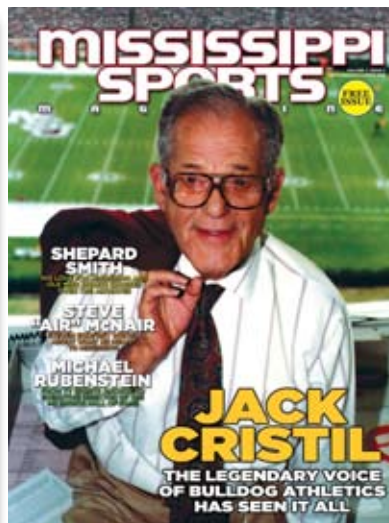


MISSISSIPPI SPORTS

m A G A Z I N E

2010 MEDIA KIT



PEVEY PUBLISHING, LLC
405 KNIGHTS COVE WEST
BRANDON, MS 39047

(Phone) 601-503-7205 • (Fax) 601-992-2885

www.mssportsmagazine.com • email: publisher@mssportsmagazine.com

EDITORIAL PROFILE



Mississippi Sports Magazine (MSM) is a Mississippi owned and operated; four-color magazine published bi-monthly (6 times a year) to give you insight into your favorite high school, college, professional and amateur sports teams as well as articles and features on Mississippi's many other outdoor sports and activities. **MSM** will also give you team profiles and news of all the colleges and universities in Mississippi, interviews with prominent sports figures as well as past heroes, special features, commentaries from knowledgeable sports celebrities, fan comments, color photos throughout, outdoor sports articles on Hunting, Fishing, Golf, Tennis, & Running just to name a few. This will be the perfect "guide" to everything sports related in Mississippi.

So be a part of this special publication, so that we may carry on the proud history of Mississippi's athletics and our unique outdoor activities.

WHY ADVERTISE IN MSM...

Pevey Publishing can place your ad campaigns in a top sports magazine reaching over 30,000 avid sports fans every month. The appeal of sports magazines is their consistent ability to deliver favorable product impressions that are REPEATED and LASTING.

College sports fans rank among the most avid and passionate audiences of all. There are few better opportunities to build powerful and lasting brand images than to associate them with the passion of these audiences. *Mississippi Sports Magazine* is typically read by their audiences during their times of relaxation and leisure - when they are more likely to be receptive. Print Ads in college sports magazines offer the best alternative for delivering repeated and lasting images that can significantly enhance brand recognition.

These readers rank among the most affluent and highly educated people in America - thus assuring one of the highest affordability indexes of all audiences.

- The **ONLY** publication of it's kind in Mississippi.
- *Mississippi Sports Magazine* is locally owned and locally-produced...your money stays in the community.
- *Mississippi Sports Magazine* distributes 10,000 copies and reaches statewide sports and outdoors fans every two months through subscriptions, retail outlets and the complimentary copies delivered to businesses and on campus. With a longer shelf life, your ad stays out in the public eye for at least 60 days, usually much more, as *Mississippi Sports Magazine* issues are regarded as "keepsakes". More people will see your message.
- ***Each issue will be available for viewing online. Your ad can be seen by an endless amount of possible customers***
- *Mississippi Sports Magazine's* will be read by people of all ages and backgrounds.
- *Mississippi Sports Magazine's* advertising rates are affordable. Plus, we'll be happy to help you design an ad and say what you really want to get across to the readers.
- Each issue of *Mississippi Sports Magazine* will have at least a two month shelf-life by giving the reader information such as schedules, statistics, places to stay, eat & drink while on the road-game trip, and much more, your message WILL be seen.

So, whether your business is real estate, retail, health care, hospitality, food, finance, travel...ANY business can benefit from advertising in *Mississippi Sports Magazine*.

Talk to Publisher Greg Pevey today about how *Mississippi Sports Magazine* can help you increase your business in 2010! You may reach him at 601-503-7205.

Thank you for your consideration!

