



PRO Pulse

The Official Magazine of PRO Sports Club

Advertising Specifications

PRO Sports Club offers advertisers the opportunity to reach a great audience through the PRO Pulse magazine.

Published six times per year, the magazine features articles related to health, fitness, club services and activities and member success stories. Bimonthly circulation includes a readership of 48,000+, with distribution to 28,000 households and an additional 3,000 distributed throughout the club and other channels including corporate partner new hire orientations, local physician's offices and medical clinics on the Eastside and Seattle. Subscription is complimentary to PRO Sports Club members.

Distribution and Demographics

PRO SPORTS CLUB MEMBERS	
Members	43,000+
Family Memberships	22%
Single Memberships	78%
Corporate Memberships	91%
Average Household Income	\$88,254
Ages 1-9 years old*	19%
Ages 10-17 years old*	7%
Ages 18-29 years old*	15%
Ages 30-50 years old*	52%
Ages 51+ years old*	7%

*Information based on 26,182 members with known birthdates.

INTERESTS	
Aquatics	21%
Running/Bicycling	30%
Group Fitness	28%
Group Fitness - Pilates	27%
Group Fitness - Yoga	31%
Pavilion Sports (Badminton, Soccer & Volleyball)	10%
Personal Training	29%
Racquet Sports (Racquetball, Squash & Tennis)	21%
Specialty Programs - Outdoor Sports	13%
Triathlon/Marathon Training	15%
Youth Programs	10%
Youth Programs - Prenatal & Baby	7%

Information based on 9,111 registered proclub.com members.

WHERE THEY LIVE	AVERAGE HOUSEHOLD INCOME	
Redmond	25%	\$92,069
Seattle	18%	\$56,738
Bellevue	17%	\$79,874
Kirkland	10%	\$78,852
Issaquah/Sammamish/Newcastle	10%	\$92,223
Woodinville/Bothell	8%	\$83,664
Medina/Clyde Hill/Mercer Island	2%	\$119,306
Other	11%	-

Information based on 27,862 known addresses.

Contact

Please send all advertising agreements and production materials to:

PRO Sports Club
 Attn: Carol Glenn
 4455 148th Avenue NE
 Bellevue, WA 98007
 P (425) 246-5601
 F (425) 861-6245
 cglenn@proclub.com

Varsity Communications Ad Agency
 Attn: David Stolber
 12510 33rd Ave. NE, Ste 300
 Seattle, WA 98125
 P (206) 367-2420, ext. 1204
 F (206) 363-9099
 david@varsitycommunications.com





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Ad Rates

All rates are listed per issue. Ads are positioned at Publisher's discretion with requests honored where possible. Placement preference is accommodated according to advertiser's longevity with the publication. Guaranteed placement available for ad sizes ½ page or larger for an additional 15%.

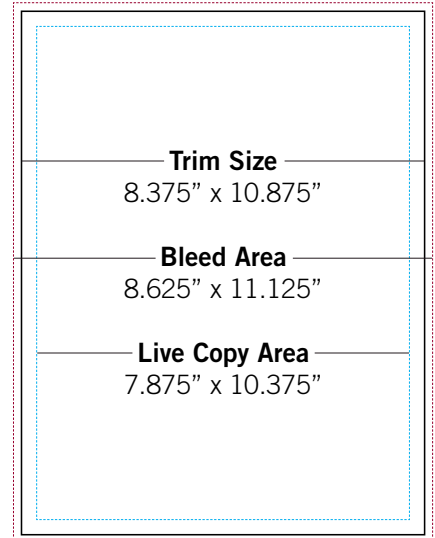
4-COLOR or BLACK & WHITE	1x - 2x	3x - 5x	6x
2-page Spread (Double Truck)	\$5,040	\$4,380	\$3,500
Back Outer Cover	\$3,600	\$3,130	\$2,500
Back Inside Cover	\$3,310	\$2,880	\$2,300
Front Inside Cover	\$3,310	\$2,880	\$2,300
Full	\$3,020	\$2,630	\$2,100
2/3	\$2,880	\$2,500	\$2,000
1/2	\$2,450	\$2,130	\$1,700
1/3	\$1,790	\$1,560	\$1,250
1/4	\$1,590	\$1,380	\$1,100
1/6	\$1,300	\$1,130	\$900
1/12	\$720	\$630	\$500

PRO Sports Club Members receive a 10% discount off published rates.

Mechanical Specifications

Advertisement Dimensions (width x height inches)

2-page spread (bleed).....	17" x 11.125"
2-page spread (non-bleed).....	16" x 10.125"
Full page (bleed).....	8.625" x 11.125"
Full page (non-bleed).....	7.625" x 10.125"
2/3 page vertical	4.625" x 9.875"
1/2 page vertical	3.75" x 9.875"
1/2 page horizontal	7.375" x 4.625"
1/3 page square.....	4.625" x 4.875"
1/3 page vertical	2.25" x 9.875"
1/4 page vertical	2.25" x 7.25"
1/6 page vertical	2.25" x 4.875"
1/12 page square.....	2.25" x 2.25"



Trim size:

The finished magazine is trimmed to 8.375" x 10.875".

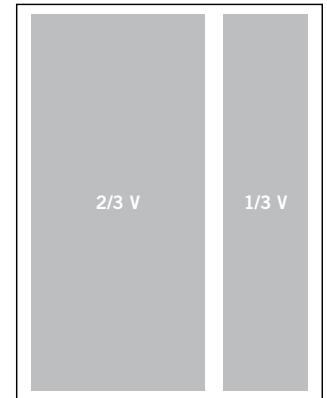
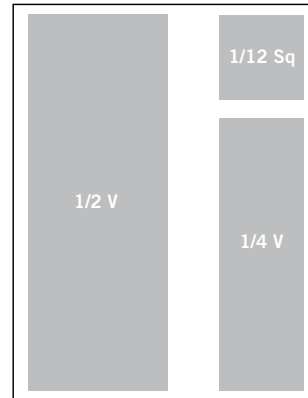
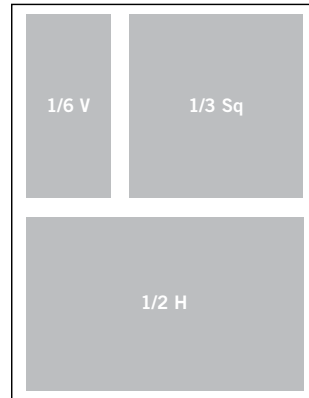
Bleed area:

A 0.125" bleed should be left on all sides for ads that bleed resulting in a bleed size of 8.625" x 11.125".

Live copy area:

On a full bleed ad, all live materials should be 0.25" from the trim on all sides to ensure that they appear in the trim-safe or print-safe zone. This results in a safe zone size of 7.875" x 10.375".

MECHANICAL SPECIFICATIONS (Continued)



Ad Production Services

PRO Sports Club offers creative design and complete ad-production services for an additional charge.*

2-page spread:	\$750
Full page:	\$400
2/3 page:	\$300
1/2 page:	\$200
1/3 page:	\$150
1/4 page:	\$125
1/6 page:	\$100
1/12 page:	\$75

*Minimum production for any type changes or typesetting is \$50.

Deadlines

Issue	Space Reservation	Files Due
Jan/Feb	Nov 10	Nov 20
Mar/Apr	Jan 10	Jan 20
May/June	Mar 10	Mar 20
July/Aug	May 10	May 20
Sep/Oct	July 10	July 20
Nov/Dec	Sep 10	Sep 20

If digital art is not received by the due date, PRO Sports Club reserves the right to pick up advertiser's previous ad or charge the advertiser for the reserved space unless special arrangements have been made with a PRO Pulse representative.

