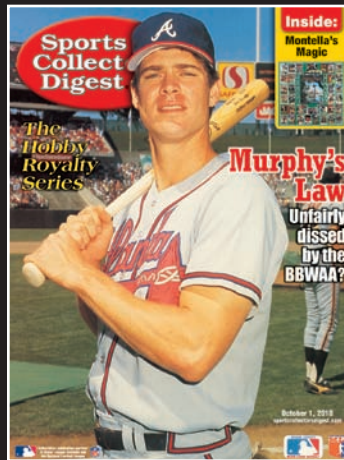


Sports Collectors Digest

Voice for the Hobby

Featuring weekly coverage of memorabilia and trading cards.
www.sportscollectorsdigest.com



ADVERTISING REPRESENTATIVES:

Steve Madson (steve.madson@fwmedia.com)ext. 13441
Missy Beyer (missy.beyer@fwmedia.com)ext. 13642

DISPLAY ADVERTISING:

(Cost per consecutive issue. All rates net):

	1x	6x	13x	26x	52x
Full Page (7" x 10")	\$1,160	\$1,025	\$965	\$899	\$785
2/3 Vertical (4.625" x 10")	\$950	\$815	\$738	\$675	\$585
1/2 Horizontal (7" x 4.75")	\$740	\$640	\$565	\$510	\$460
1/2 Vertical (3.4375" x 10")	\$740	\$640	\$565	\$510	\$460
1/2 Island (4.625" x 7")	\$740	\$640	\$565	\$510	\$460
1/3 Vertical (2.25" x 10")	\$570	\$490	\$440	\$400	\$350
1/3 Square (4.625" x 4.75")	\$570	\$490	\$440	\$400	\$350
1/4 Square (4.625" x 3.25")	\$425	\$355	\$325	\$295	\$250
1/4 Horizontal (7" x 2.25")	\$425	\$355	\$325	\$295	\$250
1/4 Vertical (3.4375" x 4.75")	\$425	\$355	\$325	\$295	\$250
1/6 Vertical (2.25" x 4.75")	\$340	\$295	\$265	\$245	\$210
1/6 Horizontal (4.625" x 2.25")	\$340	\$295	\$265	\$245	\$210
1/12 Horizontal (2.25" x 2.25")	\$210	\$180	\$160	\$147	\$130
Collector to Collector (3.25" x 2.875")	\$75				

COLOR AND SPECIAL PAPER STOCK:

(Cost per consecutive issue. All rates net):

	1x	6x	13x	26x	52x
Full page/4-color on 40# white offset	\$2,655	\$2,375	\$1,305	\$2,240	\$2,145
Full page/4-color on newsprint	\$2,199	\$1,935	\$1,855	\$1,788	\$1,690
Full page/spot color on 40# white offset	\$2,199	\$1,935	\$1,855	\$1,788	\$1,690
Full page/spot color on newsprint	\$1,525	\$1,478	\$1,400	\$1,335	\$1,245
Full page/b&w on 40# white offset	\$1,635	\$1,478	\$1,400	\$1,330	\$1,245
Front Cover Wrap	\$3,510				
Inside Front Cover	\$2,665				
Inside Back Cover	\$2,230				
Back Cover	\$2,920				

CLASSIFIED ADVERTISING:

(Cost per consecutive issue. All rates net.
Please specify classification):

	1x	13x	26x	52x
4 columns x 10"	\$1095	\$955	\$850	\$805
3 columns x 10"	\$715	\$625	\$560	\$525
2 columns x 10"	\$375	\$335	\$299	\$285
2 columns x 6"	\$237	\$210	\$190	\$175
1 column x 6"	\$135	\$115	\$110	\$95
1 column x 3"	\$76	\$65	\$55	\$48
1 column x 2"	\$58	\$48	\$43	\$38

4 columns to a page

1 column	1.5" wide
2 columns	3.33" wide
3 columns	5.1667" wide
4 columns	7" wide

DISCOUNTS:

Commission, cash, camera-ready or agency discounts
— not available, all rates are net.

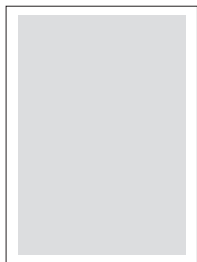
MECHANICAL INFORMATION:

- Printed web offset.
- 85-line screen for b & w and 4-color.
- Trim size: 8" x 10.75"
Live Area: 7" x 10"
Bleed size: 8.5" x 11.25"
- FOUR COLOR-CAMERA-READY:**
100 line screen for 50# white offset. Maximum density 240. Ads sent electronically are preferred ie: disk, email, FTP. In-house 4-color design available—copy must arrive two weeks prior to deadline.
- SPOT COLOR:**
Colors available—yellow (background only), green, blue and red.

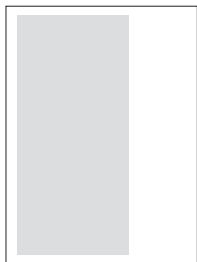
All advertisers must have a completed reference form on file before advertising (Call or write our advertising department to receive a reference form). Advertisers are responsible for understanding and following our standard advertising policies listed on page 2. Payment must accompany ad copy. We accept all major credit cards, do not send cash!



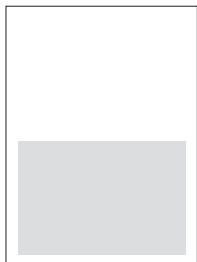
700 East State Street • Iola, WI 54990-0001
715-445-2214 • FAX: 715-445-4087
http://www.fwmedia.com



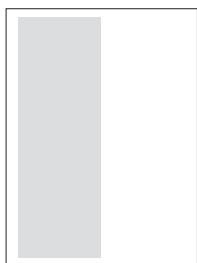
Full Page
7" x 10"



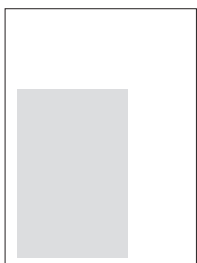
2/3 Vertical
4.625" x 10"



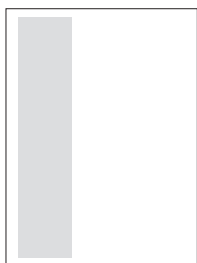
1/2 Horizontal
7" x 4.75"



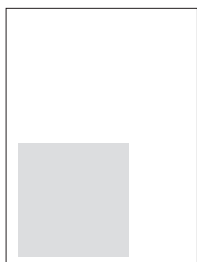
1/2 Vertical
3.4375" x 10"



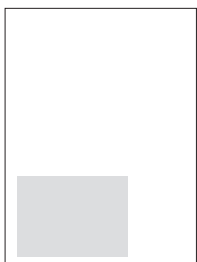
1/2 Island
4.625" x 7"



1/3 Vertical
2.25" x 10"



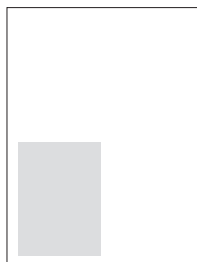
1/3 Square
4.625" x 4.75"



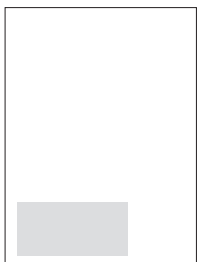
1/4 Square
4.625" x 3.25"



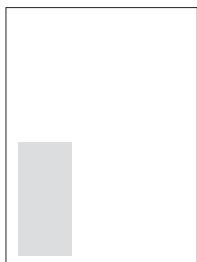
1/4 Horizontal
7" x 2.25"



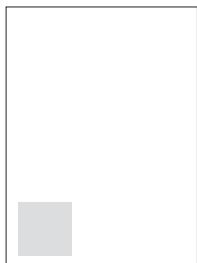
1/4 Vertical
3.4375" x 4.75"



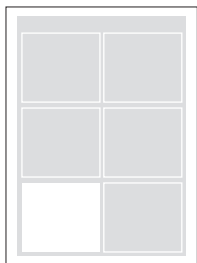
1/6 Horizontal
4.625" x 2.25"



1/6 Vertical
2.25" x 4.75"



1/12 Square
2.25" x 2.25"



Collector to Collector
3.25" x 2.875"

AD DIMENSIONS:

