



July 2014

The 2014-15 USA Curling Media Guide & Directory is currently in production. We would like to offer you the opportunity to advertise in this exclusive 140+-page publication. USA Curling's membership continues to grow as the sport sprouts up with new clubs, and more importantly, new dedicated facilities, each year.

The Media Guide & Directory once again will feature contact information for USCA-member clubs and a bonspiel schedule, as well as highlights from all of the championship events.

Copies of the USA Curling Media Guide & Directory are distributed to every member club, all USCA Directors, regional contacts and other USCA representatives. In addition, the publication also is given to key U.S. Olympic Committee representatives, World Curling Federation officers and media representatives. In addition, a digital version is uploaded to the USA Curling website for download by individual members and fans. In addition, a PDF version will be posted at www.usacurl.org.

Advertising rates for the 2014-2015 Media Guide & Directory are as follows:

Dimensions (not interchangeable): Half page = 3 5/8 by 4 1/8; Full page = 3 5/8 by 8 ¼

- **Half page inside:** \$300
- **Full page inside:** \$500
- **Half page inside cover:** \$500 (four available, pending sale of full pages)
- **Half page back cover:** \$700 (only two available, and only if full cover not sold first; includes spot color)
- **Full page inside cover:** \$800 (two available; full color)
- **Full page back outside cover:** \$1,000 (first come, first serve. Reserve today!)

Ads and ad contracts can be emailed to me at terry.kolesar@usacurl.org. Ad designs should be submitted as Jpeg, PDF or EPS files.

USA Curling has instituted a new policy related to payment for advertising in our publications. The policy relates to all advertising costing \$100 or more:

New Advertisers

Payment in full is required of new advertisers at the time of their first ad placement. This payment establishes credit and a "recognized advertiser" status with USA Curling.

Recognized Advertisers

Advertisers with established accounts will receive invoices for advertising after publication. Payment in full will be due within 30 days of the invoice date. USA Curling will send a reminder

notice for past-due accounts. If payment is not received prior to the next advertising deadline and within 30 days of the reminder notice, payment in full will be required prior to publication for all subsequent ads until the account is paid in full.

Please contact me no later than **July 31** to reserve advertising space (keep in mind that select space will be sold on a first-come, first-serve basis).

Please don't hesitate to call or email me with questions. Thank you!

Good curling,

A handwritten signature in black ink that reads "Terry L. Kolesar". The signature is written in a cursive, flowing style.

Terry Kolesar
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