



2012 Affiliated Camp Advertising Contract

1251 Holy Cow Road ★ Polk City, Florida 33868-8200
 (800) 533-2972 ★ Fax: (863) 325-8259 ★ Email: advertising@usawaterski.org

CAMP INFORMATION

Camp Affiliation # _____

Camp Name _____
 Camp Web Site Address _____
 Camp Contact _____
 Camp Address _____
 City _____ State _____ Zip Code _____
 Winter Contact Dates: _____ To _____ Phone (____) _____ E-mail Address _____
 Summer Contact Dates: _____ To _____ Phone (____) _____ E-mail Address _____

ADVERTISING OPTIONS

Complete this form and return it to USA Water Ski's Advertising Department via the contact information provided above, along with insertion orders and ad materials. Refer to USA Water Ski's 2012 Advertising Media Kit located under the "Marketing & Partnerships" section of our Web site (www.USAWATERSKI.org) for specific information regarding demographics, events, sponsorship opportunities, editorial calendar and ad requirements. Feel free to contact Steve Upp at (863) 324-4341, Ext. 114 or advertising@usawaterski.org with any questions.

Print Options (see rate information below)

The Water Skier Ad Size _____ 4-Color B&W Issue Rate \$ _____ x _____ issue(s)

Marketplace Ad Size _____ 4-Color B&W Issue Rate \$ _____ x _____ issue(s)

Select the 2012 issue(s) in which your company would like to advertise:

Jan/Feb Mar/Apr May/June July/Aug Sept Oct Nov/Dec Jan/Feb 2013

Regional Tournament Guide Ad Size _____ 4-Color B&W Rate \$ _____

Description Ad Size <i>(see media kit for size)</i>	The Water Skier Magazine						Marketplace			Tournament Guide	
	4-Color Rates			Black & White Rates			Black & White Rates			4-Color Rates	B&W Rates
	1 Issue	4 Issues	7 Issues	1 Issue	4 Issues	7 Issues	1 Issue	4 Issues	7 Issues		
Full Page	\$2,060	\$1,960	\$1,850	\$1,340	\$1,280	\$1,200	N/A	N/A	N/A	\$3,300	\$2,805
2/3-Page	\$1,620	\$1,530	\$1,450	\$1,000	\$950	\$900	N/A	N/A	N/A	N/A	N/A
1/2-Page Island	\$1,480	\$1,410	\$1,330	\$870	\$830	\$780	N/A	N/A	N/A	N/A	N/A
1/2-Page Horiz.	\$1,340	\$1,280	\$1,200	\$800	\$760	\$720	N/A	N/A	N/A	\$2,145	\$1,825
1/3-Page	\$1,030	\$980	\$930	\$540	\$510	\$480	\$460	\$440	\$420	N/A	N/A
1/6-Page	N/A	N/A	N/A	\$350	\$30	\$310	\$300	\$290	\$270	N/A	N/A
Column Inch	N/A	N/A	N/A	N/A	N/A	N/A	\$80	\$75	\$70	N/A	N/A
Cover 2	\$2,370	\$2,250	\$2,130	N/A	N/A	N/A	N/A	N/A	N/A	\$3,530	N/A
Cover 3	\$2,170	\$2,060	\$1,950	N/A	N/A	N/A	N/A	N/A	N/A	\$3,465	N/A
Cover 4	\$2,480	\$2,370	\$2,230	N/A	N/A	N/A	N/A	N/A	N/A	\$3,565	N/A

Less 20% Discount for USA Water Ski-Affiliated Camps: \$ _____

TOTAL AMOUNT DUE: \$ _____

PAYMENT INFORMATION

Check/MO *(payable to USA Water Ski)* Visa MasterCard Discover American Express

Cardholder's Printed Name _____ Signature _____

Credit Card # _____ - _____ - _____ - _____ Exp. ____/____ CVV# _____
(last 3 digits on back of card)

Billing Address _____ City _____ State _____ Zip Code _____

"This contract is a commitment for advertising in accordance with the General Conditions set forth in USA Water Ski's Advertising Media Kit. First-time advertisers and those choosing only Web or newsletter insertions must pay in full when contract is submitted for first insertion. I have read the General Conditions and agree to the terms. I am authorized to commit to this insertion order and purchase this advertisement."

Signature _____ Title _____ Date _____

Thank you for advertising with us!