

## 2009-2010 ADVERTISING DEADLINES

ISSUE	SPACE	MATERIAL
AUGUST	JULY 25	JULY 30
SEPTEMBER	AUG. 25	AUG. 30
OCTOBER	SEPT. 25	SEPT. 30
NOVEMBER	OCT. 25	OCT. 24
DECEMBER	NOV. 25	NOV. 30
JANUARY	DEC. 25	DEC. 30
FEBRUARY	JAN.25	JAN.30
MARCH	FEB. 25	FEB. 30
APRIL	MARCH 25	MARCH 30
MAY	APRIL 25	APRIL 30
JUNE	MAY 25	MAY 30
JULY	JUNE 25	JUNE 30

## 2009-2010 EDITORIAL CALENDER

<b>AUGUST</b> Volleyball Preview 7-on-7 Football Recap Summer Golf AAU Basketball Football-Week Zero Preview	<b>FEBRUARY</b> (Paid Publication) SPRING SPORTS PREVIEW
<b>SEPTEMBER</b> Football Volleyball Cross-Country Team Tennis Preview	<b>MARCH</b> Swimming Track Preview Baseball Softball Boys and Girls Soccer Wrestling Lacrosse
<b>OCTOBER</b> Girls and Boys Basketball Preview Football Volleyball Cross-Country State Preview	<b>APRIL</b> Softball Baseball Track Boys and Girls Soccer Wrestling
<b>NOVEMBER</b> Football Girls and Boys Basketball Cross-Country Rap-Up	<b>MAY</b> Track Baseball Softball Golf
<b>DECEMBER</b> All Fall Sports Football Playoffs Girls and Boys Basketball Lacrosse	<b>JUNE</b> Summer Sports Wakeboarding Surfing Cycling Triathlon
<b>JANUARY</b> Football WRap-Up Baseball Preview Softball Preview Swimming and Diving Soccer Preview Wrestling Basketball	<b>JULY</b> (Paid Publication) 2010 FOOTBALL PREVIEW



### SUBMISSION REQUIREMENTS

**Dimensions:**  
Trim Size: 7 7/8" x 10 7/8"

**ALL FULL PAGE ADS  
MUST BE BUILT WITH AT LEAST  
.25 INCH BLEED  
ALL THE WAY AROUND**

**Ads Material Requirements:**  
Finished camera-ready ads must be provided in an approved electronic format to avoid handling or processing charges.

**PDF:** The preferred method of receiving digital ads is a high-resolution, press-ready PDF file. Other methods may incur processing charges. The following requirements must be met to accept a PDF file:

All images embedded in the PDF must be saved in one of these file formats and resolutions:  
CMYK images 300 dpi @ 100%; Grayscale images 300 dpi @ 100%; Bitmap images 600 dpi @ 100%

PDF's submitted that do not follow the above stated requirements may be returned to client for re-submission. PDF files are uneditable. It is the client's responsibility to provide a correct file.

Illustrator, Freehand, CorelDraw, Quark Xpress, InDesign or Pagemaker - Must be output to PDF. Follow PDF requirements mentioned above.

**Photoshop:** Files saved in native Photoshop format, TIFF or EPS are accepted (native file is preferred) if the following requirements are met but may incur processing charges if problems arise. Consider exporting to PDF to avoid technical difficulties.

- Layers must be flattened
- CMYK images 300 dpi at 100%
- Grayscale images 300 dpi at 100%
- Bitmap images 600 dpi at 100%

An ad produced in Photoshop should be designed to the specific ad size.

**MS Publisher & Word:** These files are not accepted.

**Fonts:** Include all fonts with PDF's or submitted files. It is the responsibility of the client to ensure font flow and sizing is accurate in submitted ads.

**Proofs:** All ads must be accompanied or followed with a color proof. This is for the protection of the client. If the client does not include a color proof with the ad, HSSTM cannot be held responsible for how the ad prints.

Delivery of ad files/proofs: All advertising materials should be given to your representative.



We're in the  
**Game!**

P 281.579.6868 | F 281.579.2018

2501 S. MASON RD. | SUITE 280 | KATY, TX 77450



**MATT MALATESTA**  
Editor and Market Manager of Rivals.com, 97.5 FM, and ESPN the Ticket



**IT'S ALL ABOUT THE KIDS!**

Each edition of VYPE High School Sports Magazine focuses on local schools, teams and talent, providing in-depth locally generated coverage about what makes high school sports an integral part of each community. VYPE High School Sports Magazine is trusted by local coaches, athletes, athletic directors and fans to provide in-depth coverage on the sports that matter to the people they matter to most.



