



# Coastal SPORT & WELLNESS

CONNECTION FOR HEALTH, NUTRITION, EXERCISE & EVENTS

**P**ublished every six weeks, eight times a year, Coastal Sport & Wellness Magazine is the premier publication for health, nutrition, wellness and sports-related information in the Lowcountry of South Carolina and Georgia's Coastal Empire. Established in 1996, each issue of CSW reaches more than 40,000 readers. Issues are complimentary and widely available at about 900 locations in Hilton Head Island, Bluffton, Sun City, Beaufort; Lady's Island, Port Royal, Dataw, Fripp, St. Helena's Island and greater Savannah. Our readers are often heard commenting, "CSW is everywhere." As a community publication, CSW is dedicated to providing educational, informative and inspirational articles for our readers. More than 90% of the articles are written by local experts about local topics, people and events for CSW.



region. Readers of all ages enjoy this entertaining and informative publication. Our 12-member Advisory Board consists of some of the area's finest health and medical professionals. They support the publication through advertising, writing articles related to their expertise as well as answering questions posed by readers. Each issue is dedicated to a central theme, such as women's health, orthopedic and sports medicine, mental health, health and beauty, senior fitness, chiropractic care, children's fitness, alternative healing, family, men's health, and many others. Advertisers in CSW benefit in many ways. Each issue has a six-week shelf life with each issue (unlike a daily, weekly or monthly) your advertising dollar lasts much longer, giving you additional exposure for your investment.



Some 97% of all CSW's printed issues are picked up and passed along by people choosing to read and share Coastal Sport & Wellness with others.



CSW brings our communities closer together by raising awareness and spreading the gospel of fitness and good health. We bridge the gap between our communities informing our readers of the outstanding healthy activities, products and services that are available throughout the

Advertisers also have a unique opportunity to contribute articles sharing their interest and expertise with our readers giving you even more bang for your buck. The local content mainly contributed by our advertisers often creates a dialog between our readers and our advertisers unlike any other publication. For more information about advertising and/or writing for CSW, contact Barbara Weisner at 843.379.2440. We have a wide selection of styles and sizes of advertisements to meet your advertising and budgeting needs.



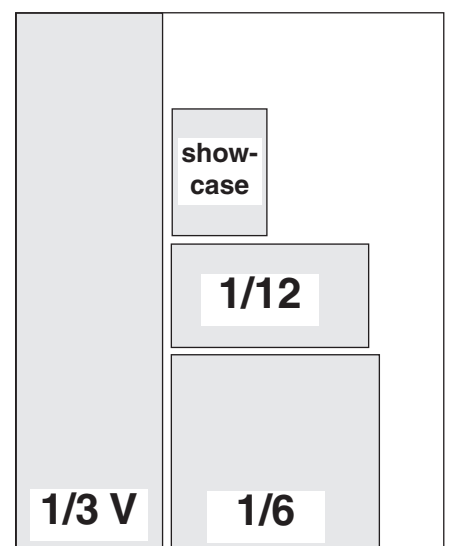
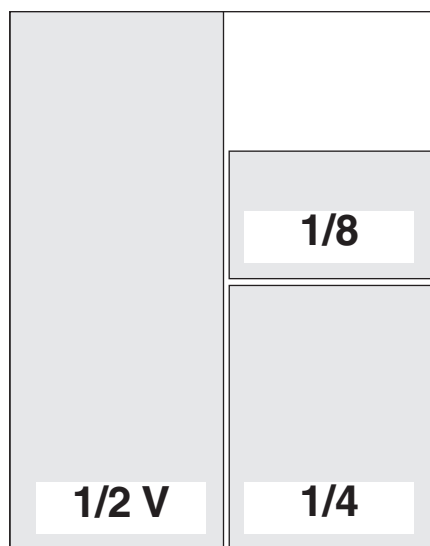
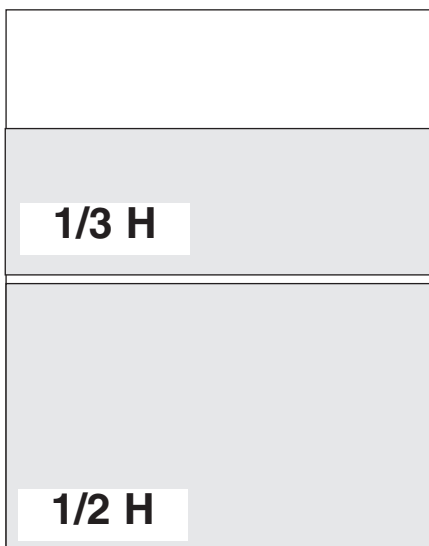
## 2007 Production Schedule

