



2012

MEDIA KIT



USA

WATER SKI



demographics

USA Water Ski Member Profile This is YOUR Target Market



More than 20,000 Members

96% own two or more vehicles

92% own a powerboat

87% Read every issue of *The Water Skier* magazine

85% taught someone to water ski or wakeboard in the last year

78% own a tournament ski or wakeboard boat

61% say that quality is the most important factor when making purchases

55% share their issues of *The Water Skier* with others

52% have an annual income of \$90,000 or more

50% exercise/work-out on a daily basis

49% spend more than \$750 on water sports equipment each year

47% wakeboard either recreationally or competitively

42% of households have three or more members skiing or wakeboarding – making it a great family sport!

32% attended a water ski or wakeboard school in the past 12 months

30% have participated in water skiing or wakeboarding more than 100 times in the past 12 months



USA Water Ski Programs & Events

USA Water Ski is the largest and most established water ski federation in the world.

• National Championships Series of Events



- Nine different water ski disciplines offering more than 10 highly attended national events
- The nine disciplines include water ski, wakeboard, barefoot, show ski, kneeboard, collegiate, disabled, ski racing, and hydrofoil
- More than 800 local, state and regional tournaments nationwide qualify skiers for the National Championships Series of Events
- USA Water Ski supports more than eight traveling U.S. Teams in international competitions and world championships

• More than 500 GrassRoots Programs & Events



- Offer fun, energetic, ability-based tournaments designed to get more people, communities and universities involved in competitive water sports
- “Learn To” clinics offer a variety of programs including water ski, wakeboard, barefoot, judging, driving and safety skills

• More than 700 Clubs, Camps & Schools



- Offer, for everyone in the family, a friendly social environment to water sports enthusiasts
- Attract skiers of all ages and abilities

opportunities

USA Water Ski Opportunities

USA Water Ski has the ability to integrate your product into a broad network of consumers through our extensive programs & events... HERE is how!

• Advertising



• GrassRoots

- **PRINT: The Water Skier magazine**
 - Circulation: more than 20,000 issues reaching more than 80,000 readers per issue
 - Seven colorful, action-packed issues per year
 - 49% of our members have at least two people outside their household reading The Water Skier magazine
- **WEB SITE: USAWATERSKI.org**
 - More than 20,000 page views per day
 - E-mail newsletters to members



• Mailing List



- The gateway to new members of USA Water Ski
 - Product placement in goodie bags at all events and clinics
 - Rent our membership mailing list for your company's direct mail piece
 - Mailing list can be broken down by demographics, region, discipline, etc.
- #### • Membership Coupons



- Drive retail traffic with coupons placed in EVERY new and renewed Membership Packet



sponsorships

USA Water Ski Sponsorships

Customize your sponsorship to meet YOUR needs

Premier Sponsorships



Starting at \$50,000

For all major events receive:

- National Television Exposure
- Television Product Features
- On-Site Tournament Exposure
- Logos on Event Promotional Materials
- GrassRoots Events
- USA Water Ski Publications' Exposure
- Gold Corporate Membership
- Web Site Presence

Official Sponsorship & Official Product Sponsorship



Starting at \$6,000

- On-Site Tournament Exposure
- TV Product Features (optional)
- Logos on Event Promotional Materials
- USA Water Ski Publications Exposure
- Official Product Designations — USA Water Ski or event specific

GrassRoots Sponsorships



Starting at \$3,000

- Logo Placement On All GrassRoots Banners, Promotional Material & T-Shirts
- Product/coupon Placement In All Give-Aways, Prizes and Goodie Bags
- Mailing List Segment
- 1/6 page B&W Ad In 4 Issues of The Water Skier
- Ad on the GrassRoots Web Site page for 6 Months

Event Presenting & Title Sponsorships



Starting at \$25,000

At selected events receive:

- National Television Exposure
- Television Product Features
- On-Site Tournament Exposure
- Logos on Event Promotional Materials
- USA Water Ski Publications Exposure

**All agreements are customized & tailored to meet each sponsor's needs*



AWSEF

The American Water Ski Educational Foundation



Ralph Samuelson,
"Father of Water Skiing"

The AWSEF was chartered in 1968. It is a 501(c)3 not-for-profit public foundation dedicated to the preservation of the traditions of one of America's most popular family recreational activities, and to the encouragement of and education in the safe enjoyment of the challenges of water skiing.

Hall of Fame Museum



Museum Entrance

The personalities associated with water skiing come to life with photos, industry displays, artifacts, books, magazines, film, video and other literature from America and around the world. Interactive audio and video displays covering the past and present.

