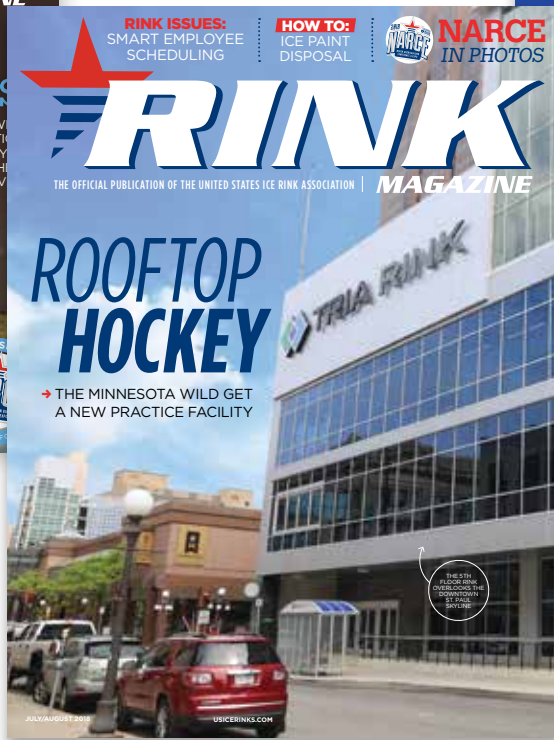


RINK MAGAZINE

MEDIA GUIDE ★ 2019 ★



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OVERVIEW

★ MEDIA GUIDE 2019 ★

★ RINK MAGAZINE

Now in its eighteenth year, *RINK Magazine* is the insider's resource for the ice rink industry.

RINK Magazine is the definitive business publication for ice skating rink managers, owners, engineers, program directors, instructors, and coaches.

All aspects of ice rink operation are covered, with articles written by experienced rink operators and experts in the ice rink profession. With the largest circulation in the industry, *RINK Magazine* is distributed to every member ice rink in the U.S.

★ THE UNITED STATES ICE RINK ASSOCIATION

RINK Magazine is owned and operated by the United Ice Rink Association, the premier ice rink membership association in the United States providing resources and educational opportunities to ice rink professionals.

Formed as a joint venture between USA Hockey and U.S. Figure Skating, the United States Ice Rink Association is the largest national organization dedicated to supporting and fostering positive changes in the ice rink industry. The United States Ice Rink Association delivers educational programs and certifications designed to meet the specialized needs of the ice rink industry.

★ NARCE

The North American Rink Conference & Expo (NARCE) culminates annually for one week to provide an extensive gathering of professional rink owners, operators, and exhibitors. NARCE offers multiple educational and networking opportunities in conjunction with the industry's largest trade show, the Rink Expo. The Rink Expo is the industry's premier tradeshow filled with exhibitors showcasing services and products tailored specifically for the ice rink industry. NARCE is an event unrivaled in the ice rink industry.



Rates Effective Jan. 1, 2019

★ ADVERTISING RATES

4-Color Process or Black and White

Size	MEMBER RATES			NON-MEMBER RATES		
	1x	3x	6x	1x	3x	6x
Full Page	\$1,275	\$1,211	\$1,148	\$1,700	\$1,615	\$1,530
2/3 Page	956	908	861	1,275	1,211	1,148
1/2 Page Horizontal	829	779	746	1,105	1,039	995
1/3 Page Vertical	638	606	574	850	808	765
1/4 Page Vertical	510	485	459	680	646	612



The official publication of the United States Ice Rink Association

Premium Positions

Opposite TOC	\$250
Second Cover	\$350
Third Cover	\$300
Fourth Cover	\$400

★ CIRCULATION

Now in its eighteenth year, *RINK Magazine* is the insider's resource on the rink industry. *RINK Magazine* is the definitive business publication for ice skating rink managers, owners, engineers, program directors, instructors, and coaches. All aspects of running a rink are covered, and articles are written by experts in the field. With the largest circulation in the industry, *RINK Magazine* is distributed to every member ice rink in the U.S.

RINK is owned and operated by the United States Ice Rink Association, the leading association in the U.S. rink and arena industry. Created as a joint venture between USA Hockey and U.S. Figure Skating in 2000, the United States Ice Rink Association is a membership association that provides education, training and new resources to rink members, professionals and vendors in the rink and arena industry.

FREQUENCY DISCOUNT

Frequency rates are based on the number of insertions used during a 12-month period. Frequency rates are allowed in advance only with signed contracts received by first closing date; otherwise, frequency rates allowed as earned.

INSERT ADVERTISING

Call for rates on inserting your brochure or collateral piece.

TERMS

Terms are net 30 days upon approved credit. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.