Full Page 7" x 10"
 2/3 Vertical 4.625" x 10"
 1/2 Horizontal 7" x 4.75"
 1/2 Vertical 3.4375" x 10"
 1/2 Island 4.625" x 7"
 1/3 Vertical 2.25" x 10"
 1/3 Square 4.625" x 4 3/4"
 1/6 Vertical 2.25" x 4.75"
 1/6 Horizontal 4.625" x 2.25"
 1/12 Horizontal 2.25" x 2.25"
 1/4 Horizontal 7" x 2.25"
 1/4 Square 4.625" x 3.25"
 1/4 Vertical 3.4375" x 4.75"
 Collector to Collector 3.25" x 2.875"

AD SUBMISSION:

Accepted Advertising file formats:

Application Files (mac or PC):

- Adobe Creative Suite v4 (*Illustrator, InDesign, Photoshop*)
- QuarkXpress v8
- PDF (*Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded*)
- TIFF (*300dpi, CMYK, fonts embedded*)
- EPS (*300dpi, CMYK, fonts embedded*)

For Ad creation:

Word/Excel (*type used only*)

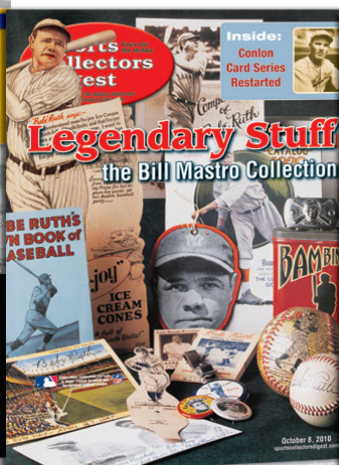
Images:

- JPG, TIFF, PNG, EPs formats
- 300dpi minimum resolution for continuous tone
- 600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

FTP Instructions:

- MAC users: ftp.krause.com
- PC users: ftp://ftp.krause.com
- User ID: type the word "anonymous"
- Password: is your email address
- Inbound folder. Then look for folder of publication you are submitting for.



Sports Collectors Digest

Voice for the Hobby

700 E. State St., Iola, WI 54990-0001
 1-800-726-9966 (+ext.) • Fax: 715-445-4087

2011 DEADLINES

COVER DATE	DEADLINE	MAIL DATE	COVER DATE	DEADLINE	MAIL DATE
11/5/10	10/11/10	10/19/10	6/17/11	5/23/11	5/24/11
11/12/10	10/18/10	10/26/10	6/24/11	5/27/11	5/31/11
11/19/10	10/25/10	11/2/10	7/1/11	6/6/11	6/07/11
11/26/10	11/1/10	11/9/10	7/8/11	6/13/11	6/14/11
12/3/10	11/8/10	11/16/10	7/15/11	6/20/11	6/21/11
12/10/10	11/15/10	11/23/10	7/22/11	6/27/11	6/28/11
12/17/10	11/19/10	11/30/10	7/29/11	7/1/11	7/05/11
12/24/10	11/29/10	12/7/10	8/5/11	7/11/11	7/12/11
12/31/10	12/6/10	12/14/10	8/12/11	7/18/11	7/19/11
1/7/11	12/13/10	12/21/10	8/19/11	7/25/11	7/26/11
1/14/11	12/17/10	12/28/10	8/26/11	8/1/11	8/02/11
1/21/11	12/27/10	1/4/11	9/2/11	8/8/11	8/09/11
1/28/11	1/3/11	1/04/11	9/9/11	8/15/11	8/16/11
2/4/11	1/10/11	1/11/11	9/16/11	8/22/11	8/23/11
2/11/11	1/17/11	1/18/11	9/23/11	8/29/11	8/30/11
2/18/11	1/24/11	1/25/11	9/30/11	9/2/11	9/06/11
2/25/11	1/31/11	2/01/11	10/7/11	9/12/11	9/13/11
3/4/11	2/7/11	2/08/11	10/14/11	9/19/11	9/20/11
3/11/11	2/14/11	2/15/11	10/21/11	9/26/11	9/27/11
3/18/11	2/18/11	2/22/11	10/28/11	10/3/11	10/04/11
3/25/11	2/28/11	3/01/11	11/4/11	10/10/11	10/11/11
4/1/11	3/7/11	3/08/11	11/11/11	10/17/11	10/18/11
4/8/11	3/14/11	3/15/11	11/18/11	10/24/11	10/25/11
4/15/11	3/21/11	3/22/11	11/25/11	10/31/11	11/01/11
4/22/11	3/28/11	3/29/11	12/2/11	11/7/11	11/08/11
4/29/11	4/4/11	4/05/11	12/9/11	11/14/11	11/15/11
5/6/11	4/11/11	4/12/11	12/16/11	11/18/11	11/22/11
5/13/11	4/18/11	4/19/11	12/23/11	11/28/11	11/29/11
5/20/11	4/25/11	4/26/11	12/30/11	12/5/11	12/06/11
5/27/11	5/2/11	5/03/11	1/6/12	12/12/11	12/13/11
6/3/11	5/9/11	5/10/11	1/13/12	12/19/11	12/20/11
6/10/11	5/16/11	5/17/11	1/20/12	12/26/11	12/27/11

