

AVCA Media Kit 2012



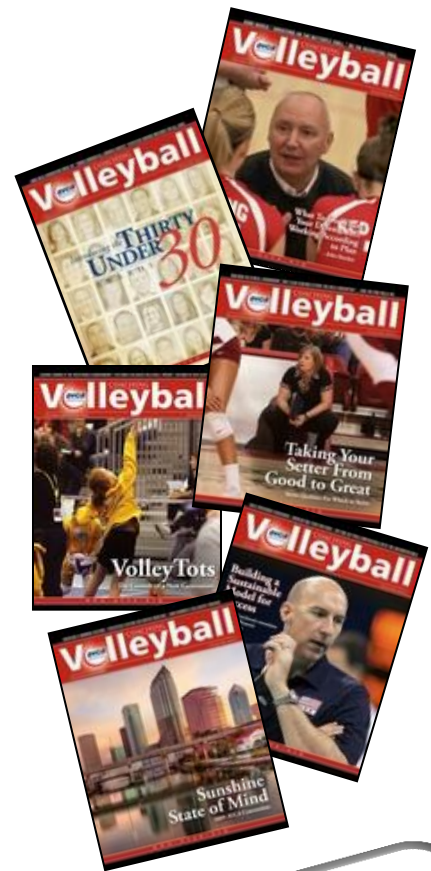
Coaching Volleyball | Magazine Advertising Profile | Circulation

Coaching Volleyball Magazine is the official journal of the AVCA. It's published six times annually with a paid circulation of over 5,600 and a readership exceeding 16,800. *Coaching Volleyball* is the #1 member benefit and is read by all levels of coaches, as well as volleyball enthusiasts.

The journal offers expert instruction on all aspects of volleyball, from technique to strategy, to nutrition, biomechanics and psychology of the sport. An ad in *Coaching Volleyball* will enable direct targeting to an audience that encompasses the key decision-makers in the industry-Volleyball Coaches. **Take advantage of the opportunity to provide Advertorials!** You provide text and pictures and we'll create the ad. An excellent opportunity to introduce a new product/enhancement or tell the volleyball community what your company is up to.

2012 – 2013 Editorial Calendar

Issue	Features	Deadlines
Feb. /March 2012	TBA	Editorial - 12/14 Ad - 1/3 Material - 1/10
April / May 2012	Sand Issue	Editorial - 2/8 Ad - 2/20 Material - 2/27
June / July 2012	Club Issue	Editorial - 4/11 Ad - 4/23 Material - 4/30
Aug. / Sept. 2012	Convention Preview Women's Preview	Editorial - 6/6 Ad - 6/18 Material - 7/2
Oct./Nov. 2012	Convention Update	Editorial - 8/8 Ad - 8/20 Material - 8/27
Dec./Jan. 2012-2013	Convention Issue Men's Preview	Editorial - 10/3 Ad - 10/15 Material - 10/31



Facts

- 98% of AVCA members read *Coaching Volleyball* Magazine
- 58% of members pass magazine on to friends and colleagues
- 63% of members keep *Coaching Volleyball* on file for 1 year or longer
- 77% of members are decision makers regarding team purchases



Pricing | Submission Specifications

Preferred Color Position Rates

Size	6x
Back Cover	\$3,500
Inside Back Cover	\$2,500
Inside Front Cover	\$3,000
Center Spread	\$4,000

Four Color Rates

Size	2x	4x	6x
Full Page	\$2,200	\$2,000	\$1,800
Half Page	\$1,500	\$1,400	\$1,100
Quarter Page	\$1,000	\$ 900	\$ 750
Advertorial (All pricing is per issue)	\$1,000 – Quarter Page	\$1,500 - Half Page	\$2,200 - Full Page

Black and White Rates

Size	2x	4x	6x
Full Page	\$1,600	\$1,400	\$1,200
Half Page	\$1,200	\$950	\$700
Quarter Page	\$500	\$400	\$300

Mechanical Requirements

Ad Size	Non-Bleed	Bleed
Full Page	8.375 x 10.875	8.625 x 11.125
Half Horizontal	7 x 4.875	
Half Vertical	4.625 x 7.25	
Quarter Vertical	3.5 x 4.75	
Eighth Horizontal	3.5 x 2 (program only)	

*Requirements subject to change

Send Materials to:
Toby.bishop@avca.org

Submission Specifications

All Advertisements need to be provided in one of the following formats. (Hard copy proof and contact name must be included with the file.)

- Quark Xpress document with all links and fonts on zip 100 disc or CD-Rom
- Ad saved in Adobe Photoshop (.eps or .tif) format on Zip 100 disc or CD-Rom
- Ad saved in Adobe Illustrator with all fonts outlines on Zip 100 disc or CD-Rom
- All materials not requested to be returned will be discarded after one year
- If a new copy of instructions or specifications are not received by copy deadline, the publisher reserves the right to repeat a previous ad.



