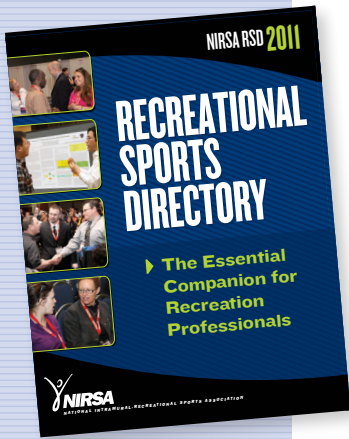


# Your Target Market: RECREATIONAL SPORTS



**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.

## 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.**



**NIRSA National Center**  
4185 SW Research Way  
Corvallis, OR 97333-1067

tel: (541) 766-8211  
fax: (541) 766-8284

web: [nirsa.org](http://nirsa.org)  
email: [expo@nirsa.org](mailto:expo@nirsa.org)

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.

# Advertising Application for the 2011 NIRSA RECREATIONAL SPORTS DIRECTORY

Return to the NIRSA National Center  
4185 SW Research Way  
Corvallis, OR 97333-1067  
fax: 541-766-8284  
call: 541-766-8211



Application is made for (please print clearly):

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

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Email Invoice To: \_\_\_\_\_

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

Premium Positions <i>Note: All premium positions are 4-color</i>	4-Color (CMYK)							
	NIRSA Associate Member		Nonmember					
Back Cover, 8.5" x 11"	<b>SOLD</b>		<input type="radio"/>	\$1,875				
Inside Front Cover, 8.5" x 11"	<b>SOLD</b>		<input type="radio"/>	\$1,795				
Inside Back Cover, 8.5" x 11"	<input type="radio"/>	\$1,530	<input type="radio"/>	\$1,700				
Divider Page, 8.5" x 11"	<input type="radio"/>	\$1,370	<input type="radio"/>	\$1,525				
Ad sizes	NIRSA Associate Member		Nonmember		NIRSA Associate Member		Nonmember	
Full Page*, 8.5" x 11"	<input type="radio"/>	\$1,065	<input type="radio"/>	\$1,185	<input type="radio"/>	\$765	<input type="radio"/>	\$850
Half Page, 8.5" x 5.5"	<input type="radio"/>	\$855	<input type="radio"/>	\$950	<input type="radio"/>	\$585	<input type="radio"/>	\$650
Quarter Page, 4.25" x 5.5"	<input type="radio"/>	\$675	<input type="radio"/>	\$750	<input type="radio"/>	\$380	<input type="radio"/>	\$420

Call NIRSA today for premium positions!

\*Full page 4-color advertisers receive a complimentary 2011 RSD

**Bleeds:** Add 0.125" on all sides

**Buyers Guide Listing**

Listing only  \$100 (prepaid)

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.

**Discounts reserved for Associate Members:**

Contact NIRSA about becoming an Associate Member today!

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 \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Print Title \_\_\_\_\_

Deadline for Contract/Artwork/Payment:  
**SEPTEMBER 18, 2010**

TOTAL DUE:

**Payment Information**

- Check enclosed made payable to "NIRSA" — US funds only
- Visa  MasterCard
- Discover  American Express

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

OFFICE USE ONLY: Accepted for NIRSA by:

Date: