



USCA Web Site / Canoe News Sponsor Benefits

USCA's *Canoe News* magazine (reaching 3000+ readers) and the USCAnoe.com/ USCAnoenews.com combined web sites are the ways the *United States Canoe Association* reaches **not only its membership, but well beyond to the paddling community at large.**

Canoe News, a 32-72 page magazine, is a storehouse of information about paddlesports. It contains up-to-date **canoe and kayak articles, training and fitness information, event schedules (racing, cruising, clinics, demonstrations, river cleanups, etc.) race results, and reports and articles** related to the USCA's focus on its "five stars" — **Competition, Cruising, Conservation, Camping and Camaraderie.**

Competition covered in *Canoe News* includes **marathon canoe & kayak, dragonboat, voyageur canoe, va'a (out-**

rigger canoe), and other competitive paddling events like **triathlon, sprint, adventure racing, open water & ocean racing, surfski, stand up paddleboard,** and more.

This magazine is geared both for serious canoe and kayak paddlers (men, women, and youth) and for recreational paddlers who may participate more casually and want to be informed about general paddlesports equipment and activities.

USCA's web site, www.USCAnoe.com, attracts visitors from across the paddling spectrum, especially with its innovative **Worldwide Paddling Event Calendar** through which event directors can reach just about anyone interested in paddling-related activities from **rac**es to **river festivals** to **paddling expeditions** to **river cleanups** to **symposia** and **paddlesports trade shows.**

Sponsors: you can support USCA and reach USCA's demographic with:

- (a) print space in *Canoe News* magazine - published 4 times per year;
- (b) web space: your logo and a link to your web page on www.USCAnoe.com;
- (c) a discount plan that incorporates both types of support and recognition: print and web.

A. Space in *Canoe News* magazine:

Main body: black and white

Space Rates by Size	Width x Depth	Fee	Space Rates by Size	Width x Depth	Fee
Full page (3 col)	7.5 in x 10 in	\$400	1/4 p (vert - 1 col)	2.5 in x 7.5 in	\$125
1/2 p (vert - 2 col)	5 in x 7.5 in	\$240	1/4 p (horiz - 2 col)	5 in x 3.75 in	\$125
1/2 p (horiz - 3 col)	7.5 in x 5 in	\$240	1/4 p (horiz - 3 col)	7.5 in x 2.5 in	\$125
1/3 p (horiz - 3 col)	7.5 in x 3.3 in	\$183	1/6 (vert - 1 col)	2.5 in x 5 in	\$99
1/3 p (vert - 1 col)	2.5 in x 10 in	\$183	1/6 (horiz - 2 col)	5 in x 2.55 in	\$99

Cover: 4-color

Inside front cover, full page 7.5 x 10 or full page bleed (8.5 x 11 plus 0.25 inch bleeds: top, bottom, left edge): \$900

Inside back cover, full page 7.5 x 10 or full page bleed (8.5 x 11 plus 0.25 inch bleeds: top, bottom, right edge): \$800

Outside back cover, half page 7.5 x 5 or 1/2-page bleed (4.25 x 11 plus 0.25 inch bleeds: top, bottom, left edge): \$540

Outside back cover, quarter page 3.75 x 5 or 1/4-page bleed (4.25 x 5.5 plus 0.25 inch bleeds: top, bottom, left edge): . \$290

Payment with order.

Discount: 15% discount for space contracted for four issues and paid in advance.

You provide 300 dpi TIF, JPG, PDF or complete InDesign folder. If you provide hardcopy for scanning: \$40 charge. If you want design services, let's discuss.

B. Your logo and link to web site:

Basic: Your logo-and-link appears on the USCA Sponsors and Supporters page (referred from the home page): Calendar year: **\$90**; Jan-June or June-December: **\$50**. See www.uscanoe.com/Sponsors_C45.cfm for size & location.

Worldwide Paddling Event Calendar (WWPEC): Your logo-and-link on sponsors and supporters page **PLUS** on every *Worldwide Paddling Event Calendar* search results page: Calendar year: **\$300**; Jan-June or June-December: **\$175**. See www.uscanoe.com/EventsResultsRegions.cfm?chkRegion=IL for example of size & location.

You provide your web address plus a GIF, PNG or JPG of your logo at 65x65 pixels and 130x130 pixels.

C. