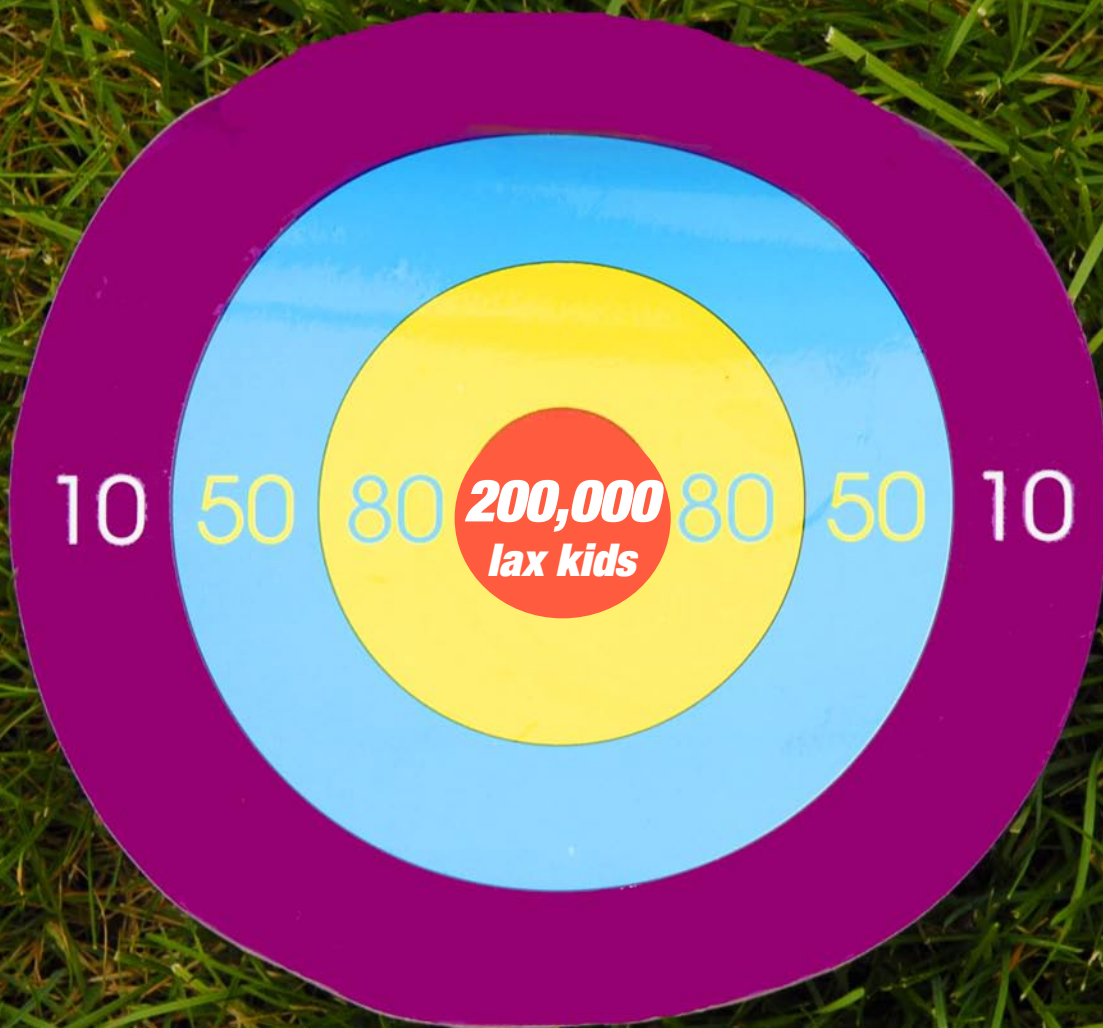


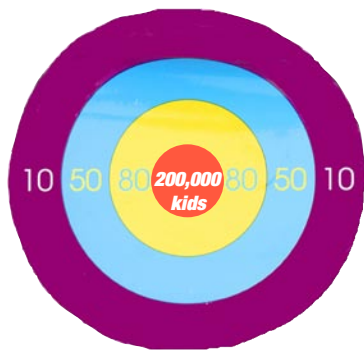
Take aim and



hit your target!

Lacrosse Magazine Camp Kit 2009

free listings • advertising • camp scholarships • insurance



Lacrosse Magazine Camp Kit 2009

BULLS EYE: 200,000 LACROSSE PLAYERS

THE SUMMER CAMP BIBLE - FREE LISTINGS!