<b>Vol.911 #1</b>	<b>Jan/Feb</b>	<b>Healthier Heart ..New Year, New Happier You ! Dental Health &amp; CSW Celebrates 11 Years!!</b>
Articles/Sales	12/11	Ads due 12/18
Send to Printer	01/05	Newsstand 1/15
<b>Vol.11 #2</b>	<b>March</b>	<b>Live Longer, Live Better Healthy/Active Adults, Plus Golf &amp; Tennis</b>
Articles/Sales	1/26	Ads due 2/02
Send to Printer	2/16	Newsstand 2/26
<b>Vol.11 #3</b>	<b>Spring</b>	<b>Swing into Spring, Outdoor Fitness &amp; Fun, Allergies, Summer Camps &amp; Programs</b>
Articles/Sales	3/13	Ads due 3/20
Send to Printer	3/30	Newsstand 4/05
<b>Vol.11 #4</b>	<b>May/June</b>	<b>Beauty, Fitness &amp; Health, Watersports, Summer Camps/Programs, and Mental Health</b>
Articles/Sales	4/20	Ads due 4/27
Send to Printer	5/09	Newsstand 5/11
<b>Vol.11 #5</b>	<b>July/August</b>	<b>Summer Rx for Fitness &amp; Fun, Back to School Complementary &amp; Chiropractic Health</b>
Articles/Sales	6/14	Ads due 6/15
Send to Printer	6/22	Newsstand 6/27
<b>Vol.11 #6</b>	<b>Sept/Oct.</b>	<b>Children's &amp; Family Health, Fitness &amp; Fun Back in School, All Wheels</b>
Articles/Sales	8/07	Ads due 8/14
Send to Printer	8/23	Newsstand 8/28
<b>Vol.11 #7</b>	<b>Autumn</b>	<b>Focus on Women, Orthopedic/Rehab/Sports Medicine, Hilton Head Bridge Run &amp; Runners Issue</b>
Articles/Sales	9/21	Ads due 9/28
Send to Printer	10/09	Newsstand 10/12
<b>Vol.11 #8</b>	<b>Holiday</b>	<b>Men's Fitness &amp; Health, Holiday Gift Guide Urgent Care Centers</b>
Articles/Sales	11/09	Ads due 11/16
Send to Printer	11/27	Newsstand 11/30

## Ad sizes

(Width x Length in inches)

FULL PAGE .....	10 x 12.625
HALF PAGE .....	10 x 6.25
HALF PAGE VERTICAL .....	.5 x 12.625
1/3 PAGE VERTICAL .....	3.438 x 12.625
1/3 PAGE HORIZONTAL .....	10 x 3.438
1/4 PAGE .....	4.875 x 6.25
1/6 PAGE .....	4.875 x 4.625
1/8 PAGE .....	4.875 x 3
1/12 PAGE .....	4.875 x 2.4375
SHOWCASE SIZE .....	.3x4





## Rates – 2007

	Ad Rates Per Issue				Width x Height
	1X	2X	4X	8X	
Full page	\$800	\$775	\$750	\$725	10 x 12.625
1/2 page	\$555	\$530	\$510	\$495	10 x 6.25 or 5 x 12.625
1/3 page	\$375	\$355	\$340	\$325	3.44 x 12.625
1/4 page	\$335	\$315	\$305	\$295	4.875 x 6.25
1/6 page	\$275	\$255	\$245	\$230	4.875 x 4.625
1/8 page	\$230	\$220	\$210	\$195	4.875 x 3
Banner	\$255	\$235	\$215	\$205	4.625 x 2.44
Showcase Ads	\$135				3 x 4

\$50 Additional Charge for Cover Page.  
 Rates are NET/Pre-payment required on all new accounts.  
 Insert information available upon request.

READERSHIP: 40,000      Circulation: FREE at over 900 key locations  
 Coverage Area: Hilton Head Island, Bluffton, Sun City, Okatie,  
 Beaufort, Lady's Island, St. Helena's, Port Royal, Savannah and vicinity

Issue	Materials	Newsstand
January/February	12/18	1/15
March	2/02	2/26
Spring	3/20	4/05
May/June	4/27	5/12
July/August	6/15	6/27
September/October	8/14	8/28
Fall	9/28	10/13
Holiday	11/16	11/30

**PRODUCTION REQUIREMENTS:** All ads furnished are to be camera ready art (requiring no further typesetting or art work) and must be true to size. Any ads received requiring additional design, type or layout will be billed to the advertiser. 85 line screen. \$ 35 minimum art charge. \$ 20 minimum resize charge. 85 LINE SCREEN. Please read your ad the first time it runs. The publisher bears responsibility for only the first incorrect insertion.



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## Advertising insertion order

BUSINESS \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

AD IDENTIFICATION \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ WEB \_\_\_\_\_

INSERTION DATES \_\_\_\_\_ AD SIZE \_\_\_\_\_

INSTRUCTIONS \_\_\_\_\_

\_\_\_\_\_

AD COST \_\_\_\_\_

SET-UP CHARGE \_\_\_\_\_

TOTAL \_\_\_\_\_

PAID      YES      NO

### PRODUCT REQUIREMENTS

COPY \_\_\_\_\_

ART / LOGO \_\_\_\_\_

SAMPLE \_\_\_\_\_

DEADLINE \_\_\_\_\_

### IMPORTANT INFORMATION

All ads furnished are to be camera ready art (requiring no further typesetting or art work) and must be true to size. Please provide camera ready artwork at 85 line screen on film, hard copy and/or a MAC tiff file. Any ads received requiring additional design, type or layout will be billed to advertiser. \$ 35 minimum art charge. \$ 20 minimum resize charge.

This insertion order confirms and guarantees advertising space in the above itemized issue(s). The advertiser and/or agency agree to all contractual details as slated in the current Coastal Sport & Wellness rate card.

PLEASE NOTE: The advertiser and/or its agency are fully responsible for any amount owed for cancellation of insertions after the reservation deadline has passed. Please read your ad the first time it runs. The publisher bears responsibility for only the first incorrect insertion.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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