



Play
Tennis
Florida

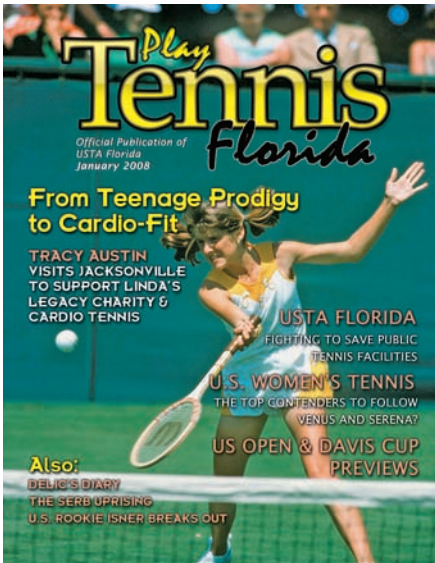
*Official Publication of
USTA Florida*

2008 Media Kit

Kurtis Loftus 07

Play Tennis Florida

Official Publication of USTA Florida



Readership USTA Florida's 50,000+ strong membership, a coveted advertising demographic with approximately 50% belonging to private country clubs with household annual earnings of over \$132,700. This is one of Florida's prime luxury-goods-buying demographics, with the magazine mailed directly to the homes of USTA Florida members, country clubs and other businesses.

Rates *Play Tennis Florida's* advertising rates are generally less than half those of comparable state-wide magazines, and magazine advertising remains most effective at targeting prime prospects.

Response Research shows that readers responding to product advertising are more likely to respond to a magazine ad than a television commercial.

Access Readers of all ages like to hold a magazine in their hands. Magazines are there for readers to come back to time and time again. *Play Tennis Florida's* website content is also a popular destination for tennis fans and a powerful presence on major internet news servers such as *Google Sports* and *Yahoo! News*. Research shows that 94% of the *Play Tennis Florida* demographic have high speed DSL service and are frequently online.

History *Play Tennis Florida* publisher Richard Vach is the former publications editor for the ATP, the worldwide governing body of men's professional tennis.

Relevance "For readers, many of the pleasing characteristics of magazines — their portability and glossiness, for instance — cannot be matched. And magazines are not losing younger readers in droves in the way that newspapers are. According to a study carried out last year by the digital arm of Oglivy Group, a communications company, appetite for magazines is largely unchanged between the older 'baby boomers' and young 'millennials.'"

— From *The Economist*, September 2007

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Special Advertising Guides

Play Tennis Florida runs a number of special advertising sections throughout the year, highlighting the best in Florida resorts, junior and adult camps, academies, celebrity exhibitions, as well as racquet, shoe and fashion guides. Special advertising guide rates are \$750 for a 1/3-page guide section, which includes editorial inclusion in the feature story. Full-page *Play Tennis Florida* advertisers receive a **FREE** section in guides pertaining to their industry.



May – Tennis Resort & Travel Guide

Deadline: April 7

August – Racquet Guide

Deadline: July 7

December – Holiday Gifts & Gadgets Guide

Deadline: Nov. 7

Web Advertising

	Top Banner	Tower Ad	Bottom Banner
One Month	\$500	\$300	\$150
One Quarter	\$900	\$700	\$400
Two Quarters	\$1600	\$1300	\$750
Three Quarters	\$2100	\$1700	\$900
Full Year	\$2800	\$2400	\$1000

Ad Specs: Files must be JPEG or GIF no larger than 20K, Flash ads no larger than 30K.

Weekly Web E-mail Blast — \$175 per newsletter
 Exclusive Florida electronic distribution to thousands of state tennis organizations, media and fans via the *Play Tennis Florida* weekly e-mail.

Florida Magazine Print Rate Comparison

Play Tennis Florida with its luxury-buying demographic is by far the best advertising value in the state of Florida, at **almost 1/4 cost** of the competition among Florida state-wide magazines with a circulation under 100,000:

Magazine	Full-Page Rate	Circulation	CPM
Florida Trend	\$13,310	56,000	\$237
Florida Travel + Life	\$10,900	100,000	\$109
Florida International	\$9,750	71,000	\$137
Play Tennis Florida	LESS THAN HALF THE COMPETITION!		

