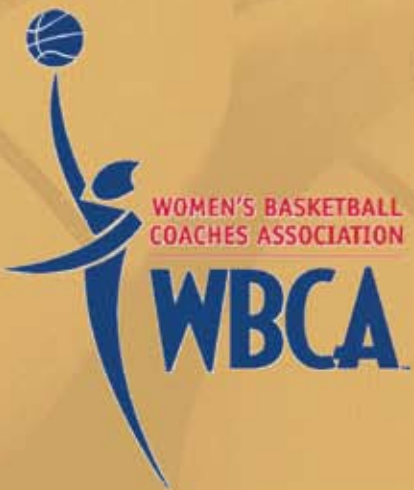


# WBCA Advertising



# Coaching Women's Basketball (CWB) magazine

**CWB** is printed six (6) times a year and is read by the top coaches and decision makers in the game of women's basketball. Your advertising dollars will provide you direct contact with those who are looking to purchase products and services which directly relate to their passion for and the business of women's basketball.

(Approximate circulation: 4,000)

All issues of **CWB** are distributed at critical times before, during and after the women's basketball season. Full page, 1/2 page and 1/4 page advertising space is available in each issue and is printed in color only. The back cover is also available in full color.



## COLOR AD. PRICING

Size	1X	3X	6X		1X	3X	6X
Full	1000	900	800	<b>Back Cover</b>	1500	1350	1200
1/2	650	600	550	<b>Front Inside Cover</b>	1300	1175	1050
1/4	400	350	325				

## ADVERTISING SPECIFICATIONS

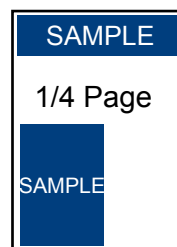
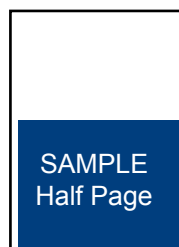
Full Page: 7.75" width x 10.25" height

1/2 Page: 7.75" width x 5.125" height

1/4 Page: Vertical 3.875" width x 5.125" height OR

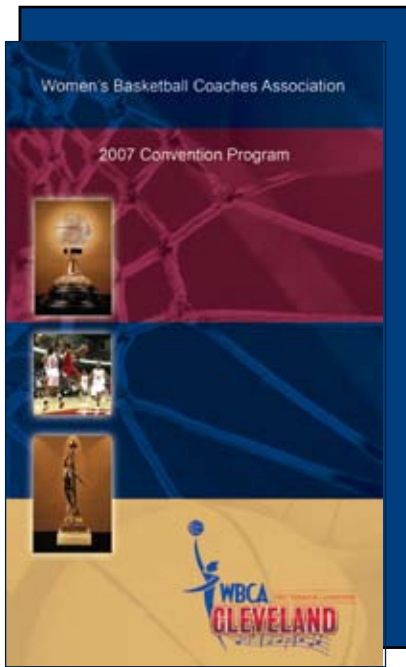
1/4 Page Horizontal 7.75" width x 2.5" height

Back Cover or Front Inside Cover: 8.5" width x 10.5" height (8.25x10.25 trim size)



# WBCA National Convention Program

The **WBCA National Convention Program** is distributed to each registrant at the WBCA National Convention which is held in conjunction with the NCAA® Women's Final Four®. (Approximate circulation: 3,000)

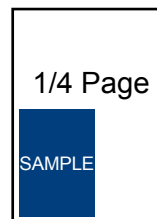


## BLACK & WHITE AD. PRICING

Size	Price
Full Page	300
½ Page	225
¼ Page	190
Front inside cover (full page)	400

## ADVERTISING SPECIFICATIONS

Full Page	5" width x 8" height
½ Page	5" width x 4" height
¼ Page	2.5" width x 2" height



## Fast Break e-newsletter

The WBCA's twice monthly electronic newsletter, **Fast Break** keeps WBCA members up-to-date on the latest happenings of the Association, important dates, women's basketball news, X's and O's and professional development. (Approximate circulation: 4,000)

## ADVERTISING SPECIFICATIONS

Single Sidebar 195x165 pixels  
 Double Sidebar 390x330 pixels



Please send all ads at 300 dpi in RGB color mode



## FULL COLOR AD. PRICING

Size	1x	2x	4x
Single	75	125	275
Double	150	300	525

*Price listed is total cost for ads purchased  
 (for example - \$275 is total cost to receive 1 single ad in four issues)*

*Only two ad. spaces available per issue. Placement is on a first-come, first-served basis.  
 When purchasing ads in multiple issues placement is not necessarily consecutive.*

## **The WBCA will accept native (.psd, .ai, .indd), .eps, .tif or .pdf files produced in the following formats:**

Adobe InDesign, Adobe Photoshop or Adobe Illustrator. If submitting a .pdf file, it must be created with Acrobat 4.0 or higher due to quality standards.