A SAMPLE OF WHAT'S INSIDE

- Notebooks for each Mississippi College & University
- Special features on Mississippi Sports Heroes and Legends
- Mississippi Sports related business profiles - You will be amazed of who does what in our State
- Columns by Mississippi sports personalities & celebrities
- Human interests stories of Mississippi athletes and outdoorsmen and women
- Features on Golf, Hunting, Fishing and other outdoor activities.
- Tailgating Features and Recipes
- Season Previews 3 times a year for Football, Basketball, Baseball and a special March/April Recruiting issue
- Gameday Features - Where to stay, eat and drink on those "road trip" weekends
- From the Sidelines - Pictures from Game Day on Campus
- Fan Features & Contributions
- Gameday Gear - where to find hot apparel and tailgating accessories
- **AND SO MUCH MORE!!!**



ADDITIONAL ADVERTISING OPPORTUNITIES

Contact a sales representative for information about advertising in *Mississippi Sports Magazine* or our website.

ADVERTISING MATERIALS

Mississippi Sports Magazine utilizes the latest computer-to-plate printing technology, and all advertising materials should be digital media. All adds should come electronically through email or on CD/DVD ready for print.

Document Construction:

- Build all ads to sizes listed
- On full page ads, the bleed color or image must extend .125" beyond each side (bleed). All important text or images must be at least .5" inside the final trim size (live area). Not applicable to fractional ads.
- Do not use True Type or Multiple Master fonts. DO NOT apply style attributes to fonts.
- All images and colors must be in CMYK mode (process separation).
- All images should be placed at 100% of size at 300 dpi (dots per inch).
- Images must be EPS or TIFF.
- Place crop marks outside bleed area by setting registration offset 12 points. Set bleed to .125".
- All required image trapping must be included in the file.
- Total dot density for all four colors should not exceed the SWOP (Standards for Web Offset Publications) standard of 300% in any area.
- Digital ads are ONLY accepted as PDF, TIFF, or collected InDesign or QuarkXPress files. Other formats, such as Publisher or Word, CANNOT be accepted.

PDF Specifications:

- PDF is the preferred file format for digital ad submission.
- Follow all instructions in the above section to ensure the document is properly constructed.
- All high-resolution images and fonts must be embedded in the PDF when the file is saved.
- Create high-resolution PDF by creating a Postscript file through your design program and then Distilling to PDF.
- View PDF to make sure all elements are correct. Preflight software can help check your PDF for proper format.
- PDF may be emailed or delivered on a CD.

TIFF Specifications:

- Image must be flattened and contain no layers.
- Image size must be 300 dpi at 100% of trim size.
- Image mode must be CMYK.
- File may be emailed or delivered on CD.

InDesign or QuarkXPress Specifications:

- Follow all instructions in the first section above to ensure the document is properly constructed.
- Package or Collect file for output. All images and screen and printer fonts used in the ad must be included.
- Compress document, images, and fonts into a Stuffit or Zip file for emailing, or place all files on a CD.

PRODUCTION CHARGES

The advertiser will be billed a fee for production services for ads which are not provided as digital media (see "Advertising Materials" above). Costs incurred in corrections will be charged when they are the responsibility of the advertiser.

MISSISSIPPI SPORTS MAGAZINE

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ADVERTISING RATES - Gross (Effective March 1, 2010)

.....6 X 3 X1 X

4 Color

1/4 page	\$245	\$300	N/A
1/2 page	\$400	\$525	\$650
Full page	\$725	\$850	\$975
Inside Cover	\$1,125	\$1,350	N/A
Back Cover	\$1,250	\$1,500	N/A

WEB ADVERTISING

Beginning with our January/February 2010 issue, for a small fee (\$100 per mo.) advertisers can place a ad banner on our website.

SIZES AND DIMENSIONS - (in inches)

	Width	Depth
Full Page (Trim Size).....	8.125	10.875
1/2 Page, Vertical	4.5	7.125
1/2 Page, Horizontal	7.125	4.8125
1/4 Page, Vertical	3.5	4.8125
1/8 Page, Horizontal.....	3.5	2.375

GENERAL MECHANICAL SPECIFICATIONS

Size: 8.125" x 10.875" (trim size)

..... 8.375" x 11.125" (bleed size)

..... 7.625" x 9.375" (live area)

Printing Method: Web offset press; printed at 150 line screen

Binding: Saddle-Stitch

COLOR REPRODUCTION

We print on a web offset press and produce ads in "pleasing color." We strive to match our clients' color specifications, but we do not guarantee a perfect match. If color matching is your utmost concern, please provide a match print proof with your digital ad.