Through the Years



Preview Center, Overlook Drive location

- 1968 -- Chartered as a non-profit organization
- 1968 -- Began support of U.S. Water Ski Teams
- 1976 -- Preview Center Opened at Overlook Drive location
- 1980 -- AWSEF hired full-time executive director
- 1982 -- First Hall of Fame inductions
- 1983 -- First AWSEF scholarship awards
- 1985 -- Established AWSEF endowment & facilities fund
- 1996 -- Property purchased for relocation to I-4
- 1998 -- "Quantum Leap Building Campaign" kick off
- 2000 -- Moved into new building, Polk City, Fla.
- 2002 -- Official opening of Hall of Fame Museum
- 2003 -- Began construction of water ski lake
- 2005 -- Foundation lake officially opened – 1st event held

Future Growth & Development



Current location alongside I-4 in Central Florida

The foundation has been able to grow both in terms of collections and in how those collections items are used to educate the public about the history of the sport and industry. Individual scholarships are awarded annually, while other programs devoted to the sport of water skiing are ongoing. All of this and more is made possible by the support of our members, and every interested person is encouraged to join the foundation to help guarantee the continued growth and development of the foundation and the sport.



The Water Skier & Tournament Guide

The Water Skier magazine has moved to a complete digital workflow (computer-to-plate technology). To utilize computer-to-plate technology, all pages will be supplied to our printer in a digital format. There are several advantages to this, including a more efficient workflow and higher quality printing due to direct-to-plate process; cost savings; and environmental-friendly production (eliminating the use of film and chemicals to process film).

If film is supplied, our printer can scan and copydot the film to convert back to a digital file. There will be a \$75.00 per four-color page (or smaller) to convert film. Please review the attached digital requirements and forward to the production person or agency that creates your advertising.

General Conditions

1. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless USA Water Ski, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time.
3. Positioning of advertisements is at the discretion of the publisher except where a request for a specific position has been acknowledged by the publisher in writing.
4. Publisher assumes no liability for errors in key numbers, reader service number or advertiser's index.
5. Cancellation or changes in orders may not be made by the advertiser or its agency after the space reservation closing date. Cancellation of space reservations for any reason in whole or part by the advertiser or its agency will result in an adjustment of the rate to reflect actual space used at the earned frequency rate.
6. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
7. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instruction which conflict with provisions of this rate card.
8. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental agency, fire, flood, insurrection, riot, strikes, labor or material shortage, transportation interruption or any condition beyond the control of the publisher affecting production or delivery in any manner.
9. As used in this rate card, the term "publisher" refers to USA Water Ski.

Electronic Files

All advertisements and artwork are to be supplied by the advertiser as Microsoft Word, Quark Express Version 6+, Adobe Pagemaker Version 7+, Adobe InDesign CS+, Adobe Illustrator CS+, Adobe Photoshop Version CS+, Adobe Go Live, EPS, TIFF, or PDF. Any other file format will have to be looked at on an individual basis for compatibility issues.

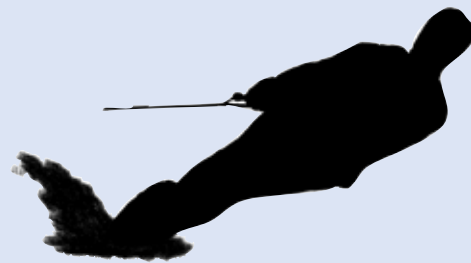
USA Water Ski will accept MAC or PC files from advertisers. Files can be sent in the following ways: CD, DVD or FTP.

Advertisers should include all Post Script fonts, artwork, photos, and a color composite color print. A color accurate print is preferred. If the customer is utilizing True Type fonts, it is recommended that the fonts be converted to curves. Post Script fonts are highly recommended.

Any artwork or photo editing will be charged at the rate of \$90.00 per hour. Examples would include color corrections, dropping a background from a photo, and troubleshooting problematic advertisements.

Publisher's Services

Typesetting, photo reproduction and color separations are available for an extra charge. Suggested layout and typewritten copy must be furnished by the advertiser. If proof of ad is desired, copy and layout must be submitted 15 days in advance of regular materials deadline along with a written proof request. Ad creation is also available with a 30-day advance request at an additional charge.



Mailing Instructions

Ship all ad materials to:

Attn: Steve Upp
The Water Skier magazine
1251 Holy Cow Road
Polk City, Florida 33868-8200.

Insertion orders should be sent along with materials.

Contact the Advertising Manager for shipping instructions for special sections, inserts, etc.

