



ALL ACCESS

The Official Guide to the Lowcountry Sports Scene & The Multimedia Approach to Reach the \$50+ Million Sports Market

All Access serves as the authoritative guide to the Lowcountry sports scene, with targeted and expanded exposure for 2010. The Charleston Metro Sports Council's multi-media marketing program includes print advertising. Website exposure and marketplace promotional activities.

The Sports Council Connection

All Access value-added opportunities promote your business to sports-related contacts through the Charleston Metro Sports Council and its unique relationships:

- Referrals
- Ad Flyers and Coupons
- Event Booths
- Lunch Forums
- VIP Invitations
- CACVB Hosted Events

distribution

approximately **8,000**

- 50% in the Charleston Trident Region
- 50% distributed outside the region
- 100% targeted to decision makers

All Access is Actively Distributed to:

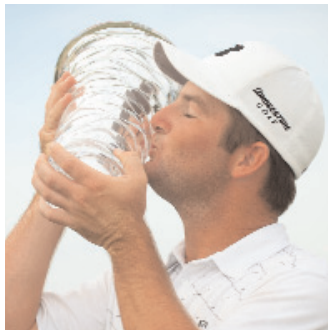
- Sports Event Planners and Organizers
- Sports Enthusiasts
- Visitors at Area Sports Events



One Advertisement— Multiple Points of Presence

For one advertising investment, your business receives exposure in the following throughout the year:

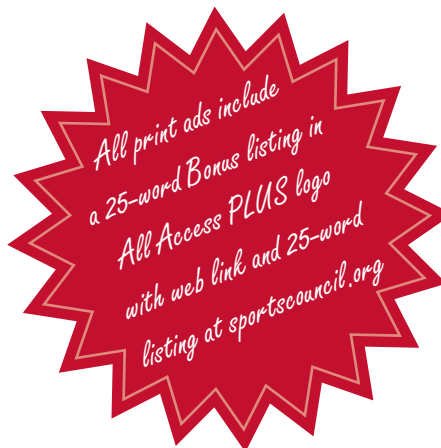
- Display Ad in *All Access*
- 25-30 Word Listing in *All Access*
- Logo with web link and listing at the CMSC website, sportsCouncil.org
- Inclusion in all targeted referrals from CMSC in response to inquiries
- Ads with weblink in the digital copy of *All Access* posted at sportsCouncil.org



ALL ACCESS

SPORTS SCENE

print | online | promo



rates / specs



RATES



PREMIUM POSITIONS

	1x	2x*
Back Cover	\$2,795	\$2,475
Inside Front Cover ..	\$2,585	\$2,285
Inside Back Cover ..	\$2,370	\$2,090
Page One	\$2,370	\$2,090
Opposite TOC	\$2,370	\$2,090

COLOR

	1x	2x*
Full page	\$2,155	\$1,990
1/2 page	\$1,190	\$1,100
1/4 page	\$830	\$740

BLACK & WHITE

	1x	2x*
Full page	\$1,510	\$1,335
1/2 page	\$830	\$740
1/4 page	\$580	\$525

ENHANCED LISTING \$300

Guaranteed Position: 10% of ad rate.

Production: Assistance available. Prices quoted upon request.

All advertising rates are net, and do not include artwork and/or production services.

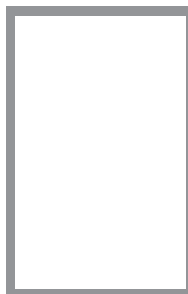
* THE PRICE REFLECTS THE RATE PER ISSUE.

SPECS

ALL ads supplied to APG need to be high resolution **.PDF** or **.JPEG** files.

Submit files to:

ads@atlanticpublicationgrp.com



FULL PAGE*
NON-BLEED 4.75" X 7.75"
BLEED 5.625" X 8.625"



HALF PAGE
4.75" X 3.75"



QUARTER PAGE HORIZONTAL
4.75" X 1.75"



QUARTER PAGE VERTICAL
2.25" X 3.75"

* PUBLICATION TRIM SIZE IS 5.375" X 8.375"

SAFETY MARGIN IS .25" ON ALL SIDES

BLEED SIZE INCLUDES A .125" BLEED ON ALL FOUR SIDES



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