



ABOUT

GO Indoor is the Official Magazine of the United States Indoor Sports Association (“USIndoor”) and ONLY national trade publication exclusively dedicated to recreational indoor sports facility owners, operators and administrators—a \$650 million growth industry.

GO Indoor is a color publication distributed digitally each quarter and by print each Spring issue to approximately 10,000 unique individuals, representing over 800 multi-sport facilities, startups and other subscribers throughout the United States, with additional distribution abroad. It measures 8 ½ inches wide x 11 inches tall, and each issue is a minimum of 24 pages.



Per editorial policy, editorial content constitutes at least 50% of the pagination. By restricting advertising content, management ensures that the editorial is read and that advertising gains the maximum possible impact. GO Indoor’s core readership is primarily comprised of multi-sport and indoor soccer facility owners, operators and program administrators.

There is no more effective way to reach indoor sports and soccer facility owners and operators, or those looking to start a facility, than through advertising in GO Indoor.

INDUSTRY STATS

Key Averages (per sport facility)

Annual Revenue	\$1,328,591
Building	62,216 sq. ft.
Boys	1,034 (33.2%)
Girls	875 (28.1%)
Adults	1,205 (38.7%)



US Indoor Soccer Facilities
(Canada: 63)
Source: USIndoor, 10/11

Past Advertisers: Arcades, Publications, Coaching Equipment, Apparel, Soccer Merchandise, Artificial Turf, Soccer Boards, Building Contractors, Scoreboards, Industrial Equipment and Supplies, Management Software, Camps, Youth Programs, Financial Services, Leagues & Tournaments.

ADVERTISING RATES

	1x	4x*
Full-Page	1,125	956
Half-Page	700	595
Quarter-Page	450	383
One-eighth page	250	212

Preferred Positions (Non-cancelable, 4-Color)

Center (double-page)	2,500
Back Cover	1,800
Inside Front Cover	1,600
Inside Back Cover	1,600
Page 3	1,500
1-Page Flyer or Insert	1,125
Facility Mailing Only	1,125

* 4x rates apply to advertisers which place orders of four insertions over a 12-month period and pay for them in one or two equal installments.





GO INDOOR

EDITORIAL CALENDAR AND CONTENT

GO Indoor is a quarterly magazine, mailed during the week of the 15th of February, May, August and November.

Publication Date	Insertion Order & Ad Materials Due
February 15	January 25
May 15	April 25
August 15	July 25
November 15	October 25

Editorial content is dedicated to facility owners, managers and administrators. Regular features include:

- ▲ general management
- ▲ industry reports
- ▲ best practices
- ▲ cost control
- ▲ ancillary programs
- ▲ human resources
- ▲ grand openings
- ▲ association updates
- ▲ product development
- ▲ legal topics
- ▲ corporate member news
- ▲ referee management
- ▲ league development
- ▲ insurance and risk management
- ▲ business and administrator profiles
- ▲ marketing and sponsorship



MECHANICAL DIMENSIONS

Trim Size: 8 ½ inches wide by 11 inches tall.
Live Area: 7 ½ inches wide x 10 inches tall.
Line Screen should be 276.

Full-Page Ad Sizes*

	Width	Height
With Bleed	9 x	11 ½
Without Bleed	7 ½ x	10

Other Ad Sizes*

	Width	Height
½ page	3 ⅝ x	10
or	7 ½ x	4 ⅞
¼ page	3 ⅝ x	4 ⅞
⅛ page	3 ⅝ x	2 ⅝/16

ELECTRONIC FILES ONLY: May be supplied on compact discs, in zip files and by e-mail to USIndoor at pr@usindoor.com. InDesign, Quark, .pdf, .eps and .tif formats accepted—CMYK, please. High-resolution images, 300 pixels per inch or greater, are required. Be sure to include or embed all fonts.

MECHANICAL: Photography, artwork and composition are billed extra at a minimum of \$150/hour.