The most complete summer camp directory around, you must be a part of the summer lacrosse camp bible. Listings are FREE and will comprise more than 20 pages of the March 2009 issue of Lacrosse Magazine, mailing to a quarter of a million members of US Lacrosse. Pass-along readership will have your listing seen by more than 565,000 readers. **Your camp information for the listing can only be registered online beginning on December 1, 2008, at <https://www.uslacrosse.org/camp>.**

Deadline to post camp information online: December 31, 2008.

ADVERTISING - BIGGEST REACH AND LOWEST COST PER THOUSAND IN INDUSTRY!

Take perfect aim with an ad! The March issue of Lacrosse Magazine is our largest issue in pages and distribution, mailing to 200,000 potential campers: 75,000 youth players under the age of 12 and 138,000 middle and high school players. Less expensive per thousand readers reached than direct mail or other advertising choices, save money and time with an advertisement. Advertising space is VERY LIMITED and your most cost effective tool to reach the masses!

Ad reservation deadline: December 15, 2008. Artwork deadline: January 15, 2009.

Quick Facts about Lacrosse Magazine:

- **Paid membership/subscribers: 260,000**
- **Audience: 569,400**
- **Cost per thousand: \$14.23**
- **Percentage male: 68%**
- **Median age: 14**
- **Median household income: \$182,500**
- **#1 circulation title in the market**
- **Wider variety and deeper saturation of the lacrosse market than any other lacrosse media outlet**

CAMP SCHOLARSHIP PROGRAM

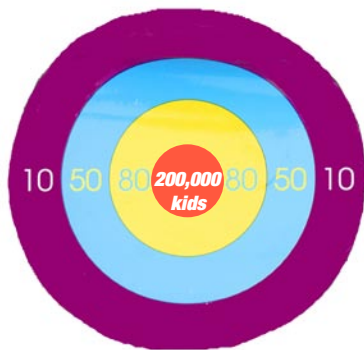
With your generosity, US Lacrosse can match your camp with financially challenged children from underserved communities. Your donation will be acknowledged in Lacrosse Magazine and online at www.uslacrosse.org and LaxMagazine.com. For more info, visit <http://www.uslacrosse.org/programs/camp.html>. Your camp scholarship donation should be made online at www.uslacrosse.org/camp when registering for the camp directory, prompted after you've completed posting your camp directory information.

Deadline: December 31, 2008.

CAMP INSURANCE

US Lacrosse continues to offer an outstanding program to insure your lacrosse camps and clinics. Information and rates can be found at www.bollingerlax.com. Please contact Bollinger Insurance for more information: 1-800-350-8005 or email lacrosseinfo@BollingerInsurance.com.

Deadline: at least two weeks prior to camp.



Lacrosse Magazine Camp Kit 2009

DIRECTIONS FOR LISTING YOUR CAMP

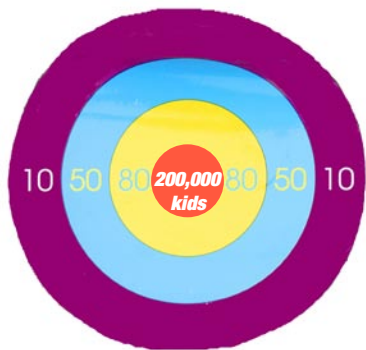
In order to be included in the published National Summer Camp Directory in the March issue of Lacrosse Magazine, you must submit your listing online. It will only take a few moments to be included in the most comprehensive listing of lacrosse camps anywhere... and IT'S FREE! Don't miss being a part of this critical and valuable service to the US Lacrosse members!

1. Visit <https://www.uslacrosse.org/camp>
2. You will be brought to the "Restricted Area" screen. Since we clear the information each year, please go down to "Not Registered? Click here." Select. Please enter your personal information and select a name and password of your liking. (It is not associated with your USL membership number, so need to check with membership.) You choose! Be sure to complete all required fields. Please remember your user name and password in case you need to go back and edit your listing.
3. You will be asked for your contact information; you should only have to enter this once for multiple camp listings.
4. At login, please enter the username and password that you just established.
5. The next screen will allow you to add a camp, edit a listing, etc. Now you can add your camps. PLEASE DO NOT WRITE IN ALL CAPS. You will be asked for the following information regarding your camp:
 - Name of camp
 - Venue
 - City
 - State
 - Dates
 - Day, evening or overnight (can choose more than one)
 - Age Group
 - Cost
 - Gender (M, F, Co-Ed)
 - Primary focus of camp (Recruiting, Skill Development, Specialty, Team) - choose one option
 - Published camp contact
 - Published phone number
 - Published email
 - Website
6. Click "Add Camp". Once completing this section, you will be directed to a screen that informs you that your new camp has been created. You can continue now to edit your profile, change password, add new camps and list your camps already entered.
7. You will also be asked if you want to participate in the Camp Scholarship Program. We hope that you will consider donating a space for underserved youth, and will be recognized for your contribution in Lacrosse Magazine and online.

