



## American Sokol Publication Advertise with us!

The American Sokol is a 501(c)(3) non-profit, national organization, providing fitness and community for individuals and families through physical, educational, cultural and social programs.

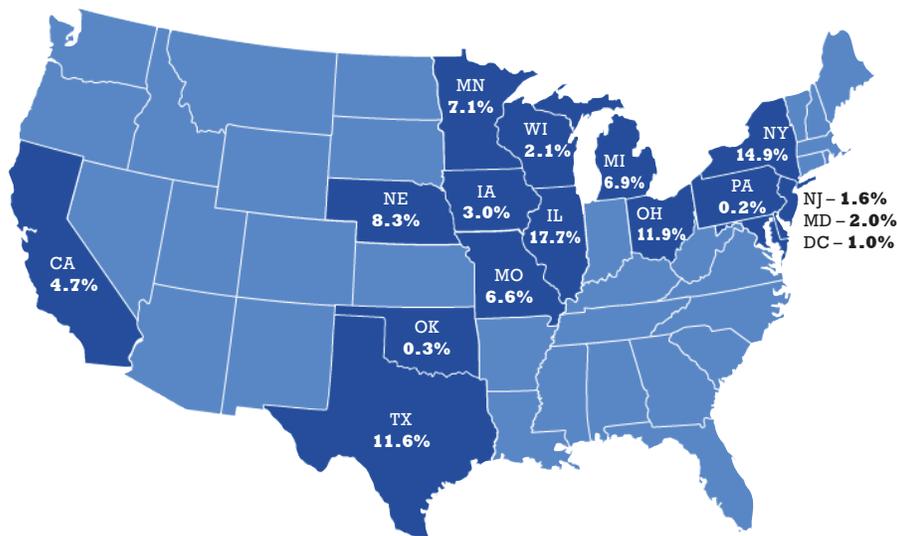
### Circulation

Published nine times per year, *American Sokol* is a 16-page gray scale publication reaching more than 4,500 members, including unit, district and national officers. Members consist of community-active individuals interested in:

- Fitness including artistic and rhythmic gymnastics, team calisthenics and marching, aerobics, basketball, volleyball;
- Cultural programs including folk, ballroom and acrobatic dancing, cooking class, foreign film night;
- Many other activities including language classes, camps, picnics, advanced learning and more!

### Distribution

Broken down by readership.†



### 2014-2015 Rate Card

Special rates for American Sokol members! Contact [editor@american-sokol.org](mailto:editor@american-sokol.org) for pricing.

Ad Space	Size	1x	3x	6x
Full page	7.5" x 9.5"	\$500	\$450	\$360
1/2 page	3.75" x 9.5" or 7.5" x 4.75"	\$300	\$270	\$216
1/4 page	3.75" x 4.75"	\$200	\$180	\$144

**Nine Issues:** January, February, March/April, May, June, July/August, September, October, November/December.

**Electronic:** Ad layouts in Adobe PDF preferred. Other formats by request. Files should be preflighted to check for non-process colors, missing/damaged fonts, low-resolution graphics (<200 dpi), etc. Compressed files should be emailed to [editor@american-sokol.org](mailto:editor@american-sokol.org) by the 1st of the previous publication month (e.g. February ads are due January 1st).

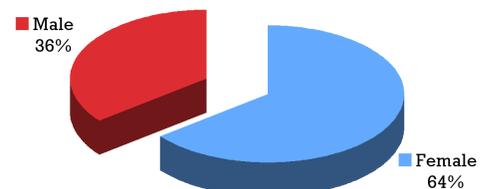
**Additional charges:** Publisher reserves the right to alter incorrectly sized ads to conform to *American Sokol* format. Proof changes, excepting errors made by the publisher, will be charged to the advertiser.

**Bundle Pricing:** Special pricing for advertising in both print and online media. Contact [editor@american-sokol.org](mailto:editor@american-sokol.org) for details.

### To schedule your ad, contact:

Julie Kaupert, Editor  
[editor@american-sokol.org](mailto:editor@american-sokol.org)

American Sokol Office  
708.255.5397



†Based on 2010 third quarter membership



## American Sokol Publication *Terms and Conditions*

To qualify for nonprofit standard mail rates, the American Sokol has certain advertising requirements. Credit, debit or charge card advertising is prohibited. Advertising that promotes, offers, recommends, describes or announces the availability of any travel arrangement is ineligible unless the arrangement is designed for and primarily promoted to the members of the organization. To be considered a travel arrangement, three elements (accommodations, a destination and transportation) are mentioned in the advertisement. Material that advertises, promotes, offers, or for a fee recommends, describes or announces the availability of any insurance policy is ineligible. An exception to excluding insurance advertising is that business cards may be published.

