

local/national
 end consumers
 impressions
 branding
 DIRECT
Grass Roots
 COMPREHENSIVE
 000's of goalies

2004 MEDIA KIT



PROFILE

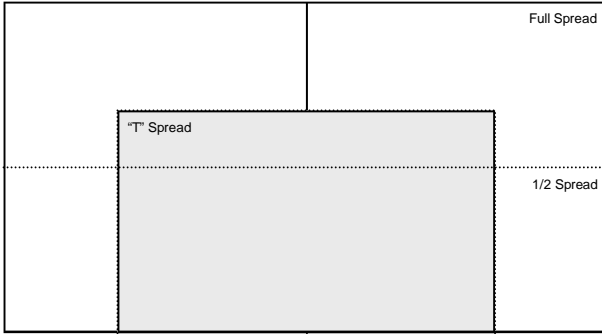
The Goalie News is the pre-eminent publication for the goaltending community. Published by GDI, the world leader in goaltender development and publisher of From the Crease, it is the leading source of goaltending coverage. News, ratings, league reports and power rankings are a just a few of TGN's departments. Throughout the publication readers will find important technical guidance and pro analysis. Special issues highlight annual events and important themes. The Goalie News does what no other publication can ... reaches "active" goaltenders with pinpoint precision. Go ahead, take a look inside, and see how GDI's marketing and advertising opportunities can give your marketing investment a jolt. GDI offers comprehensive opportunities using online, print and direct-mail methods. So, step inside and find a world of options ready to electrify your goaltending sales and boost your market share.

Top International
 Rankings

Major - Junior
 Report

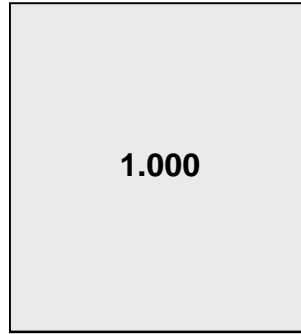
AD SIZES

FOUR-COLOR PROCESS



Full Spread: 21" x 11 1/2"
 1/2 Spread: 21" x 5 3/4"
 "T" Spread: 15" x 7 2/3"

PRICES:	Full S	"T" S	Half S
Four Color	\$3,000	\$2,250	\$1,750
Spot Color	n/a	n/a	n/a
Black & White	n/a	n/a	n/a



FULL PAGE
 10" x 11 1/2"
 (4 COL. X 11 1/2")

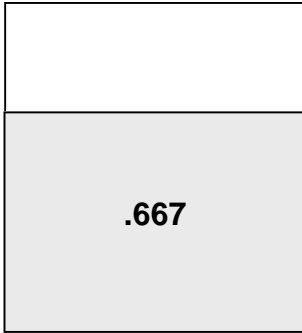
PRICES:	
Four Color	n/a
Spot Color	\$1,000
Black & White	800

SPECIAL PLACEMENTS

The following special placements are available (see advertising rate sheet for pricing detail):

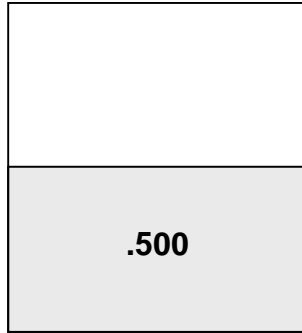
- BACK COVER
- INSIDE FRONT COVER
- INSIDE BACK COVER
- CENTER SPREAD

BLACK & WHITE



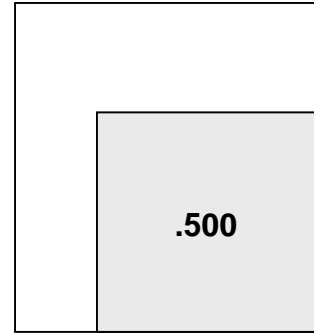
HORIZONTAL 2/3
 10" x 7 2/3"
 (4 COL. X 7 2/3")