**RANDY MCILVOY**  
Editor at Large and Sports Anchor KPRC Channel 2

**ADVERTISING RATES PER ISSUE (NET)**

	12x	6x	1x
Full Page	\$1,300	\$1,375	\$1,900
1/2 Page	\$700	\$750	\$1,100
1/4 Page	\$440	\$470	\$675
1/8 Page (biz. card size)	\$230	\$260	\$350
Logo Placement*	\$150	\$200	\$275

\*Logo Placement is available but not limited to the following: Cover, Table Of Contents, Pregame, Rants & Raves, Picture This, Locker Talk, Grill, Gameplan, Youth & Playbook

**SPONSORSHIPS**

See your Sales Representative for custom ad sponsorship opportunities

**PLAYBOOK**

- 20,000 copies distributed each month.
- Average readership of 60,000+ for every issue
- High gloss magazine
- Free Magazine
- Delivered to 27 high schools

**SPORTS WE COVER**

- Baseball, Football, Golf, Tennis, Basketball, Volleyball, Softball, Soccer, Gymnastics, Swimming, Cheerleading, Lacross, Wrestling, Track, Cross Country, Cycling, Racing, and Action/Extreme Sports.

**KEY READER STATS**

- 83% of magazine readers report that teens in their household regularly read VYPE High School Sports Magazine
- Over 63% of VYPE High School Sports Magazine readers purchase products or services from ads seen in VYPE High School Sports Magazine!
- Our readers share and pass along the magazine with four other readers each month.

**PREMIUM POSITION RATES**

	12x	6x	1x
Outside Back Cover	\$3,250	\$3,750	\$4,000
Inside Front Cover	\$3,000	\$3,250	\$3,500
Inside Front Facing	\$1,600	\$1,675	\$2,200
Inside Back Cover	\$3,000	\$3,250	\$3,500
Double Truck	\$2,300	\$2,500	\$2,900

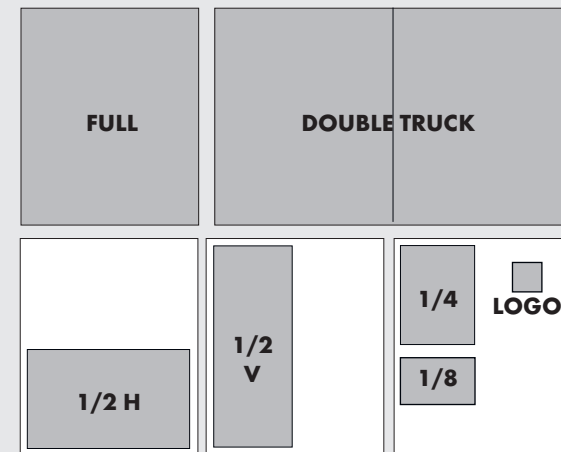
**IS YOUR COMPANY LOOKING TO CRACK THE KATY, MEMORIAL, AND SPRING BRANCH AREA MARKET? VYPE ACTS AS A TRIPLE THREAT IN HITTING TODAY'S MOST SOUGHT AFTER MARKETS.**

VYPE High School Sports Magazine is for you, if you want to reach various demographics with your products and services. From fanatical Moms and Dads, spirit filled teens, and those who live and breathe high school athletics.

66% of VYPE High School Sports Magazine readers keep the magazine longer than one month, giving your target audience ample time to see your advertising.

Our magazines are conveniently available to the public each month, with distribution in over 300 locations including high schools and retail outlets throughout the Houston Metro area. We are also online at VYPE.com/Houston with a digital version that receives thousands of views each month. VYPE's coverage is diverse and targeted, giving your company a leading edge in multiple markets and demographics.

**AD SPECS**



FULL PAGE.....	7.875 X 10.875 trimmed (8.375 x 11.375 w/bleed)
DOUBLETRUCK.....	15.75 X 10.875 trimmed (16.75 x 11.375 w/bleed)
1/2 PAGE VERTICAL.....	3.25 X 9.85
1/2 PAGE HORIZONTAL.....	7.25 X 5
1/4 PAGE.....	3.35 X 5
1/8 PAGE.....	(approximately, biz. card size) 3.35 X 2.5
LOGO PLACEMENT.....	(approximately, excluding cover) 1.5 X 1.5