

2004-05 MEDIA KIT

NORTHWEST ATHLETIC ASSOCIATION



OF COMMUNITY COLLEGES



WWW.NWAACC.ORG

NORTHWEST ATHLETIC ASSOCIATION OF COMMUNITY COLLEGES

The Northwest Athletic Association of Community Colleges (NWAACC) is dedicated to the support and development of student-athletes in the northwest. Proceeds from your partnership provide students with money for scholarships, unique experiences and leadership opportunities.

Many of our student-athletes attend community colleges to avoid the financial strain of a traditional four-year institution, to grow as an athlete and to participate in the sport they love. The NWAACC strives to improve the experience for each student-athlete during the time they spend in our athletic programs.



NWAACC Sports:

Fall: Cross Country, Soccer, Volleyball

Winter: Basketball

Spring: Baseball, Golf, Softball, Tennis, Track & Field

Demographics

- 39 Member Schools (03-04)
 - British Columbia (4)
 - Idaho (1)
 - Oregon (10)
 - Washington (24)
- 3,625 participants for the 2003-04
 - 55% Male
 - 45% Female
- Most athletes are between 18-22
- 753,252 Total Enrollment
 - 44% Male
 - 66% Female



NWAACC Publication Details

- 2004-05 will be inaugural year for the NWAACC Monthly
- Total of eighteen (18) publications during the academic year
- Nine (9) Tournament Guides produced annually
- Full color publication
- Monthly features will include: school profile, athlete of the month, region news, standings, schedule of contests

PUBLICATION CALENDAR

NWAACC NEWS

September 2004

Space Deadline: August 2

Materials Deadline: August 11

Editorial: Season Previews: Volleyball, Soccer, Cross Country

October 2004

Space Deadline: September 2

Materials Deadline: September 10

Editorial: Fall Championship Previews
NWAACC Sports Night Program

November 2004

Space Deadline: October 4

Materials Deadline: October 13

Editorial: Basketball Season Preview

December 2004

Space Deadline: November 1

Materials Deadline: November 10

Editorial: NWAACC Year in Review

January 2005

Space Deadline: November 29

Materials Deadline: December 8

Editorial: Basketball Tournament Preview

February 2005

Space Deadline: January 3

Materials Deadline: January 12

Editorial: Season Previews: Softball, Baseball

March 2005

Space Deadline: January 31

Materials Deadline: February 9

Editorial: Season Previews: Golf, Tennis, Track & Field; Basketball tournament review

April 2005

Space Deadline: February 28

Materials Deadline: March 9

Editorial: Spring Championships previews

May 2005

Space Deadline: March 28

Materials Deadline: April 6

Editorial: Proposed Code Changes

June 2005

Space Deadline: May 2

Materials Deadline: May 11

Editorial: Spring Championships review, Scholarship winner, Hall of Fame Inductees

NWAACC CHAMPIONSHIP PROGRAMS

Cross Country Championship Program

Space Deadline: October 4

Materials Deadline: October 13

Volleyball Championship Program

Space Deadline: October 11

Materials Deadline: October 20

Soccer Championship Program

Space Deadline: October 11

Materials Deadline: October 20

Basketball Championship Program

Space Deadline: January 3

Materials Deadline: January 12

Baseball Championship Program

Space Deadline: March 28

Materials Deadline: April 6

Softball Championship Program

Space Deadline: March 28

Materials Deadline: April 6

Tennis Championship Program

Space Deadline: March 28

Materials Deadline: April 6

Golf Championship Program

Space Deadline: March 28

Materials Deadline: April 6

Track & Field Championship Program

Space Deadline: March 28

Materials Deadline: April 6

2004-05 RATE CARD & SPECIFICATIONS

ADVERTISING RATES

Four Color (gloss)

	1x	2x	4x	6x	8x	10x
Full Page	\$450	\$428	\$406	\$386	\$367	\$348
1/2 Page	\$375	\$356	\$338	\$322	\$305	\$290
1/3 Page	\$300	\$285	\$271	\$257	\$244	\$232
1/4 Page	\$225	\$214	\$203	\$193	\$183	\$174
1/6 Page	\$175	\$166	\$158	\$150	\$143	\$135

Black & White (gloss)

	1x	2x	4x	6x	8x	10x
Full Page	\$400.00	\$380	\$361	\$343	\$326	\$310
1/2 Page	\$325.00	\$309	\$293	\$279	\$265	\$251
1/3 Page	\$275.00	\$261	\$248	\$236	\$224	\$213
1/4 Page	\$250.00	\$238	\$226	\$214	\$204	\$193
1/6 Page	\$150.00	\$143	\$135	\$129	\$122	\$116

Supported Programs:

Adobe Photoshop

Adobe Illustrator

Macromedia Freehand

*Please save Quark files at Press Optimized PDF

Please note the following:

- The rates listed above are NET RATES.
- The rates listed are PER INSERTION.
- Ads DO NOT have to run consecutively to receive the multiple insertion discount.

SUBMITTING FILES

- Files may be stuffed or zipped.
- All fonts and high resolution images must be included.
- Larger files must be mailed to our production department. (see below)
- Files may also be sent to our FTP site. Call for details.
- You must fax a copy of the ad to the NWAACC if you send files electronically.
F- 360-696-6210

PLEASE NOTE:

All fonts and linked graphic files must accompany Ad materials to ensure that final output will meet specifications of original Ad design.

WE DO NOT ACCEPT TRUE TYPE FONTS.

ARTWORK SPECIFICATIONS

AD Dimensions

Page Size	Width	Height
Full Page	7.50"	9.75"
1/2 Page Island	4.75"	7.50"
1/2 Page Vertical	3.50"	9.75"
1/2 Page Horizontal	7.50"	4.75"
1/3 Page Vertical	2.25"	7.50"
1/3 Page Island	4.75"	4.75"
1/4 Page Vertical	3.50"	4.75"
Live Area	7.50"	9.75"
Trim Size	8.375"	10.875"
Bleed	8.625"	11.125"



Acceptable Electronic Formats*

EPS

PDF

TIF

*Resolution 300dpi

If your ad was created in a program that is not listed above, please save it as a EPS or TIF file format. In addition, please convert all fonts to curves if possible.

We do accept PDF files as a secondary format. We would prefer to receive a PDF rather than an EPS or TIF that has been created from a PDF in Acrobat.

Ads that do not meet the stated criteria will be billed at a rate of \$85 per hour for reformatting.



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