PRICES:	
Four Color	n/a
Spot Color	\$850
Black & White	650



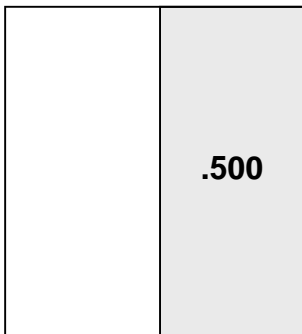
HORIZONTAL 1/2
 10" x 5 3/4"
 (4 COL. X 5 3/4")

PRICES:	
Four Color	n/a
Spot Color	\$740
Black & White	540



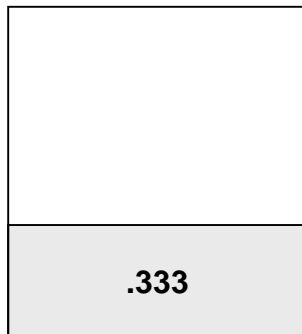
"T" SIZE (TABLOID) 1/2
 7 1/2" X 7 2/3"
 (3 COL. X 7 2/3")

PRICES:	
Four Color	n/a
Spot Color	\$740
Black & White	540



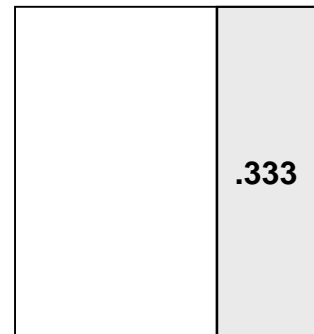
VERTICAL 1/2
 4 7/8" x 11 1/2"
 (2 COL. X 11 1/2")

PRICES:	
Four Color	n/a
Spot Color	\$740
Black & White	540



HORIZONTAL 1/3
 10" x 3 3/4"
 (4 COL. X 3 3/4")

PRICES:	
Four Color	n/a
Spot Color	\$600
Black & White	400

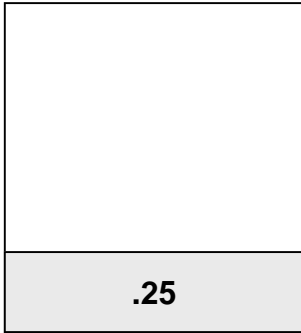


VERTICAL 1/3
 3 1/4" x 11 1/2"

PRICES:	
Four Color	n/a
Spot Color	\$600
Black & White	400

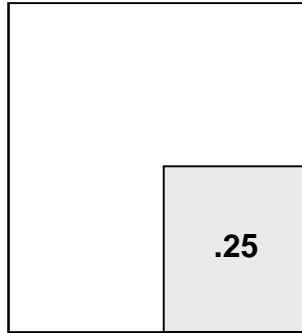
** ad rates listed on ad-size pages are 14x rates

AD SIZES (cont'd)



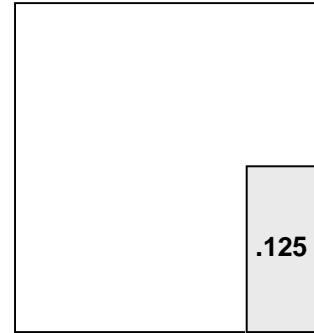
HORIZONTAL 1/4
10" x 2 7/8"
(4 COL. X 2 7/8")

PRICES:	
Four Color	n/a
Spot Color	\$500
Black & White	300



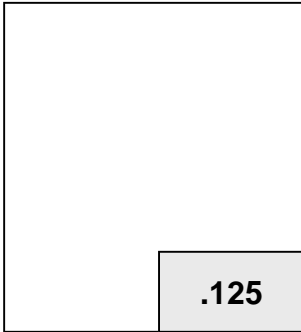
VERTICAL 1/4
4 7/8" x 5 3/4"
(2 COL. X 5 3/4")

