mar/Apr Ad Close: 3/07 Materials Due: 3/16 Mail Date: 3/30	All-Star & Camp Issue Learn what it takes to build some of the world's best All-Star programs along with our must-have resource to make your team camp ready.
May/June Ad Close: 5/09 Materials Due: 5/19 Mail Date: 6/02	International Issue & 2011 Directory & Buyer's Guide Enjoy this great double issue! Explore cheerleading around the globe and learn new ideas and tips for your program. In addition, enjoy a complete listing of Who's Who of cheerleading industry suppliers combined with invaluable information on buying uniforms, shoes and other cheer supplies.
Jul/Aug Ad Close: 7/08 Materials Due: 7/20 Mail Date: 8/03	Back-To-School Your ultimate guide to prepare for the new competition season and school year.
Sept/Oct Ad Close: 9/09 Materials Due: 9/21 Mail Date: 10/05	Holiday Issue Deck the halls with this year's favorite holiday gift ideas and how to keep teams 'competition ready' during the upcoming holiday season.
Nov/Dec Ad Close: 11/04 Materials Due: 11/16 Mail Date: 11/30	Pop Warner/Rec Issue Take a step directly into the grass roots of cheer and learn invaluable information to help any cheer program

EDITORIAL DEPARTMENTS

In The Know
 School, Recreational & All-Star happenings

Choreography Corner
 Expert advice from top choreographers.

Coaching Fundamentals
 The latest in safety tips, stunting, mentoring & more.

Practice Makes Perfect
 How to run smooth practices that keep your squad committed.

Business Builders
 Tips & advice—from novice to pro—on running a successful business.

Competition Calendar
 Competitions by date & month.

Cheer Boutique
 The latest & greatest products that every coach must have!

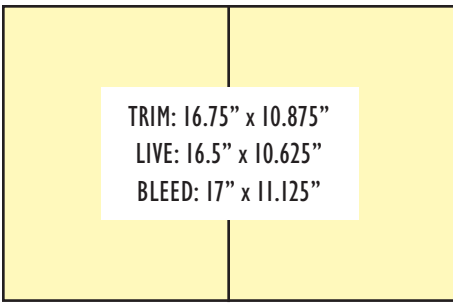
"My wife, Heather, and I value our professional relationship with Cheer Coach & Advisor. Our magazine and web ads, along with their personalized marketing philosophy, has enhanced our company and directly contributed to our growth over the past few years. We are proud to consider CCA as a part of our Cheer Family."

JEFF & HEATHER KOSTURA ~ The Ultimate Bow



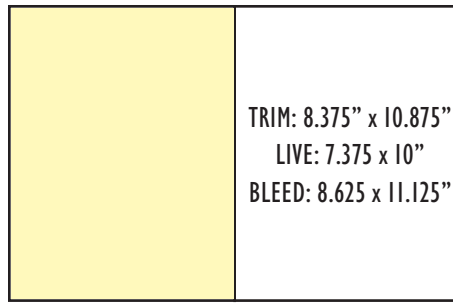
Photo courtesy of ChampionImagesPhotography.com

Display Advertising Specifications & Rates



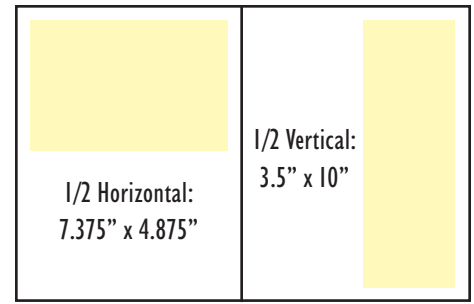
SPREAD

1x = \$6940 4x = \$6500 6x = \$6100



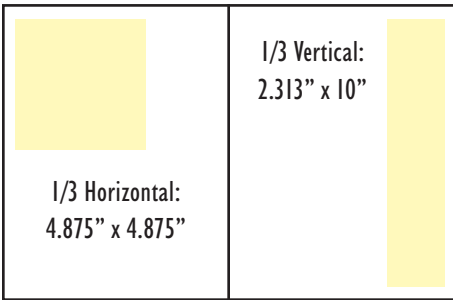
FULL PAGE

1x = \$3470 4x = \$3250 6x = \$3050



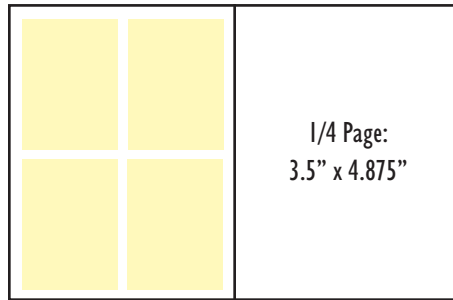
1/2 PAGE

1x = \$2475 4x = \$2300 6x = \$2190



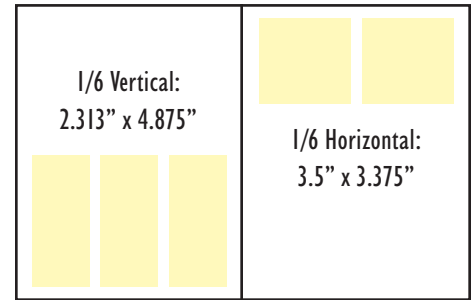
1/3 PAGE

1x = \$1880 4x = \$1800 6x = \$1725



1/4 PAGE

1x = \$1480 4x = \$1390 6x = \$1375



1/6 PAGE

1x = \$1045 4x = \$980 6x = \$920

CHEER BOUTIQUE

1x = \$570 4x = \$515 6x = \$490

CLASSIFIED ADS

Includes 4 lines of text and picture/logo.