The best advertising buy is the one that provides the most favorable return on investment. *Play Tennis Florida* magazine is the most cost-effective print advertising value in the state of Florida, featuring a luxury-buying demographic with an average household income of **more than \$132,700.**



Advertising

Magazine live area: 8" x 10.5"

Magazine full bleed: 8.3" x 11"

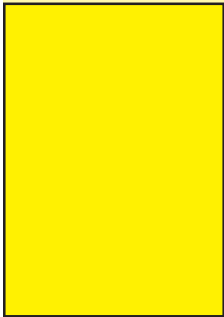
Magazine margins area: 7" x 10"

All ads should be provided as a press-optimized PDF, EPS or TIF. All files should have Pantone colors converted to 4-color process (CMYK).

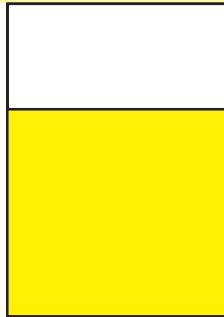
Full bleeds only apply to full-page ads.

Advertising Deadlines and Rates

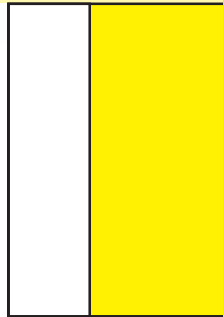
Deadlines for advertising copy is the 1st week of each month. Rates applicable to camera-ready art.



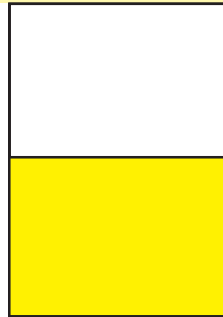
Full Page
7W x 10H inches
(Bleed=8.3W x 11H)



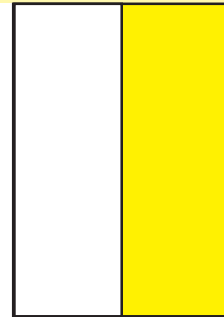
2/3 Page Horizontal
7W x 6.6H



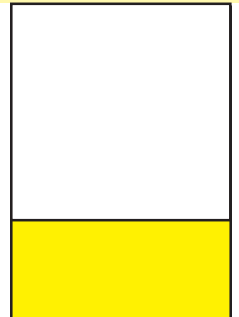
2/3 Page Vertical
4.6W x 10H



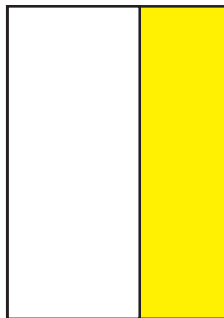
1/2 Page Horizontal
7W x 5H



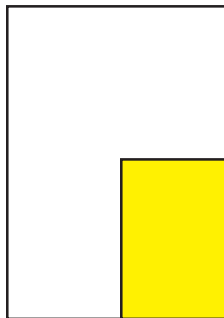
1/2 Page Vertical
3.5W x 10H



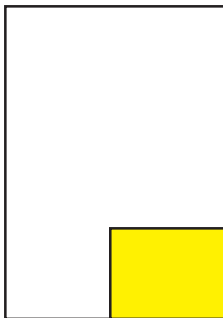
1/3 Page Horizontal
7W x 3.3H



1/3 Page Vertical
2.3W x 10H



1/4 Page
3.5W x 5H



1/6 Page
3.5W x 3.3H



Richard Vach

Editor & Publisher, Play Tennis Florida

Official Magazine of USTA Florida

publisher@playtennisfloridamag.com

Please Contact Us for Rate Card

Janice Gendreau

Director of Advertising Sales

(904) 501-4313

janiceg@playtennisfloridamag.com



Notes (for internal use):

Advertising Order Form

Order Date _____ P.O. # _____

Organization _____

Contact Name _____

Street Address _____

City, State, Zip _____

Contact Phone _____ E-Mail _____

Ad Size _____ Frequency _____

Creative/Design Charges _____

Total Order \$ _____

Billing Dept. & Address _____ (if different from above)

Purchaser signature _____

10% agency commission granted with accredited agencies.

PLAY Tennis Florida is printed monthly 11 times a year.

Ads must be submitted by the 1st of the month prior to the publication. Please submit digital files: high resolution PDF or TIF. Please make certain that all fonts are embedded. Color ads must be high resolution CMYK. FAX to: (904) 992-4332.



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