CONTACT INFORMATION

Sales Inquiries & Ad Materials:

USIndoor Corporate Headquarters
 Website: www.usindoor.com
 E-Mail: pr@usindoor.com
 Telephone: 703-310-6151
 Shipping: USIndoor, Inc.
 1340 N. Great Neck Road
 Suite 1272-142
 Virginia Beach, Virginia 23454

USIndoor Corporate Membership

USIndoor is a member organization, including industry and consumer advertisers and sponsors. For information about Corporate Membership, USIndoor's business referral program, and in-arena opportunities, like sampling, dashers board advertising and banner displays, call or e-mail USIndoor's Headquarters.

2012 Facility Operators Conference

USIndoor's 2012 Facility Operators Conference & Trade Show is June 11-14, at The Hyatt Regency in Downtown Indianapolis, IN. For details about exhibiting or sponsorship, call or visit our website.





TERMS AND CONDITIONS OF SALE

1. Cancellations and changes to copy are permitted until the 25th of the month prior to publication. No exceptions.
2. All copy and changes must be submitted in writing. The advertiser may request changes or the right to approve a proposed advertisement, if made by the 15th of the month prior to publication. *GO Indoor* is not responsible for errors or omissions thereafter or for which approval has not been timely requested or once an advertisement has been "signed off" by the advertiser.
3. All copy is subject to the publisher's approval. *GO Indoor* has a wide readership and as such regrets that it cannot carry advertising that the publisher deems unsuitable.
4. The advertiser and its agency (if applicable) each represents that it is authorized to publish the content, subject matter, images and portraits contained in the advertisement. Such authorization shall include the right to reproduce copyrighted material and testimonials. In consideration of the publisher's acceptance of advertising, the advertiser (and its agency, if applicable) indemnify and hold harmless *GO Indoor*, its officers, employees and agents against all loss, liability, damage and expense of whatever nature arising out of the copying, printing and publishing of its advertisement, including, without limitation, reasonable attorneys' fees resulting from claims or suits for libel, violation of rights of privacy, misrepresentation, plagiarism and copyright or trademark infringement.
5. Recognized advertising agencies qualify for 15% commission.
6. Billings are conducted at the time of order. First-time advertisers may be required to pay in advance. Repeat advertisers are billed semi-annually. Balances outstanding after 30 days are subject to a 1.5% monthly service charge. No agency commissions apply to invoices outstanding over 30 days.



INSERTION ORDER

DATE: ___ / ___ / ___

COMPANY: _____

PRINCIPAL SALES CONTACT: _____

ADDRESS: _____

TELEPHONE: ___ - ___ - ___ FAX: ___ - ___ - ___

E-MAIL ADDRESS: _____

COMPANY requests advertising placement in *GO Indoor* as indicated below. Orders may be placed to run from one to four times. (Check, circle and complete the following, as appropriate.)

	SIZE AND FREQUENCY		PLACEMENT DATE(S)	
		1x	4x*	Issue
<input type="checkbox"/> Full-Page	\$1125	956	<input type="checkbox"/> Feb.-Apr. (Spring)	___
<input type="checkbox"/> 1/2-Page	\$700	595	<input type="checkbox"/> May-July (Summer)	___
<input type="checkbox"/> 1/4-Page	\$450	383	<input type="checkbox"/> Aug.-Oct. (Fall)	___
<input type="checkbox"/> 1/8-Page	\$250	212	<input type="checkbox"/> Nov.-Jan. (Winter)	___

* Reflects a 15% discount on 4 or more ads occurring within a 12-month period and paid in one or two installments. (USIndoor members may receive additional discount.)

Unless otherwise agreed, initial placement will occur upon *GO Indoor's* earliest printing following timely receipt of advertising material.

Net Total Cost: \$ _____ .00 (check if member discount is included), payable with this Insertion Order or, for orders of four (4) or more, in one payment or two semi-annual installments (at advertiser's option), beginning with the first insertion.

COMPANY acknowledges having read and understood the Terms and Conditions of Sale of this Order, including those surrounding: (1) FREQUENCY DISCOUNT, (2) CANCELLATION, (3) SUBMISSION AND NOTICE DEADLINES, (4) MECHANICAL REQUIREMENTS, (5) EXTRA ART CHARGES, and (6) LATE CHARGES.

AGREED AND ACCEPTED BY COMPANY: _____

Signature

USINDOOR
SPORTS ASSOCIATION