

# Advertising Application for the 2010 NIRSA RECREATIONAL SPORTS DIRECTORY

Advertising Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Agency \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Send Invoice To: \_\_\_\_\_

## Please check each of the following items that apply to your insertion:

### Ad Size

- Full Page  
 1/2 Page  
 1/4 Page

### Color/Bleed

- B/W  
 Bleed  
 2 Color  
 4 Color

### Premium Position

- Inside Front Cover  
 Inside Back Cover  
 Back Cover  
 Divider Page

### Discount

- Associate Membership: **10%**  
 Agency Discount: **15%**

Pick up existing ad?  Yes  No

New art?  Yes  No

Buyers Guide Listing only: **\$100** (prepaid)

(Complimentary for all paid advertisers)

## Contract/Artwork/Payment Deadline: September 18, 2009

NIRSA retains sole discretion and authority in the acceptance, approval, assignment, placement, arrangement and appearance of all advertisements. No advertisement copy is accepted until official notification by NIRSA has been granted in writing. NIRSA reserves the right to prohibit or restrict advertisements which it considers objectionable, competes with existing NIRSA endorsed and sponsored programs, or any other reason.

Your Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Accepted for NIRSA By \_\_\_\_\_

Date \_\_\_\_\_

Base Rate _____
- Discount _____
Subtotal _____
<b>TOTAL DUE \$</b> _____
<b>Payment Information (due by 09/18/09)</b>
<input type="radio"/> Check enclosed made payable to "NIRSA" — US funds only
<input type="radio"/> Visa <input type="radio"/> MasterCard
<input type="radio"/> Discover <input type="radio"/> American Express
_____
CREDIT CARD NUMBER
_____
EXPIRATION DATE
_____
SIGNATURE



**NATIONAL INTRAMURAL-RECREATIONAL SPORTS ASSOCIATION**

NIRSA National Center • 4185 SW Research Way • Corvallis, OR 97333-1067  
tel: 541-766-8211 • fax: 541-766-8284 • email: expo@nirsa.org

# Your Target Market: RECREATIONAL SPORTS

**NIRSA is the leading resource for professional and student development, education and research in collegiate recreational sports.**

NIRSA has nearly 4,000 members who represent college/university recreation, military recreation, community recreation centers, correctional facilities and more!

## What in the world is an RSD?

Published annually, NIRSA's Recreational Sports Directory is an important resource guide that recreational sports professionals use every day. The RSD includes contact information on all NIRSA members, a comprehensive Buyer's Guide, supplier advertisements, and more! The RSD has been rated the #1 resource product of our members, so we know they use it.

## Advertising rates

SIZE	B/W	2-Color	4-Color
Full page	\$855	\$985	\$1185
Half page	\$635	\$765	\$965
Quarter page	\$415	\$545	\$745

## Premium positions

Inside front cover	\$1795
Inside back cover	\$1705
Back cover	\$1865
Divider page	\$1515

All premium positions are 4-color ads.

Full page, 4-color advertisers receive a complimentary 2008 Recreational Sports Directory.

## Mechanical specs

SIZE	WIDE	DEEP
Full page	7.5"	10"
Half page	7"	5"
Quarter page	3.5"	5"
Covers	7"	10"
Divider page	7"	10"

Bleed allowance 0.125" on all four sides

Full-page bleed: 8.75" x 11.25"

**Note: Bleed ads should allow 0.5" punch margin for text due to binding.**

- **Art should be provided on disc.** Additional charge for film output: \$48. Additional charge for color proof: \$10. Additional charges may apply if graphic design work is required. Please supply Mac or PC using any of the following: Adobe Illustrator, Adobe InDesign, Photoshop PSD, or Acrobat PDF. Supply original application files with accompanying artwork and fonts and provide hard copy. Call NIRSA for details.
- **Film specs:** Trim size: 8.5" X 11"; right reading; emulsion down; negative; 150 line screen; include crop marks on film.
- Include color proof with film and discs

## What's in it for you?

Advertising in the RSD offers you exposure to a flourishing recreational sports and fitness market.

According to our most recent data, member colleges/universities will spend \$3.17 billion on new construction, additions, renovations and expansions over the next 5 years.

**If you are in the business of providing architectural services, sporting goods, fitness equipment, software, flooring, lighting, aquatic supplies, pool construction, advertising specialties, apparel or any product or service for the recreation market, then this promotional opportunity is for you!**

Call NIRSA today to talk about your advertising needs.

## Discounts

NIRSA Associate Members.....	10%
Agency discount .....	15%

- If you'd like to become an Associate Member, contact NIRSA today!

## Deadlines

Artwork deadline .....	September 18, 2009
Payment deadline.....	September 18, 2009

## Buyer's Guide listing

All NIRSA Associate Members and RSD advertisers will automatically be included with a brief description and contact information for their companies. All other companies may be included for \$100. Please contact the NIRSA National Center for more information.

## Call now for premium positions!

Advertising contract and RSD Buyer's Guide listing information are available through the NIRSA National Center.



## NIRSA National Center

4185 SW Research Way  
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