Design/Logo Creation

\$500 (3 concepts with 1 revision)

Photo/Image Retouching

\$50/hour (1 hour minimum)

SUBMISSION REQUIREMENTS

Printing process:	Web Offset
Trim size:	8.375" x 10.875"
Live copy area:	7.875" x 10.375"
Bleed area:	8.625" x 11.125" (0.125" on each side)
Color:	4-color process (GATF/SWOP/CMYK)
Resolution:	300 dpi @ 100%

Digital Ads

Advertisers are required to submit digital files in the following formats (listed in order of preference).

- Acrobat PDF (PDF/X-1a:2001), with bleeds and crop marks included.
- InDesign CS4
- Illustrator CS4
- EPS (Encapsulated Post Script)

PC and Macintosh platforms are accepted. Electronic ads must include all graphic files and all fonts converted to paths/outlines. Pantone colors must be converted to CMYK. Do not supply JPEG files. Please provide a printed disk directory that includes a list of all files on disk, and a separate proof sheet printed at actual size. Ads can be e-mailed directly in a compressed or PDF file to cglenn@proclub.com.



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SUBMISSION REQUIREMENTS (Continued)

Proofs

As a general rule, proofs are not provided except when production is contracted through PRO Sports Club/PRO Pulse. If an advertiser requires PRO Sports Club to make copy changes, proofs will be provided only when requested and if time permits. Production charges will be charged accordingly. PRO Sports Club will not be held liable for errors in copy changes and errors or omissions from supplied advertiser art. PRO Sports Club accepts no responsibility for the quality of reproduction of artwork not meeting specified standards.

Please note: To avoid additional charges, ads must be supplied in sizes and formats specified above. Alterations or additional preparation of artwork will be charged at cost.

TERMS AND CONDITIONS

Rates & Placement

All rates are listed per issue. Ads are positioned at Publisher's discretion with requests honored where possible. Placement preference is accommodated according to advertiser's longevity with the publication. Guaranteed placement available for ad sizes ½ page or larger for an additional 15%.

Billing & Payment

Advertiser acknowledges receipt of the current rates for each publication. PRO Sports Club will bill for advertising and related production services in accordance with the current rates. Accounts unpaid after 30 days are considered past due. For any past due amounts, Advertiser agrees to pay late charges of 1.5% (18% APR) per month. Advertiser agrees that if their account is given to a collection agency, the Advertiser will pay all costs of collection. If payment is not received after 90 days, Advertiser will be suspended from advertising until their account is current and/or a pre-payment may be required for advertising insertion. Check, Discover, Visa, MasterCard, and American Express are acceptable forms of payment.

Frequency Discounts

Advertiser agrees to insert advertisement(s) per frequency contracted. If, for any reason, this frequency is not met, Advertiser will be charged a short-rate to fulfill its frequency discount level. This may be attributed to cancellation, non-payment, or not receiving artwork or an advertising contract prior to deadline.

Reservation of Rights

PRO Sports Club reserves the right to refuse any advertising material in its sole discretion for any reason at any time. Advertisements in competition with PRO Sports Club or PRO Sports Club Activities/Services are not accepted. All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter and that such publication will not violate any law or infringe on any party.

Cancellation

Cancellations are not accepted after published closing dates. Cancellations must be made in writing and submitted 10 days prior to the closing date of that issue. The advertiser will be charged the frequency discount allowed, less the frequency discount earned, for orders canceled before the expiration date of a sales agreement ("short-rate"). If a written cancellation is not received prior to the closing date, the ad will run in the contracted issue and the advertiser will be responsible for payment.

Camera Ready Art

All advertising must be submitted as camera-ready and correct size. Advertiser must pay any production charges required to bring the ad up to publication standards. PRO Sports Club accepts no responsibility for the quality of reproduction of artwork or photos that are supplied by Advertiser and do not meet stated specifications. If an advertiser fails to provide art and/or copy in time to meet the closing date, PRO Sports Club reserves the right to pick up Advertiser's previous ad or charge Advertiser for the reserved space at the contracted rate.