



## Advertising Specifications

AD SIZES	width x height
Full Page	trim: 8.5" x 11" bleed: 8.75" x 11.25"
Half Page	trim: 7.5" x 5" (no bleed)
Quarter page	trim: 3.5" x 5" (no bleed)

**Publishing Dates:** The *NASC Playbook* is published in March, June, September, and December each year.

**Circulation:** The *NASC Playbook* is available in both print and digital formats. 700 copies are mailed to member organizations each quarter. The digital version is read by more than 2,500 sports tourism professionals. Readers represent destinations, event owners, and industry vendors, and include the key decision-makers at the following types of organizations:

- Sports Commissions
- Convention & Visitors Bureaus
- Destination Marketing Organizations
- Parks & Recreation Departments
- Chambers of Commerce
- Venues & Facilities
- College & University Athletics Departments
- National Governing Bodies
- Sports Associations and Organizations
- Sports Event Owners
- Sports Marketing Firms
- Consultants
- Hotel Brands & Housing Services
- Companies that provide a product or service to the sports tourism industry

**Extra Services:** Ad Design and Production

If you are in need of creative services, our professional creative staff will produce an ad for you. And we'll create the ad at a preferential, advertiser-only rate that's generally less than what other design firms charge.

► **Pricing:**

Full page - \$1995 per issue

Half page - \$995 per issue

Quarter page - \$495 per issue

► **Digital Specifications:**

Format: Press quality pdf, CMYK, 300 dpi,  
with fonts outlined

► **Submit to:**

**Elizabeth Young**

Director of Membership and Marketing

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[SportsCommissions.org](http://SportsCommissions.org) | [NASCSymposium.com](http://NASCSymposium.com)

► **Closing Dates:**

Materials are due the first day of the month  
of publication.