



# CALIFORNIA **RUBBER** MAGAZINE



## About California Rubber Magazine

Launched in 2008 by Good Sport Media, Inc., a Minneapolis, Minnesota-based publishing company, California Rubber Magazine positions itself as the Authoritative Voice of Ice and Inline Hockey in the Golden State.

With editorial coverage that includes every ice and inline hockey association in the state, as well as midget, junior, college and professional hockey, California Rubber Magazine is a must-read for players, parents, coaches, administrators and industry personnel.

California Rubber Magazine, along with its Web site, RubberHockey.com, is the trusted source for breaking news, columns and in-depth features. A professional editorial staff and expert columnists drive its respect and influence in the local hockey community.

### Reader Profile

California Rubber Magazine has a passionate and captive audience of players, parents, coaches and administrators who read the publication because it's informative, entertaining, readily-available and, most importantly, because it's their paper - about them and the teams they play for and follow. No other publication combines a readership base this large with such a focused local interest component.

California Rubber Magazine's readers are the purchasers of hockey equipment, apparel and accessories to compliment their game on the ice and on the floor. They are also the purchasers of video, travel and entertainment goods to compliment their off-ice experience.

Always in search of the next best training device and facility, they also attend hockey camps, play in and organize tournaments, attend hockey games, train for hockey year-round, participate in tryouts and dine out regularly.

### Format

11" x 13.75" tabloid magazine printed on #72 bright newsprint

### Frequency

Ten (10) times a year: September-May, July

### Circulation

10,000 copies per issue

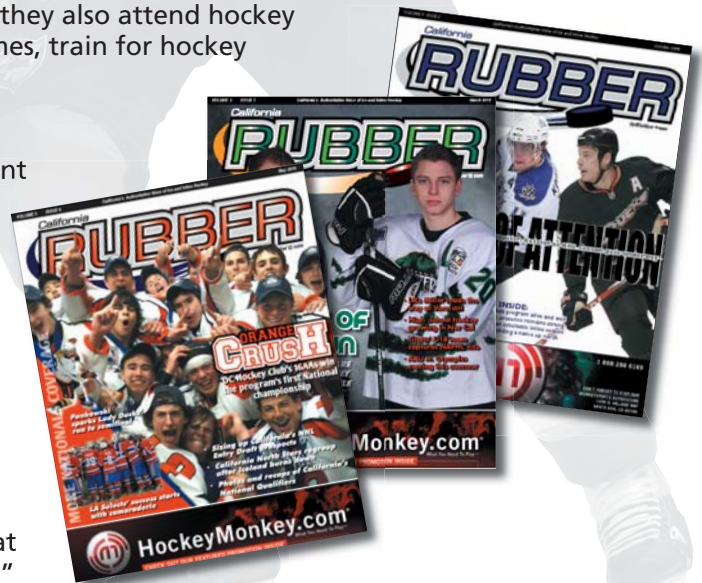
### Readership

30,000 per issue: 300,000 per year  
Total estimated based on three (3) people reading each issue

California Rubber Magazine is also available digitally online at RubberHockey.com and through its e-newsletter, "On The Fly" (both are distributed on a complimentary basis)

### Distribution

Complimentary to ice arenas, inline facilities, pro shops, sporting goods stores, tournaments and showcases, training facilities, ice and inline hockey associations



For information on California Rubber Magazine or RubberHockey.com advertising opportunities, please contact:



P.O. Box 24024 · Edina, MN 55410  
Tel: 612-929-2171 · Fax: 612-920-8326  
info@goodsportmedia.com



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# Advertising Rates

All rates are net and based on black-and-white ads. Please add \$250 for full color.

	1x	3x	5x	7x	9x-10
Full Page	\$799	\$725	\$650	\$575	\$499
Half Page	\$499	\$449	\$399	\$349	\$299
Quarter Page	\$299	\$275	\$249	\$225	\$199
Eighth Page	\$199	\$189	\$175	\$159	\$149
Bottom Banner	\$149	\$145	\$137	\$129	\$125
Marketplace	\$49 per issue				

Page Spread: \$1,999  
 Back Cover: \$1,499  
 Inside Front Cover: \$1,375  
 Inside Back Cover: \$1,249  
 Front Cover Banner: \$999  
*All prices include full color*

### Advertising Guidelines

All ad material must be provided as a PDF or JPEG file 300 dpi or higher

Color: CMYK

E-mail ads no later than the 15th of each month by 5:00 PM CST to: [info@rubberhockey.com](mailto:info@rubberhockey.com)

**All advertising programs include a Web Button on RubberHockey.com. Programs of \$1,000 or more include one half-page article on your business.**

For a nominal fee of an additional \$30 per hour, California Rubber Magazine can create your ad. Deadline for needed artwork, graphics, copy, etc. is the 1st of month preceding the next issue.