800-726-9966

Steve Madson, Ext. 13441
 steve.madson@fwmedia.com

Missy Beyer, Ext. 13642
 missy.beyer@fwmedia.com

All advertising copy must be received by the Sports Collectors Digest office by 4 p.m. Central Time on the deadline day.

WWW.SPORTSCOLLECTORSDIGEST.COM

STANDARD ADVERTISING POLICIES

Sports Department/F+W Media

STANDARD ADVERTISING POLICIES:

- A.** All advertising orders are accepted subject to the terms and provisions outlined below. The publisher reserves the right to omit or decline advertising, or suspend advertising privileges, for any reason, irrespective of the validity of the reasons for such omission, declination or suspension of advertising privileges. Accepting payment does not constitute ad acceptance. The publisher reserves the right to decline advertising at any time.
- B.** The publishers assumes no responsibility for misprints or claims and actions by advertisers.
- C.** The grouping of several advertisements in any one issue to earn a lower rate will not be permitted. Brokered advertising is strictly prohibited.
- D.** The publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with the publisher's policies. The advertiser and or the advertising agency are jointly or severally liable for advertising invoices.
- E.** All advertising is subject to the publisher's approval. The publisher reserves the right to edit advertising copy, artwork and format to conform with standard advertising policies. Ad copy with reference to another party without written consent is strictly prohibited. Contact your sales representative for details.
- F.** The publisher does not guarantee, and disclaims all knowledge of the right of seller or buyer to contract. Specific inquiries should be made on questions of minority or ownership.
- G.** Advertisers and advertising agencies concerned assume liability for all content (including text representatives and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. It is the advertiser's and agency's responsibility to obtain appropriate releases, licenses and/or permissions on an item offered or individuals pictured in the advertisement. The advertising agency and its client together and separately assume 100% of debt payment responsibility in the event of default by either party.
- H.** All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.
- I.** Copy running longer than the space ordered will be cut from the end of the listing at the discretion of the publisher.
- J.** Advertising unauthorized cards of current players is prohibited. Advertising collector-issue cards will be accepted only when accompanied with copies of necessary licenses or waivers from the individual players, teams, leagues or commissioner's office stating the advertising as appropriate. Advertising noncurrent player cards will be at the discretion of the publisher. In all cases, the publisher reserves the right to accept or reject advertising of collector-issue cards or memorabilia for any reason.
- K.** An advertiser who cashes a check or charges a credit card has entered into a binding agreement of deliver that merchandise at the advertised price.
- L.** Advertising offering modern copies, restrikes, reproductions or fantasy pieces which violate the Hobby Protection Act is not acceptable.
- M.** Advertisements offering prizes, grab bags or contests of any nature, are not acceptable unless prior written approval has been obtained from the United States Postal Service, Washington, D.C.
- N.** Unless stated otherwise in the ad, the buyer has a 10-day return privilege from the time he/she receives an item from an advertiser. The buyer does not have to give a reason for a return and can demand a refund less postage cost. Advertisers must allow buyers to obtain authenticity judgements as the basis for retention provided they notify the advertiser in writing of their intent within the applicable return privilege period. The buyer can request, but not demand a replacement. If the buyer requests it, the seller must refund the purchase price rather than issue a credit or exchange. When, in the sole judgement of the publisher's staff, the seller delivers over graded material in an attempt to force the buyer to seek a refund, the publisher reserves the right to demand that the seller deliver properly graded material or make a refund in an amount determined by the publisher to be commensurate with the current market.
- O.** Merchandise returned must be in the same condition it was sent. In the event of a return, the seller may request that the entire order rather than a portion be returned for a refund.
- P.** Unless delayed delivery is specified in the ad, the buyer may request an immediate