## **All images, graphics, photos and logos used in ads must meet these requirements:**

- All images must be sized exactly using the size specifications of the appropriate ad.
- All black and white ads must be converted to grayscale.
- All color ads must be converted to CMYK color mode (Fast Break ads should be RGB).
- All image resolution must be at least 300 dpi.
- Artwork may be modified by WBCA to meet publication standards.

### **Please submit all art to:**

Candace Williams-Brown  
Manager of Multimedia  
cwilliams@wbca.org  
770-279-8027 x 129

### **Multiple-Ad Pricing:**

The WBCA will offer advertisers a 10% discount on the purchase of a combined \$2,000 or more in CWB, Fast Break and/or the Convention Program (the web site to also be included in the future when available). Minimum \$2,000 total must be contracted at time of purchase to receive discount.

**We appreciate your patronage! Please submit all advertisement materials by the following deadlines so that we may ensure timely delivery to our members.**

### ***Coaching Women's Basketball (CWB)***

#### **Advertising Commitment (Contract) Deadlines**

Pre-Season Issue(2009): 9/29/2009  
Mid-Season Issue: 12/28/2009  
Pre-Convention Issue: 2/8/2010  
Post Convention Issue: 4/12/2010  
Summer Issue: 6/28/2010  
Membership Issue: 8/16/2010  
Pre-Season Issue(2010): 10/4/2010

#### **Artwork Submission Deadlines**

Pre-Season Issue(2009): 10/13/2009  
Mid-Season Issue: 1/6/2010  
Pre-Convention Issue: 2/17/2010  
Post Convention Issue: 4/19/2010  
Summer Issue: 7/7/2010  
Membership Issue: 8/25/2010  
Pre-Season Issue(2010): 10/13/2010

### **Fast Break E-newsletter**

Fast Break is published on the 1st and 15th of each month. Advertisements must be contracted for placement no later than the 15th of the previous month. All artwork is due 5 business days before the scheduled run date of the advertisement (for example, ads scheduled to run on the 15th of November must be contracted by the 15th of October; artwork must be received no later than November 9th).

## **WBCA National Convention Program**

**February 5, 2010**

**For more information regarding advertising with the WBCA, please contact:**

Alicen Kikkert  
770-279-8027 x 102



# Women's Basketball Coaches Association Contract for Advertisement

## Advertiser Information

Advertiser/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

## Coaching Women's Basketball (CWB)

Ad Size:  Full Page       1/2 Page       1/4 Page Vertical  
 1/4 Page Horizontal       Back Cover       Front Inside Cover

Frequency:  1 Issue       3 Issues       6 Issues

Issue(s):  Mid-Season       Pre-Convention       Post-Convention  
 WNBA/Summer       Membership       Pre-Season

Back cover and front inside cover advertisements are FULL BLEED. Please ensure all text is within 1/4 inch of the edge of the ad.

## Fast Break e-newsletter

<b>Ad Size</b>	<b>Frequency</b>	<b>Issue</b>			
Single Sidebar <input type="checkbox"/>	1 issue <input type="checkbox"/>	<input type="checkbox"/> 11/15/2009	<input type="checkbox"/> 1/15/2010	<input type="checkbox"/> 3/1/2010	
Double Sidebar <input type="checkbox"/>	2 issues <input type="checkbox"/>	<input type="checkbox"/> 12/1/2009	<input type="checkbox"/> 2/1/2010	<input type="checkbox"/> 3/15/2010	
	4 issues <input type="checkbox"/>	<input type="checkbox"/> 12/15/2009	<input type="checkbox"/> 2/15/2010	<input type="checkbox"/> 4/1/2010	

*Placement based on availability*

## WBCA National Convention Program

Ad Style:  Black and White

Ad Size:  Full Page       1/2 Page       1/4 Page Vertical

Special Instructions: \_\_\_\_\_

## Artwork Modification & Design

We are more than happy to assist in the creation of your ad or design it for you (\$100 service fee in addition to the base price of the ad space). Call for more information.

*The WBCA will invoice you for payment. Payments may be made via Credit Card and/or Check (please make checks payable to the WBCA). Payment must be received within 60 days of invoice date. A 10% penalty will be added to any account not settled within 60 days. Advertiser acknowledges receipt of a copy of the WBCA Advertising Rate Card and agrees to all terms and conditions of that rate card. Requested positions are not guaranteed. On contracted insertions, previous copy will be repeated if changes are not received before the insertion deadlines.*

WBCA \_\_\_\_\_ Date \_\_\_\_\_ Advertiser \_\_\_\_\_ Date \_\_\_\_\_

*For WBCA Use Only (Start Date/End Date/Notes)*

## **Women's Basketball Coaches Association**

*If you are interested in advertising with the WBCA, please contact us at:*

4646 Lawrenceville Highway  
Lilburn, GA 30047

Phone: 770-279-8027

Fax: 770-279-8473

Web site: [wbca.org](http://wbca.org)