MATERIAL SPECIFICATIONS

Page Size:

Trim: 8¹/₄" x 10⁷/₈"

Safety: 7³/₄" x 10³/₈"

Bleed: 8¹/₂" x 11¹/₈"

Paper:

60# Gloss Text

Print:

Sheet-fed

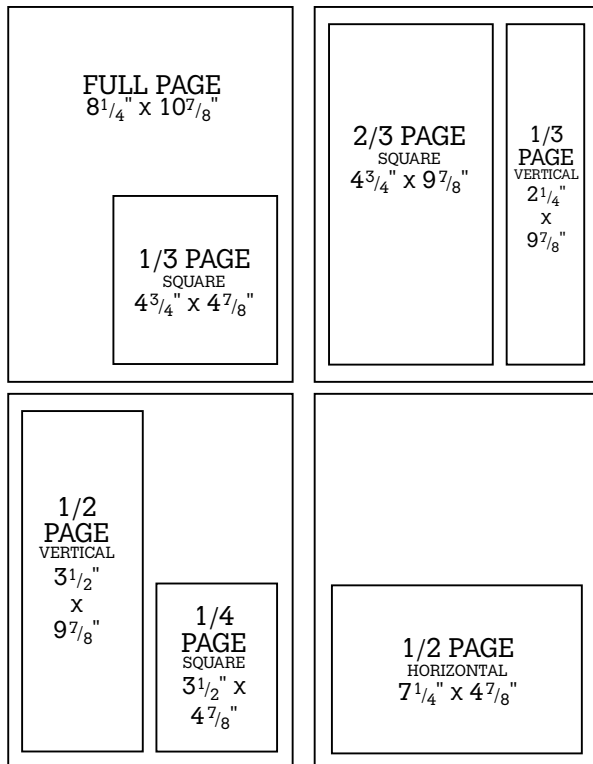
Bindery:

Saddle-stitched

Bleeds accepted on full page ads only.

ADVERTISEMENT SIZES

Full Page	8 ¹ / ₄ " x 10 ⁷ / ₈ "
2/3 Page	4 ³ / ₄ " x 9 ⁷ / ₈ "
1/2 Page Vertical	3 ¹ / ₂ " x 9 ⁷ / ₈ "
1/2 Page Horizontal	7 ¹ / ₄ " x 4 ⁷ / ₈ "
1/3 Page Vertical	2 ¹ / ₄ " x 9 ⁷ / ₈ "
1/3 Page Square	4 ³ / ₄ " x 4 ⁷ / ₈ "
1/4 Page Square	3 ¹ / ₂ " x 4 ⁷ / ₈ "



DEADLINES

RINK Magazine is printed six times annually. Deadlines for space and materials are listed below. If you contract with the publisher to typeset your ad, copy must be received three working days prior to published materials deadline for proper proof approval.

Issue Date	Space	Material	Mail
January/February 2019	11/28/18	12/4/18	1/1/18
March/April 2019	1/29/19	2/5/19	3/1/19
May/June 2019	3/22/19	4/2/19	5/1/19
July/August 2019	5/24/19	5/31/19	7/1/19
September/October 2019	7/26/19	8/2/19	9/2/19
November/December 2019	9/24/19	10/2/19	11/1/19

DIGITAL SPECS

COMPUTER GENERATED ADS

Touchpoint Media prefers to receive ads in **Hi-res PDF format**. Adobe InDesign, Adobe Illustrator EPS (w/ outlined fonts), Adobe Photoshop (TIF/EPS/JPG) formats are also accepted. Submit ads on CD or you can FTP the files. Be sure to include all appropriate artwork and typefaces if necessary. Ensure all embedded images are in CMYK format. We cannot be responsible for RGB or spot color print production.

AD SUBMISSION

Ads can be e-mailed to info@touchpointmedia.com.

File too large to send via email? We recommend using **WeTransfer.com**. It is a free service that allows large files to be compressed and sent via link.

AD CREATION

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.

★ THE U.S. ICE RINK ASSOCIATION VENDOR MEMBER DIRECTORY

The United States Ice Rink Association produces an annual Vendor Member Directory with a comprehensive list of the industry-leading vendors. The directory is used as a resource for rink operators, owners, and managers connecting them to ice rink specific companies. For information on advertising in the United States Ice Rink Association Vendor Member Directory please call Bryan Nelson at 763-595-0808, ext. 2405.



★ THE UNITED STATES ICE RINK ASSOCIATION MEMBERSHIP & SPONSORSHIP

The United States Ice Rink Association offers Vendor Members several options for additional exposure through advertising, sponsorships, and training programs. To learn more about becoming a vendor member or sponsor of the United States Ice Rink Association, please call Jeff Theiler at 719-538-1149.



Visit the United States Ice Rink Association online at USICERINKS.com

★ NARCE

NARCE is the largest event of the ice rink industry and will be held May 21-24, 2019 in Buffalo, N.Y. To learn more about exhibiting or sponsorship opportunities for NARCE 2019, please contact Jeff Theiler at 719-538-1149.



Visit NARCE online at NARCE.com.