PRICES:	
Four Color	n/a
Spot Color	\$500
Black & White	300



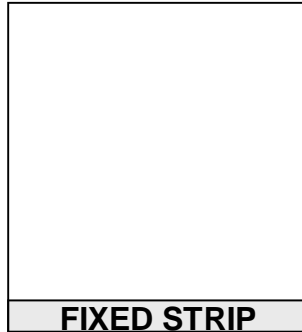
VERTICAL 1/8
2.5" X 7 2/3"
(1 COL. X 7 2/3)

PRICES:	
Four Color	n/a
Spot Color	\$400
Black & White	200



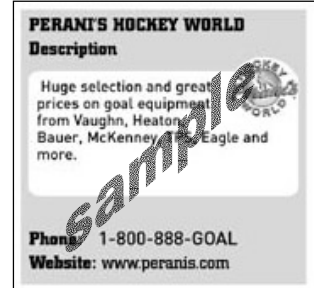
HORIZONTAL 1/8
4 7/8" x 2 7/8"
(2 COL. X 2 7/8")

PRICES:	
Four Color	n/a
Spot Color	\$400
Black & White	200



FIXED STRIP
10" x 1"
(4 COL. X 1")

PRICES:	
Four Color	n/a
Spot Color	\$450
Black & White	250



MARKETPLACE AD
2 1/4" x 2"
(1 COL. X 2")

These ads are text and logo only. This is an industry directory and is not designed for graphical advertisements. Supply 25 word description along with your desired telephone and web information. Supply logos in high-res JPEG or TIF format.

PRICES:	
Black & White	\$100

INSERTS & SPECIAL PROMOTIONS

When an advertiser runs an insert they aim for heightened exposure. This is why The Goalie News is the ideal vehicle for inserts. Take advantage of GDI's pinpoint advertising accuracy and reach thousands of avid and "active" goaltenders.

All questions concerning inserts should be directed to:

Deborah Clark

Director of Advertising

(972) 317-5447 • dclark@hockeygoaltender.com



** ad rates listed on ad-size pages are 14x rates

AD DELIVERY

CONVENTIONAL

If using conventional delivery methods please ship materials to:

THE GOALIE NEWS
944 County Line Rd
Bryn Mawr PA 19010

DIGITAL

Image Preparation

Digital delivery to THE GOALIE NEWS requires that files be compressed and archived prior to sending. Large images (>1MB) should be saved as JPEG's maximum or high quality. This will produce a file 1/4 the original size with no image quality loss.

Archiving

All files should be archived together under one file using a compression program like Stuffit Deluxe. The archive should be named with the advertiser.

Email

THE GOALIE NEWS does not accept ads via email.

Electronic Transfer (FTP)

Upload the ad via the Internet to our FTP site. Please follow these steps:

1. Create a folder and place all necessary items such as fonts, images and layout document into folder.
2. Compress the folder using a program like Stuffit

Deluxe or Zip.

3. **IMPORTANT!** Keep folder name simple. Name it for the advertiser's name. Do not use any spaces or special characters, such as / - * ? # " % ~. This is an example of an acceptable naming convention: Advertisername.sea
4. Use an FTP client such as Fetch for upload:
Address: www.hockeygoaltender.com
Username: goalienews
Password: gdiffp
6. Use the "Browse" field to navigate your system and select the compressed folder.
7. Use the comment area to note the advertiser name, client production contact and run date if available.
8. Select "upload" to send the ad.
9. Please fax a copy of the ad to Advertising Operations at (610) 525-5585 and contact Deborah Clark at (972) 317-5447 when the ad has been posted.
10. If a file must be resent, it must be renamed. The original file name cannot be used.

MARKETPLACE CONTENT: Please send by email to dclark@hockeygoaltender.com –supply 25 descriptive words plus telephone and website address. Logos should be supplied in a high-resolution JPEG or TIF format.

