

2012 MEDIA KIT

*HIT IT OUT
OF THE PARK!*



advertise in

 **SportsKidsPlay**[®]
newspaper

Now in our 6th year!

SportsKidsPlay® newspaper

Supporting local youth sports in six colorful issues per year!



Jan-Feb 2011



Mar-April 2011



May-June 2011



July-Aug 2011



Sept-Oct 2011



Nov-Dec 2011

SportsKidsPlay® newspaper is a free, bi-monthly publication available at 200 distribution sites in and around the Greensboro area. SportsKidsPlay® is the only local publication devoted entirely to youth sports and fitness. Our readers are the thousands of youth athletes, coaches, officials, parents, and grandparents passionately involved in the many sports and activities that kids play. If you have a product or service to promote or sell - we can help!

Call today to discuss advertising opportunities!

336.587.8248

2012 EDITORIAL CALENDAR



SportsKidsPlay® newspaper is published six times a year. Below is a preliminary outline of some the content you can expect in future issues. As in past years, the publication includes our popular *Local Sports Legends* section and our regular *Question and Answer* section featuring well-known local sports personalities. You will also find *Expert Articles* on health, fitness, nutrition, and other topics important to young athletes and their parents. Each issue is packed with *Individual and Team Profiles* along with articles on local sports groups and other topics of interest to our readers.

January-February

Girls in Sport

- Girls in sport articles
- Football champions
- Sport Ethics
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

March-April

Rhyming Issue

- Sports Rhymes
- Soccer/Basketball
- Sport Safety
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

May-June

Sports Camps

- Summer Sport Camps
- Basketball champions
- Sportsmanship
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

July-August

Summer Sports

- City Swim Meet preview
- Football champions
- Parents in sport
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

September-October

Fall Sports

- Girls in sport articles
- Baseball champions
- Swimming champions
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

November-December

Sporting Kids

- Youth athlete profiles
- Tae Kwon Do
- Youth football
- Health and Fitness
- Local Sports Legends
- Celebrity Q & A

2012 AD RATE SCHEDULE



AD PARTNERS GET...

MULTI-ISSUE DISCOUNTS!

VALUE-ADDED ARTICLES!

FREE WEBSITE ADS!

Advertising in SportsKidsPlay® newspaper is very simple. Just call Bill Martin at 336.587.8248 or email sportskidsplay@bellsouth.net. We will be happy to meet with you to develop an effective advertising plan that fits your budget.

Eighth Page Horizontal Ad 2.5" High x 5.1" Wide	\$200
Quarter Page Square Ad 5.1" High x 5.1" Wide	\$350
Quarter Page Horizontal Ad 2.5" High x 10.375" Wide	\$350
Half Page Vertical Ad 10.75" High x 5.1" Wide	\$500
Half Page Horizontal Ad 5.5" High x 10.375" Wide	\$500
Full Page Ad 11.5" High x 10.375" Wide	\$800

All ads are full color • Ad prices above are per issue

Multi-Issue Discount

20% discount for three consecutive issue commitment

To Submit Advertising

All ads subject to approval by SportsKidsPlay® newspaper.

Advertisers must provide finished ad in PDF form or

Ad may be prepared by SportsKidsPlay® newspaper at no charge.

Ad Closing Dates

Ad commitments are due three weeks prior to print date.

Ad materials are due two weeks prior to print date.

2012 Publication Schedule

January-February	prints first week of January
March-April	prints first week of March
May-June	prints first week of May
July-August	prints first week of July
September-October	prints first week of Sept.
November-December	prints first week of Nov.

Website advertising

Place your ad on the SportsKidsPlay® newspaper website. Call 336.587.8248 to learn more.