Contact us for FTP site instructions if files are larger than 10 MB



### Advertising Policy

All advertising submitted is subject to approval of Good Sport Media, Inc. We reserve the right to refuse any advertising content which does not meet our standards of acceptance.

Advertiser shall purchase space according to the rates and sizes specified in the rate card currently in effect. Each new rate card supercedes the preceding rate card. The publisher reserves the right to change its advertising rates and conditions set forth on the rate card at any time.



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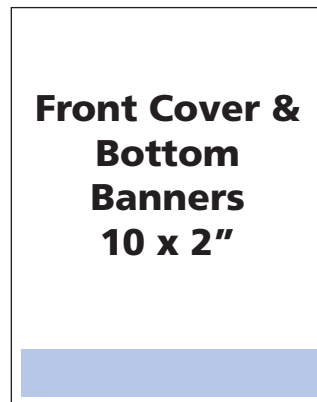
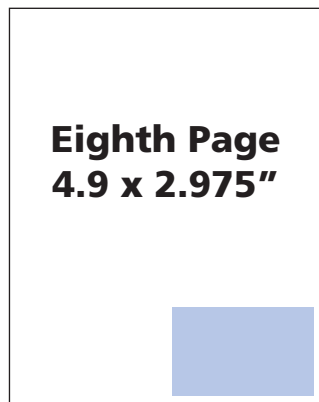
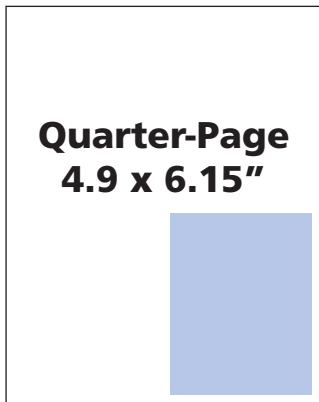
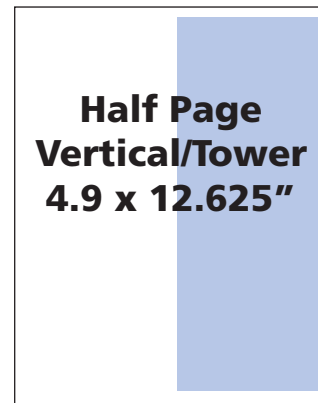
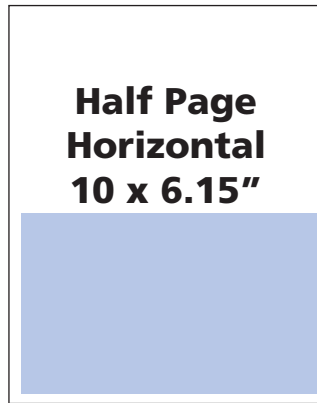
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# Advertising Specifications

All sizes are width x depth. Sizes represent incoming material requirements. Please keep all copy within .375" of ad border. All ad material must be a high resolution PDF or JPEG file at no less than 300 dpi. Color must be CMYK. Black/White must be grayscale.



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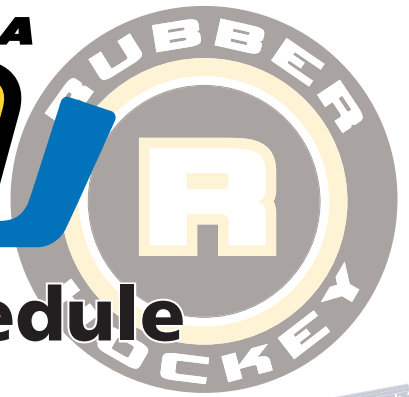
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## 2011 - 2012 Media Schedule

### September 2011

Ad/Editorial Deadline: Monday, August 22

Release Date: Friday, September 2

### October 2011

Ad/Editorial Deadline: Monday, September 26

Release Date: Friday, October 7

### November 2011

Ad/Editorial Deadline: Monday, October 24

Release Date: Friday, November 4

### December 2011

Ad/Editorial Deadline: Monday, November 21

Release Date: Friday, December 2

### January 2012

Ad/Editorial Deadline: Monday, December 26

Release Date: Friday, January 6

### February 2012

Ad/Editorial Deadline: Monday, January 23

Release Date: Friday, February 3

### March 2012

Ad/Editorial Deadline: Monday, February 20

Release Date: Friday, March 2

### April 2012

Ad/Editorial Deadline: Monday, March 26

Release Date: Friday, April 6

### May 2012

Ad/Editorial Deadline: Monday, April 23

Release Date: Friday, May 4

### Summer 2012

Ad/Editorial Deadline: Monday, June 25

Release Date: Friday, July 6



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