PROOFING

ADVERTISING PROOFS

THE GOALIE NEWS proofs all incoming color advertising materials provided they arrive by deadline. These proofs are the best representation of how an advertisement will appear in THE GOALIE NEWS. After inspection and approval, these proofs are used by THE GOALIE NEWS press crews as a color matching guide during the actual run of press.

When sending materials intended to proof, please include contact information of the person(s) who are to receive them.

ADVERTISER SUPPLIED PROOFS

THE GOALIE NEWS requires a proof be supplied with all ad materials. For color advertising, a color proof is preferred. THE GOALIE NEWS does not guarantee matching the color of advertiser proofs. These proofs are used primarily to confirm that all elements of the ad reproduce.



SCHEDULE OF ISSUES & DEADLINES

THE GOALIE NEWS is printed 14 times per calendar year with an emphasis on the hockey season. Deadlines for space and materials are listed below. If you contract with THE GOALIE NEWS to typeset your ad, copy must be received ten working days prior to the published materials deadline for proper proof approval.

ISSUE DATE (Special Feature)	SPACE	MATERIAL	MAIL
April 2004 (Inaugural Issue)	03/08/04	03/22/04	04/12/04
May I 2004	04/02/04	04/16/04	05/07/04
May II 2004 (Stanley Cup Preview)	04/28/04	05/12/04	06/02/04
June 2004	05/21/04	06/04/04	06/25/04
July 2004 (Equipment Review)	06/25/04	07/09/04	07/30/04
August 2004	07/30/04	08/13/04	09/03/04
September 2004 (Pre-season Report)	08/27/04	09/10/04	10/01/04
October 2004	09/17/04	10/01/04	10/22/04
November I 2004 (Influential People)	10/08/04	10/22/04	11/12/04
November II 2004	11/04/04	11/18/04	12/03/04
December 2004 (Mid-season Report Card)	11/29/04	12/13/04	12/24/04
January 2004 (Goalie Camp Issue)	12/17/04	12/31/04	01/21/05
February 2004	01/07/05	01/21/05	02/11/05
March 2005 (Playoff Preview)	02/05/05	02/19/05	03/12/05

ADVERTISING RATES (effective 04/04)

	SIZE	DIMENSION	1x	4x	8x	14x
4-COLOR PROCESS	Center Spread (+)	21" x 11 1/2"	\$4,000	\$3,650	\$3,300	\$3,000
	1/2 Center Spread	10" x 5 3/4"	2,350	2,125	1,925	1,750
	Inside Cover Spread	21" x 11 1/2"	2,900	2,650	2,400	2,200
	Back Cover	10" x 11 1/2"	2,000	1,800	1,650	1,500
	Inside Covers	10" x 11 1/2"	1,600	1,450	1,320	1,200
BLACK & WHITE	Full Page	10" x 11 1/2"	1,000	925	850	800
	Horizontal 2/3	10" x 7 2/3"	750	700	650	600
	Horizontal 1/2	10" x 5 3/4"	625	575	540	500
	Tabloid 1/2	7 1/2" x 7 2/3"	625	575	540	500
	Vertical 1/2	4 7/8" x 11 1/2"	625	575	540	500
	Horizontal 1/3	10" x 3 3/4"	510	470	435	400
	Vertical 1/3	3 1/4" x 11 1/2"	510	470	435	400
	Horizontal 1/4	10" x 2 7/8"	395	365	330	300
	Vertical 1/4	4 7/8" x 5 3/4"	395	365	330	300
	Vertical 1/8	2 1/2" x 7 2/3"	275	245	220	200
	Horizontal 1/8	4 7/8" x 2 7/8"	275	245	220	200
	Fixed Strip	10" x 1"	350	315	285	250
	Marketplace	2 1/4" x 2"	200	175	140	100



AD SPECIFICATIONS

FILE FORMATS

THE GOALIE NEWS's Prepress process is 100% digital. Film is not accepted. THE GOALIE NEWS operates on a Macintosh platform and supports the following formats: Native application, PDF*, TIFF (NOT TIFF-IT), and EPS.