You are done. That was easy. Thanks for participating!

If you'd like to verify that your listing has been entered, or need to edit the information submitted, please log back on to www.uslacrosse.org/camp, enter your user name and password, then choose the "edit" option.

YOU MUST POST YOUR CAMP LISTINGS FROM DECEMBER 1 - 31, 2008.



Lacrosse Magazine Camp Kit 2009

RATES AND PRODUCTION INFORMATION

SPECIAL RATES FOR CAMPS

<u>Size</u>	<u>Cost per one insertion</u>	<u>Cost per two or more insertions</u>
Spread	\$7300	\$7100 each
Full page (bleed)	\$3700	\$3500 each
2/3 page	\$2000	\$1900 each
1/2 page	\$1500	\$1400 each
1/3 page	\$1100	\$1000 each
1/6 page	\$600	\$500 each
1/12 page	\$400	\$300 each

DEADLINES

<u>Issue</u>	<u>Art due</u>
February	January 1, 2009
March	January 15, 2009
April	February 15
May	March 15

ART REQUIREMENTS

- email or mac compatible disk
- pdf, tiff, or eps format
- cmyk colors only
- 300 dpi, 150 line screen
- 280 maximum ink density
- Magazine trim size: 8.125" x 10.8125"
- Off-set web printing
- Perfect bound binding

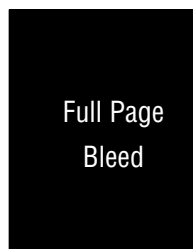
DELIVERY INSTRUCTIONS

- Email to kmuller@uslacrosse.org
- Ship via UPS or Fed Ex only to:
Kira Muller
Lacrosse Magazine
3355 Keswick Road #300
Baltimore, MD 21211

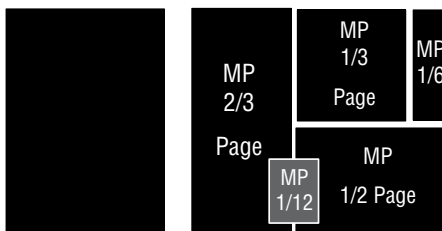
MECHANICALS



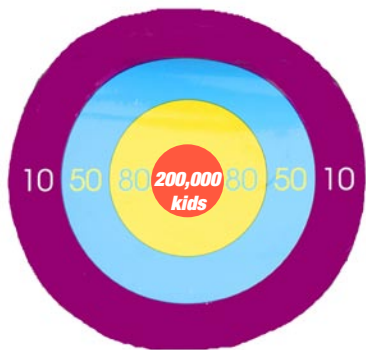
trim size: 16.2" w x 10.8125" h
bleed size: 16.5" w x 11.0625" h
live area: 15.75" w x 10.5625" h



trim size: 8.125" w x 10.8125" h
bleed size: 8.375" w x 11.0625" h
live area: 7.875" w x 10.5625" h



Marketplace	width x height
full page	6.875" x 9.35"
2/3 page	4.4" x 9.35"
half page	6.875" x 4.6125"
1/3 page	4.4" x 4.6125"
1/6 page	2.125" x 4.6125"
1/12 page	2.125" x 2.15"



Lacrosse Magazine Camp Kit 2009 AD RESERVATION FORM

Issues in which your ad is to appear

Ad size

Cost

- February _____
- March (Camp issue) _____
- April _____
- May _____

Contact information

Name _____

Camp _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Website _____

Advertisements can only be reserved and place with FULL PAYMENT.

- Credit Card Number _____
Expiration Date _____
Signature _____
- Check enclosed, made payable to US Lacrosse.

Please complete and fax or mail this form to:

Kira Muller
Lacrosse Magazine
113 West University Parkway • Baltimore MD 21210
410-235-6882 x105 • 410-889-0744 fax • kmuller@uslacrosse.org

Completion and return of this form constitutes a contract.

Once this reservation form is received, you will receive a confirmation email booking your space.

Thanks for your commitment to develop the game through your support of Lacrosse Magazine.