

Challenge

A PUBLICATION OF DISABLED SPORTS USA

2016

CHALLENGE MAGAZINE PROMOTES HEALTH AND INDEPENDENCE THROUGH SPORTS.

ADVERTISING WITH CHALLENGE MAGAZINE ALLOWS YOU TO REACH A UNIQUE AUDIENCE SEEKING INFORMATION TO ENHANCE THEIR LIFESTYLES.

- 120 DSUSA Chapters nationwide serving 60,000-plus members of the disability community
- 24,000-plus circulation of readers of varying abilities (limb loss, spinal cord injury, muscle weakness, nerve damage, brain injury) who are interested in sports & recreation activities.
- This diverse group includes amputees, wheelchair users, wounded warriors (amputees and TBI/PTSD), as well as prosthetists/orthotists, trainers, and others who support the differently-abled.
- Published three times annually with an estimated readership of 55,000 per edition
- Digital edition
- Increased distribution at regional & national events

Celebrating

19
YEARS

of Publishing



COMPELLING CONTENT

- Sports how-tos
- Training tips
- Inspirational athlete stories
- Warfighter Sports achievements
- Announcements and coverage of local, regional, and national disabled sporting events
- Event Calendars
- Paralympic Games coverage

For information on advertising options, call Patty Johnson at (800) 969-0200, ext 103, or e-mail patty@rspr.com.

OFFICIAL PUBLICATION
OF DISABLED SPORTS USA
AND ITS CHAPTER NETWORK





RATES (NET)

4-COLOR	1X RATE	2X RATE	3X RATE
Full Pg.	\$2,600	\$2,495	\$2,390
2 Pg.	4,600	4,450	4,295
Inside Back & Inside Front (L&R) Covers	Add 20%	Add 20%	Add 20%
Back Cover	3,000	2,890	2,775
1/2 Pg.	1,525	1,455	1,390
1/4 Pg.	850	780	685

BLACK AND WHITE	1X RATE	2X RATE	3X RATE
Full Pg.	1,675	1,450	1,370
1/2 Pg.	835	815	750
1/4 Pg.	525	500	480

MARKETPLACE	1X RATE
Up to 100 words, plus a photo	600

MECHANICAL REQUIREMENTS

MATERIALS: High-Res PDFs, jpegs, with all fonts and links embedded.

TRIM SIZE: 8.375" x 10.875"

SIZE	DIMENSIONS
2 Pg. Spread (Bleed)	16.75" x 10.875"
2 Pg. Spread (Non-Bleed)	14.75" x 9.875"
Full Pg. (Bleed)	8.375" x 10.875"
Full Pg. (Non-Bleed)	7.375" x 9.875"
1/2 Pg.	7.375" x 4.75"
1/3 Pg.	4.8333" x 4.75"
1/4 Pg.	3.5" x 4.75"



TERMS & CONDITIONS

Payment Due Date: All invoices must be paid in U.S. currency within thirty (30) days of invoice. After 30 days, an interest charge of 1-1/2 percent monthly will be added to the account. If payment is not received within sixty (60) days after the due date, the publication reserves the right to refuse future ads.

Publisher Liability: Liability of the publisher for any error, omission, or delay for which the publisher may be held generally responsible shall not exceed the cost of the space paid for and occupied by an individual advertiser.

Contract Cancellation: If an advertiser fails to purchase sufficient ads to obtain a discount, the rate will revert to the amount specified for the actual number of ads run in that calendar year. Special positions require a 120-day/two issue notice of cancellation.

Acceptability of Advertising: CHALLENGE magazine reserves the right to refuse advertising deemed inappropriate for its publication. The advertiser and/or its representatives are solely responsible for ad content. Advertising in the form of editorial copy must be labeled as advertising to avoid confusion with text.



EDITORIAL HIGHLIGHTS & DEADLINES

FIND OUT JUST HOW EFFECTIVE TARGETED ADVERTISING CAN BE BY PLACING YOUR PRODUCTS OR SERVICES IN THE NEXT ISSUE OF CHALLENGE!

SPRING 2016

Kayaking

Rock Climbing

Highlighted Events: Paralympic Qualifying Events Calendar, Regional Multi-Sport Events

Space/Copy Deadline: February 25

Art Due: March 10

SUMMER 2016

Paratriathlon

Surfing

Highlighted Events: Rio Paralympics Preview, The Hartford Ski Spectacular Preview

Space/Copy Deadline: June 9

Art Due: July 14

WINTER 2016

Archery

Biathlon

Highlighted Events: Post-Paralympic Coverage, USA Sled Hockey Classic, Ski/Snowboard Racing Opportunities

Space/Copy Deadline: September 22

Art Due: October 20

IN EVERY ISSUE

Perspective

Chapter Events

Warfighter Sports

Athlete Profile

Chapter Listing

Marketplace





ADVERTISING AGREEMENT

PLEASE RESERVE THE FOLLOWING SPACE IN DS/USA CHALLENGE UNDER THE TERMS AND CONDITIONS DESCRIBED IN THE RATE CARD.

Number of insertions _____ Contract Term _____

Ad Size _____ Format _____

Rate per ad for contract term _____

Color(s) _____ Special position/cover _____

Other instructions _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Advertising Agency _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorizing Signature _____

Print Name _____

Date _____



Challenge magazine is printed tri-annually and is the official publication of Disabled Sports USA.