Although a variety of factors determine ad positioning, most advertising placement is based on ad size and frequency (the number of insertions contracted within a 12-month period). Preferred positions are sold on a first-come, first-served, non-cancelable basis.

Cancellation for all other advertising must be made in writing prior to the applicable published space reservation closing dates. The full ad price will be charged for any cancellations made after the published closing date.

All advertising must be paid in advance of reservation closing dates by check, credit card or wire transfer. If paid by wire transfer, a \$15 processing fee will be added to the invoice. We reserve the right to reject any order at any time. Contract advertisers will be short-rated to the appropriate rate if the number of ads upon which the rate was based is not placed within the 12-month period beginning with the month of the first contracted insertion.

The Editor will assume responsibility for errors caused by the printing or production process if your ad is significantly different from the furnished, valid proof. The Editor will issue a make-good insertion accordingly. The Editor assumes no responsibility for the content of advertising.

Opinions stated in advertising are solely those of the advertiser. The Editor reserves the right to reject any advertisement.

The advertiser agrees to indemnify and protect the Editor from any claims resulting from the advertiser's unauthorized use of any name, photograph, illustration or text protected by copyright or registered trademark.

If the Editor determines that an advertisement simulates editorial content, it must carry the word ADVERTISEMENT at the top in a minimum of 10-point type.

The Editor is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, or any condition beyond the control of the American Sokol affecting production or delivery in any manner.

**For questions and concerns contact:**

Julie Kaupert, Editor  
editor@american-sokol.org

American Sokol Office  
708.255.5397



[www.american-sokol.org](http://www.american-sokol.org)  
**Advertise with us!**

The American Sokol is a 501(c)(3) non-profit, national organization, providing fitness and community for individuals and families through physical, educational, cultural and social programs.

Visitors are from across the United States and abroad including the Czech Republic, Germany and Canada.



**2400+**  
 Average Monthly Pageviews



**750+**  
 Average Unique Visitors Per Month

**2014-2015 Rate Card**

**Home Page Banner**

Size (pixels)	3x	6x	9x	12x
468 x 60	\$75/mo	\$65/mo	\$55/mo	\$45/mo

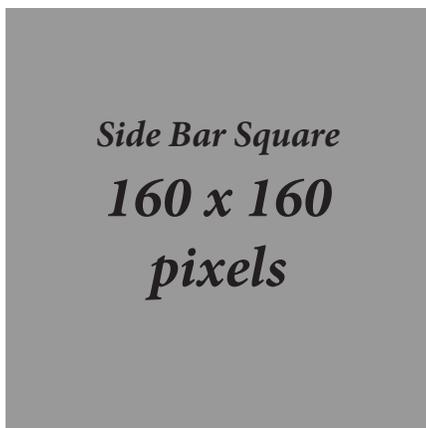
**Side Bar Square**

Size (pixels)	3x	6x	9x	12x
160 x 160	\$45/mo	\$40/mo	\$35/mo	\$30/mo

**Rates are quoted per month with a 3 month minimum placement.**

**To schedule your ad, contact:**

Julie Kaupert, Editor  
 editor@american-sokol.org  
 American Sokol Office  
 708.255.5397



**Top 5 Web Pages by Pageviews**

- |                 |       |   |      |
|-----------------|-------|---|------|
| 1. Home         | 33.0% | 4. Fitness  | 5.6% |
| 2. Find a Sokol | 12.5% | 5. Events   | 5.5% |
| 3. History      | 6.4%  | <i>Average % based on the 2012 calendar year.</i> |      |

**Location:** Home page banners are placed in the white area near the bottom blue bar of the home page. Side bar squares are placed on the right-hand blue column of a requested page.

**Electronic:** Digital files must be supplied in .jpg or .png format with a resolution of 72 dpi. Files should be emailed to editor@american-sokol.org.

**Payment:** All advertising must be paid in advance of publication by check, credit card or wire transfer. If paid by wire transfer, a \$15 processing fee will be added to the invoice. We reserve the right to reject any order at any time.

**Additional charges:** Publisher reserves the right to alter incorrectly sized ads to conform to the proper format. Proof changes, excepting errors made by the publisher, will be charged to the advertiser.

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