1x = \$100 3x = \$90 6x = \$75

ENHANCED CLASSIFIED ADS

Includes product photo or logo and 30-35 words of text.

1x = \$150 3x = \$135 6x = \$110

VENUE LISTING

Attract more Cheerleading Competitions to your venue by highlighting yourself in our "Favorite Cheerleading Venues."

1x = \$570 4x = \$515 6x = \$490

COMPETITION CALENDAR

	1-3 events	4 or more events
In Magazine Only:	\$800	\$1000
In Magazine and Online w/link:	\$1000	\$1500
Add Logo in Magazine	\$200	\$400

Guarantee to get your competitions listed in this highly read section. Your listing will stay on until your event.

Time Frame: Twelve months from start date.

Note: You will have four months from start date to make any changes and/or add competitions.

ALL PRICING IS FOR 4-COLOR ADS

PREMIUM POSITIONS

*Covers and contract positions are sold only on a non-cancelable basis

Back Cover = 1x rate + 20%

Front/Inside Cover = 1x rate + 15%

Back/Inside Cover = 1x rate + 10%

Other Franchise positions = 10% plus earned rates

DIRECTORY & BUYER'S GUIDE

MAKE YOUR LISTING JUMP OUT!

Logo Placement: Your Company Logo placed above your alphabetical listing.

4-COLOR LOGO

Advertisers \$275 Non-Advertisers \$350

BLACK & WHITE LOGO

Advertisers \$150 Non-Advertisers \$250

ENHANCED LISTING \$395

"Working with Cheer Coach & Advisor has allowed us the opportunity to reach a large market of potential long time customers. The placement of our web banner with Cheer Coach & Advisor has put us in a position to let everyone know who Tiffin Mats is."

ALLISON TIFFIN, Vice President ~ Tiffin Mats, Inc.

Photo courtesy of ChampionImagesPhotography.com



Online Rates & Sponsorships

★ EXCLUSIVE PREMIER BANNER.....\$5000 annually
 {200 x 100 pixels} Exclusive position. Our most popular banners, these banners can be seen throughout the site and make great ads showcasing your products.

★ ROTATING PREMIER BANNER.....\$3500 annually
 {200 x 100 pixels} These banners will rotate with a limit of 5 in each position. Our most popular banners, these banners can be seen throughout the site and make great ads showcasing your products.

★ HOME PAGE BANNER.....\$2500 annually
 {460 x 60 pixels} LIMIT 5. This banner is the largest of the banners and is seen on the home page and throughout the site.

EXCLUSIVE EDITORIAL SPONSORSHIP SECTIONS.....\$2000 annually
 {460 x 60 pixels} Exclusive opportunity to have your banner on every page of {1 of 8} editorial sections. This also includes a logo on the home page.

★ ASSOCIATION LOGO BANNER.....\$1500 annually
 {1600 x 100 pixels} A great place reserved for Associations to promote their presence with a link to their site.

CHEER BOUTIQUE \$400 monthly
 An incredible way to launch a new product or offer a special promotion. Includes a photo and 100 word description.



STREAMING ONLINE VIDEOS

VIDEO ADS: This is a 2-3 minute streaming video showcasing a company spokesperson and/or advertisement of a promotional product or service. This will be supplied by the advertiser. Video will be live on home page or special section on cheercoachmagazine.com.

PRODUCT VIDEO SHOWCASE: These will be up to 3 minutes in length and will be supplied by you or created by Cheer Coach & Advisor. Advertiser will supply Cheer Coach & Advisor with product photos {5-7} along with up to 100 words of copy for narration and Cheer Coach & Advisor will produce the video with music, narration, graphics etc. The Product Video Showcases will be priced based on plays.

Customer supplied in digital format:
 3 months.....\$1000

Custom Sponsorship Opportunities:
 CONTESTS • SURVEYS
 PROFILES • WEBINARS
 Ask your Account Executive for details on customizing a package to suit your needs.

KEYWORD SPONSORSHIPS: Showcase a keyword in our search section and your company name, website link and 40 characters will appear at the top of the list. {Sponsored Links} {i.e. Uniforms}
\$100 a keyword per month
\$400 a keyword for 6 months
\$800 a keyword for 12 months

Ask about our special pricing for 5 or more keywords. Keywords are not sold on an exclusive basis.

“Cheer Coach & Advisor’s email blast tripled visits to our website and helped get our products front page attention!”

JARED JENKINS ~ Managing Director Team Tumbling

E-BLAST E-MAIL
\$1000 PER E-BLAST
 for Company Supplied E-mail to blast to Cheer Coach & Advisor’s extensive e-mail list



E-MAIL NEWSLETTER SPONSORSHIP \$500 A MONTH

includes a logo and a link plus 50-75 words of copy at bottom of Newsletter. Our “Note From Sponsor” Section lets Coaches know in a flash about your upcoming specials or changes in competition schedule!

RIGHT COLUMN BANNER \$200 A MONTH
 includes a 200 x 100 banner on the right hand side of the page



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