NEW Coaching Volleyball 2.0

Profile | Circulation

The AVCA's Coaching Volleyball 2.0 is an exciting *NEW* publication that gives AVCA members more of the #1 member benefit in a digital version and gives advertisers an inexpensive option to reach all AVCA members!

Sent to all members in March, September & November of 2012, Coaching Volleyball 2.0 will provide fresh content that is different than the printed version. Optimize your print ad's impact by adding Coaching Volleyball 2.0!

Rates

Size	Rate
Quarter Page	\$300
Half Page	\$500
Full Page	\$750
Video (Add-On)	\$250

avca.org | Web Site Advertising

Profile | Circulation

The official AVCA Web Site, www.avca.org, averages 175,000 page views per month totaling nearly 2.1 million page views and nearly 300,000 unique visitors annually. It is THE internet site designed specifically for volleyball coaches.

The site covers both men's and women's volleyball, and general volleyball and association news. Results, polls, award winners, statistics, membership, convention, job openings, open dates, summer camps and volleyball news events are all reported and updated on the site. Also, the e-commerce page features books, videos, educational materials and volleyball equipment and accessories.

Size	3 Month	6 Month	12 Month
Home Page (300 x 125)	\$400/month	\$350/month	\$275/month
Home Page (125 x 175)	\$300/month	\$250/month	\$175/month

Season	Rate
Women's Season (Aug. – Dec.) - Collegiate Page	\$450/ month
Men's Season (Jan. – May) – Collegiate Page	\$300/month

Dates	Rate
Convention Page (July – Dec.)	\$400/ month



Facts

- 83% of members feel that the AVCA website is an important source for volleyball news and information



AVCA At the Net | Newsletter Advertising

Profile | Circulation

AVCA At the Net is sent every two weeks directly to an audience of over 5,600 readers via email as an HTML document. The newsletter is a member benefit and is read by high school coaches, club directors, collegiate coaches, sports information contacts and international coaches. The newsletter provides vital AVCA information and current happenings in the world of volleyball, including coaching transactions, upcoming coaches' clinics and NCAA volleyball news.

Email advertising allows you the opportunity to target a specific audience with a banner placement on all stores featured within the purchased newsletter section. With a click-through capability, AVCA At the Net will increase name visibility, while drawing consumers to your products and information. Each advertisement is 540 x 125. Also ask about targeted AVCA e-newsletters, Affiliations and VolleyBiz!

<u>3 Month</u>	<u>6 Month</u>	<u>12 Month</u>
\$200 / issue	\$175 / issue	\$150 per issue



Facts

- 86% of AVCA members read At the Net

Volleyball Ace Power Tips | Newsletter Advertising

Profile | Circulation

Volleyball Ace Power Tips is a bi-weekly drills bulletin that goes out to all AVCA members as a member benefit. Each issue contains a feature story on a different aspect of the game, along with three drills that coaches can use to help train their teams. Power Tips is a member favorite and many of our coaches pass these tips on to colleagues and friends ensuring your advertising reaches our membership and beyond.

Rates

<u>Size</u>	<u>Rate</u>
Half Page (12 issues)	\$4000/year



Facts

- 93% of AVCA members read Power Tips



Phenom | Magazine Advertising

Profile | Circulation

Phenom, The Magazine for Volleyball Players, is one of the newest addition to the AVCA publication list. Phenom is a lifestyle magazine geared towards the 13-18 year old volleyball player and features volleyball related articles as well as lifestyle layouts with topics ranging from fashion apparel, accessories, health, nutrition, and more.

Phenom is a digital publication with exciting graphics and user interaction capabilities.

Advertisers will be able to engage the viewer with enhanced video ads and hyperlinks to their website of choice. The magazine will be sent to approximately 70,000 athletes via email located in all parts of the country. The AVCA is excited about this new player addition magazine and feel it will be an excellent avenue for our advertisers to reach such a coveted demographic of educated young women.

phenom
the magazine for volleyball players



Pricing | Submission Specifications

Preferred Position Rates

Size	Rate
Back Cover	\$1,500
Inside Back Cover	\$1,000
Inside Front Cover	\$1,250

Rates (all ads are full color)

Size	Rate
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Branded Content	\$1,250

Digital Enhancements

Size	Rate
Digital Presenting Sponsor	\$1,250
Digital Addition Video Add-on	\$250

Mechanical Requirements

Ad Size	Non-Bleed	Bleed
Full Page	8.375 x 10.875	8.625 x 11.125
Half Horizontal	7 x 4.875	
Half Vertical	4.625 x 7.25	
Quarter Vertical	3.5 x 4.75	

*Requirements subject to change

For advertising information or to secure a contract, please contact

Toby Bishop at 866-544-2822, 859-219-3560, Toby.Bishop@avca.org

Submission Specifications

All Advertisements need to be provided in one of the following formats. (Hard copy proof and contact name must be included with the file.)

- Quark Xpress document with all links and fonts on zip 100 disc or CD-Rom
- Ad saved in Adobe Photoshop (.eps or .tif) format on Zip 100 disc or CD-Rom
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