***NOTE:** When preparing a PDF, please DO NOT crop the ad image and DO embed all fonts.

SUPPORTED APPLICATIONS

The following applications are supported and kept updated to the latest version: QuarkXpress, Macromedia Freehand, Adobe Photoshop, Adobe Illustrator and Adobe Acrobat.

SUPPORTED MEDIA

The following media formats are fully supported: Zip (100MB) and CD. Please call us if a format you use is not listed. (610-525-8669 will direct your call.)

PROOFS

THE GOALIE NEWS requires a proof be sent with every ad. If the ad is color, a color proof is preferred. If sending an ad digitally, please notify Deborah Clark at (972) 317-5447 and fax a proof (lighten to make more legible) to (610) 525-5585.

CROPMARKS AND BLEEDS

Cropmarks should be provided in the creative to show exactly how the ad should be placed in the ad space. Bleeds should

not be included as THE GOALIE NEWS is a NON-bleed publication.

SCREEN RULING

THE GOALIE NEWS prints at 85 lines per inch.

IMAGE RESOLUTION

Photographic images should be prepared at a resolution of 170-250 dpi at full size. Higher resolution will not increase your image quality.

Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size.

Color images should be prepared for CMYK printing.

FONTS/TYPE SPECS

Please include all screen and printer fonts used in the document. All fonts submitted should be PostScript fonts. We do not accept TrueType fonts.

Text using TrueType fonts must be converted to an artwork state such as "outlines" or "curves." These rules also apply to text used in artwork.

Font stylings (Example: bold, outline, etc.) should not be used. Please use the actual styled font (Example: HelveticaBold).

PAYMENT

All ads must be prepaid except OAC. Advertising rates are quoted in US funds.

CONTACT US

ADVERTISING OPERATIONS

THE GOALIE NEWS
944 County Line Rd
Bryn Mawr PA 19010

Phone (610) 525-8669
Fax (610) 525-5585
advertise@hockeygoaltender.com

ADVERTISING SALES

Deborah Clark
Director of Advertising

Phone (972) 317-5447
Fax (972) 317-1361
dclark@hockeygoaltender.com

For the latest production specifications, please visit THE GOALIE NEWS's online Specification Guide at <http://www.hockeygoaltender.com>



Produced October 2003

INSERTION ORDER

Client:	Acct No:
Contact:	Acct Type:
Address:	
Phone:	Fax:
Agency:	Contact:
Address:	
Phone:	Fax:
Contract Date:	FTC Contact: Deborah Clark

ADVERTISING AGREEMENT

Issue Date	Issue # or Title	Size/ Lines	V/H	Code/ Color	Gross Amount	% Discount	Pick Up Date & Comments

Contract and Copy Regulations

1. GDI (The Publisher) is not bound by any condition, printed or otherwise appearing on contracts or copy instructions when such conflicts with policies covered by the said rate card and terms.
2. Advertiser and advertising agency assume liability for all content (including text, photography, representation and illustration) of advertisements printed and also assume responsibility for any claims arising therefrom against the Publisher.
3. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents or any circumstances beyond The Publisher's control.
4. The Publisher reserves the right to reject or cancel any advertising for any reason at any time. All advertisements must clearly identify the trademark or signature of the advertiser.
5. Mail Order/Direct Response advertising must contain the name, address and phone number in the advertisement unless advertisement is placed through an accredited advertising agency.

Cancellation of insertion orders are not accepted 21 days prior to cover date.

RATE CARD:	CONTRACT FREQ:
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I agree to place my ad(s) in The Goalie News as per the above "Advertisement Agreement". (Failure to fulfill ads per times rate will result in short rating). In the event that I have supplied The Goalie News (GDI) with my credit card number for payment of this ad(s), my signature on this document will serve as authorization for its use.

AUTHORIZED SIGNATURE OF CLIENT	DATE
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