refund if delivery is not made within 30 days after seller accepts payment. When delayed delivery is specified in the ad, but the stated period passes without delivery, the buyer may request an immediate refund. This policy takes precedence over any terms or conditions which may appear in any advertisement. When, in the opinion of the publisher, delayed delivery is being used to avoid fulfilling an order for available merchandise on which the market value has risen the publisher reserves the right to alter the amount of refund due and enforce its immediate remittal to the buyer.

Q. Advertiser who are in violation of these or any other o Publications advertising policies may be subject to penalties included, but not limited to, suspension or revocation of advertising privileges, at the sole discretion of the publisher.

R. The publisher's staff reserves the right to—without prior notice—suspend application of these policies, to amend any policy, or to create any new policy which in its sole opinion will facilitate fair play in a specific transaction or among the hobby in general.

S. The publisher retains the right to obtain financial information through a credit bureau or other sources. This applies to existing accounts and new accounts.

GENERAL INFORMATION:

A. REFERENCE FORM POLICY: A completed reference form must be in our confidential files before any buy, sell or trade ad can be placed. Our standard reference form is available upon request. Minors are required to furnish a certificate of responsibility from their parents or guardian before their advertising can be accepted.

B. AD COPY: Ad copy does not need to be furnished camera ready. Our staff will lay out your ad an typeset it at no additional charge. Typewritten copy is recommended. The publisher is not responsible for errors resulting from hand written or illegible copy, FAX copy or changes submitted by phone. The publisher's liability for any error shall not exceed the cost of the space occupied by that error.

C. DEADLINES: Advertising deadlines are absolute. No ads will be accepted or changes in ad copy allowed after 12 noon on the deadline day.

D. TEARSHEETS: A copy of each display ad, as it appears in the newspaper is sent out via First-Class mail upon request. A sample copy of the issue in which your ad appears is available at the cover price.

E. CONTRACT RATES: While an ad can be placed in a single issue, money saving contract rates are available and require the placement of ads in CONSECUTIVE ISSUES. Ad contact and space size occupied many vary from issue to issue. Contract forms are available upon request.

F. RATE GUARANTEE: The publisher may not impose any rate increases on the advertiser during the term of a written contract. Contract cancellation by the advertiser allows the publisher to reinvoice covered ads at the earned rate.

G. PHOTOS: Photos may be reproduced in any ad at no charge. High-quality photos are required to achieve high-quality reproduction as a graphic arts camera will reproduce exactly what it sees. Cards can be photographed directly . If you do not have a photo of the items, our staff photographer can prepare a quality photograph of any item to be advertised at a cost of \$10.00 per item, with the original negative becoming the property of the publisher. The publisher assumes no responsibility for the return or condition of items to be photographed.

H. RETURNING ARTWORK: When artwork, film or photos are requested to be returned, please specify at time of placement, otherwise all material will be recycled.

I. P.O. BOXES: P.O. Boxes may be used but a permanent home address or place of business must be filed with publisher before P.O. Box advertisement can be carried.

J. ADVERTISING AGENCIES: Payment must accompany insertion. Agency discounts are not granted, all rates are net.

K. PRE-PRINTED INSERTS: Pre-printed inserts are acceptable in some instances. Inquire for additional information and technical specifications.

L. RETURN PRIVILEGE: Except as otherwise stated in any ad, an advertiser must accept the return of any merchandise postmarked within ten days of its receipt by a customer.

M. CIRCULATION: Throughout the United States and Canada by subscription, newsstand sales, hobby shops and other outlets.

N. ADVERTISEMENTS received on disk or modem must be accompanied by an exact proof. Please contract your sales representative for more details, including the type of program and disk.