Phone (863) 324-4341, ext. 144, Fax (863) 325-8259

Ad Creation Rates

Creative Services

Call publisher for specific ad rate

Hourly rate \$70*

Stripping Fee

Hourly rate \$55*

Alterations

Hourly rate \$55*

*minimum 1 hour charge



Editorial Calendar

Published seven times a year, *The Water Skier* is the official publication of USA Water Ski. A high-quality, four-color publication, *The Water Skier* is the world's No. 1 information source for water skiers. *The Water Skier* is the oldest water sports publication in the world, having been published continuously since October 1951. *The Water Skier* is made up of the following sections:

The Water Skier

- Outside the Wake - A report of what's happening on the professional circuit and with U.S. Team members
- Athlete Features - In-depth profiles on some of USA Water Ski's top athletes
- Instructional Articles - Some of the world's top water ski athletes share their secrets to success on the water
- Sponsor Profiles - Meet the companies that sponsor and support USA Water Ski and its programs
- Skiers' Marketplace - A classified section for members and companies to sell products, services and real estate



January/February

- Pan American Games
- US Open of Water Ski Racing Championships
- Collegiate Water Ski National Championships
- USA Water Ski Athletes, Team & Coaches of the Year
- Instructional Articles
- USA Water Ski's Annual Towboat Evaluations

March/April

- FISU World University Water Ski Championships
- Athlete Features
- On the Dock Interview
- Instructional Articles

May/June

- Moomba Masters
- On the Dock Interview
- Instructional Articles

July/August

- Masters Water Ski & Wakeboard Tournament
- Collegiate All-Stars Water Ski Championships
- Junior U.S. Open Water Ski Championships
- Instructional Articles

September

- USHA Hydrofoil Nationals
- Wakeboard National Championships
- Instructional Articles
- On the Dock Interview

October

- 2012 National Championships Series of Events
 - Water Ski
 - Show Ski Division 1
 - Show Ski Division 2
 - Barefoot National Championships
- Barefoot World Championships
- Instructional Articles

November/December

- Pan American Water Ski Championships
- Kneeboard National Championships
- World Show Ski Tournament
- Instructional Articles

Please note: The 2012 Editorial Calendar is subject to change



The Water Skier

Rate Card #34

(Effective January, 2012)

The Water Skier Rates

4-Color	1 Issue	4 Issues	7 Issues
Full-Page	\$2,060	\$1,960	\$1,850
2/3-Page	\$1,620	\$1,530	\$1,450
1/2-Page Island	\$1,480	\$1,410	\$1,330
1/2-Page Horiz.	\$1,340	\$1,280	\$1,200
1/3-Page	\$1,030	\$980	\$930
Cover 2	\$2,370	\$2,250	\$2,130
Cover 3	\$2,170	\$2,060	\$1,950
Cover 4	\$2,480	\$2,370	\$2,230

*Contact Advertising Mgr. for 2-page Spread Information

Black & White	1 Issue	4 Issues	7 Issues
Full-Page	\$1,340	\$1,280	\$1,200
2/3-Page	\$1,000	\$950	\$900
1/2-Page Island	\$870	\$830	\$780
1/2-Page Horiz.	\$800	\$760	\$720
1/3-Page	\$540	\$510	\$480
1/6-Page	\$350	\$330	\$310

Regional Tournament Guide Rates

4-Color	
Full-Page	\$3,300
1/2-Page	\$2,145
Cover 2	\$3,530
Cover 3	\$3,465
Cover 4	\$3,565

Black & White	
Full-Page	\$2,805
1/2-Page	\$1,825

Miscellaneous Rates

Marketplace	1 Issue	4 Issues	7 Issues
1/3-Page	\$460	\$440	\$420
1/6-Page	\$300	\$290	\$270
Column Inch	\$80	\$75	\$70

Property Advertisements*

40 word max. \$35 payment in advance

On-line Only

Classified
15 word min. \$1.85/word payment in advance

Dockside (boats & equipment)*

40 word max. \$25 payment in advance

* restricted to members of USA Water Ski

The Water Skier Closing Dates

Issue	Reserve Space	Materials Due	Mailing Date
Jan/Feb	11/10	11/23	12/26
Mar/Apr	1/5	1/24	3/2
May/June	3/7	3/28	4/26
July/August	5/7	5/24	6/27
September	7/5	7/30	8/30
October	8/3	8/29	10/1
Nov/Dec	9/4	9/28	11/5
Jan/Feb 2011	11/12	11/23	12/26

Regional Tournament Guide Closing Dates

Reserve Space	Materials Due	Mailing Date
1/5	1/26	3/5

* Dates are subject to change at editor's discretion

www.USAWATERSKI.org

The Web's most comprehensive water skiing site.