SPACE RESERVATION AND DEADLINES

Space Reservation Ad Materials* Digital Ad

JANUARY/FEBRUARY '10 (Baseball Preview)December 18

MARCH/APRIL '10 (Recruiting Issue)February 19

MAY/JUNE '10 April 19

JULY/AUGUST '10 (Football Preview) June 18

SEPTEMBER/OCTOBER '10 August 20

NOVEMBER/DECEMBER '10 (Basketball Preview)..... October 22

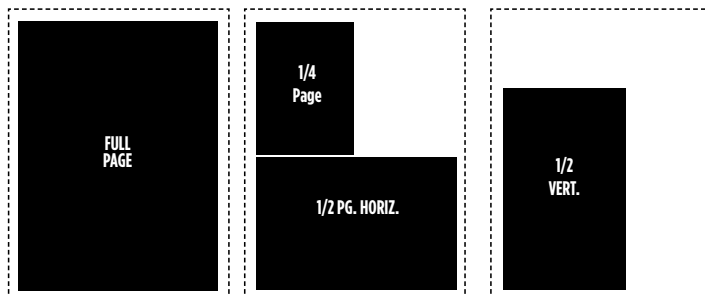
* Materials received after the deadline may incur a late charge

SPECIAL POSITION REQUESTS

All positions are run of the book, determined at publisher's option. Guaranteed special positions incur a 15% position fee.

NON-PROFIT DISCOUNTS

A 15% discount is given to all non-profit organizations who advertise.



FREQUENCY DISCOUNTS

Frequency discounts are earned on the total number of insertions made within a period of one year (6 issues). If at the end of one year (6 issues), an advertiser has failed to fulfill the contract, billing will be adjusted accordingly. Orders canceled before expiration of contract are subject to short-rate billing.

EARLY PAYMENT DISCOUNT

A five percent discount is given to advertisers who pay in full by the space reservation deadline.

BILLING AND PAYMENTS

Payment is due within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts 30 days delinquent. Publisher can suspend or cancel a contract when invoices for prior advertisements are delinquent.

CANCELLATIONS

Neither the advertiser nor its agent may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

AGENCY DISCOUNTS

"Recognized agency" as used in the rate card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the publisher under the terms of this rate card, furnish and provide transportation on all printing materials submitted, and process prompt payment. Agency must represent a minimum of three clients.

ADVERTISING RESTRICTIONS

The publisher reserves the right to decline any advertisement.

MAKE PAYMENTS PAYABLE TO:

PEVEY PUBLISHING, LLC

405 Knights Cove W

Brandon, MS 39047



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ADVERTISING CONTRACT

Advertiser (Company Name): _____

Agency (yes or No) If Yes, Agency Name: _____

CONTRACT

Issues to run: _____ to _____

Size: _____ (Circle one) Vertical Horizontal

Color: (Circle one) B/W 4-Color

Placement Request: _____

Gross Billing: _____

Discounts: _____

Color Charge: _____

Net Billing: _____

Total Contract Amount (Net): _____

Special Billing Instructions: _____

*First time advertisers must submit pre-payment for half of first ad placement costs prior to space deadline. Subsequent placements will be billed. A \$100 fee will be placed on ads that Mississippi Sports Magazine creates for client.

Send bill to: (Circle one) Client Agency

Company Name: _____

Attention: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Payment and Make Goods

Payment due when ad is received. Accounts not paid within 30 days may incur a late charge of 1.5% per month. Accounts not paid within 120 days may be turned over to an attorney for collection of amounts due plus late charges and all collection costs including, without limitation, attorneys fees. No advertising will run on any account with an open invoice more than 90 days past due. Any discrepancies in advertising invoice must be questioned within 10 days of publication. It is the policy of Mississippi Sports Magazine to promptly publish a "make-good" ad for any ad which contains errors on our part. The advertiser remains obligated to pay for the ad. MAKE PAYMENTS PAYABLE TO: PEVEY PUBLISHING,LLC 405 Knights Cove W, Brandon, MS 39047

Authorized by: _____ Position: _____ Date: _____

Accepted by: _____