• More than 20,000 page views per day

Ad	Size	Rate*	Duration
Banner	468x60 pixels	\$300†	Month

† 15% rotation discount (each rotation) - max. 4

*Set-up Fees

Banner - \$250

Advertisers in *The Water Skier* magazine and Regional Tournament Guides will be given special discounts on Web site ad rates.

Late Policy/Cancellation Fees

Late Policy for Ad Materials

Materials received after deadline will be placed in following issue and most recent ad will be repeated

Cancellation

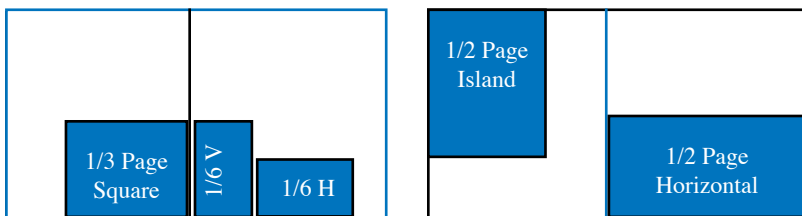
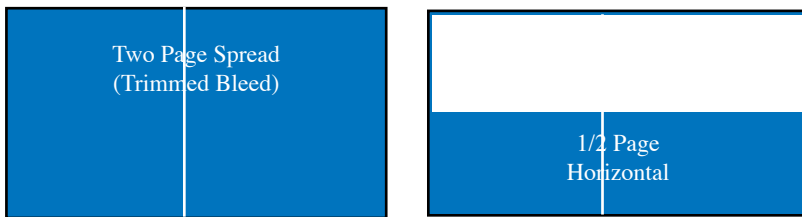
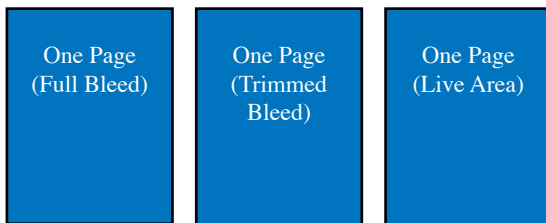
Space cancellation - 25% fee for ads cancelled after reservation deadline



Ad Sizes & Output Checklist

Ad Specifications

	Width	Length
Two Page Spread - Full Bleed	17"	11-1/8"
Two Page Spread - Trimmed Bleed	16-3/4"	10-7/8"
Two Page Spread - Live Area (w/margins)	16-3/4"	10-7/8"
Full Page - Full Bleed	8-1/2"	11-1/8"
Full Page - Trimmed Bleed.	8-3/8"	10-7/8"
Full Page - Live area (w/margins)	7-3/8"	9-7/8"
2/3-page	4-9/16"	10"
1/2-page vertical (island)	4-9/16"	7-3/8"
1/2-page horizontal	7-1/8"	4-7/8"
1/2-page spread	17"	5-12"
1/3-page square	4-9/16"	4-7/8"
1/3-page vertical	2-3/16"	10"
1/6-page vertical	2-3/16"	4-7/8"
1/6-page horizontal	4-9/16"	2-3/8"
Column inch	2-3/8"	1"



Basic Output Checklist

- Bleeds set to at least 1/8"
- Include all fonts used in layouts and ads
- Do not use TrueType Fonts. Adobe version may be substituted resulting in possible copy reflow.
- When creating text with attributes, such as bold and italics, use that specific font (i.e. Helvetica Bold Oblique) Do not use the style menu to assign these attributes.
- Composite lasers output at 100%
- FPO (For Position Only) images labeled on lasers
- RGB and Indexed Color images converted to CMYK
- Graphics saved as TIFF or Single-File EPS only – DO NOT USE JPEGS
- Included all placed graphics
- Do not use LZW Compression
- Do not use TIFF files in a colored background
- Text printing over drop shadows set to knockout – Printer will not be held responsible for shadows set to overprint.





1251 Holy Cow Road • Polk City, FL 33868 • phone: (863) 324-4341 • fax: (863) 325-8259 • e-mail: advertising@usawaterski.org

The logo features the letters 'USA' in a large, bold, blue font with a white outline. The 'U' is filled with a pattern of white stars on a blue background, resembling the American flag. Below 'USA', the words 'WATER SKI' are written in a smaller, bold, red font.

USA WATER SKI

National Governing Body for the Sport of Water Skiing
Member of the United States Olympic Committee

Steve Upp

Business Development
&
Partnerships Director

1251 Holy Cow Road
Polk City, Florida 33868-8200
Phone: (863) 324-4341, ext. 114
E-mail: supp@usawaterski.org
www.usawaterski.org

HAVING **FUN** TODAY...
BUILDING **CHAMPIONS**
FOR TOMORROW!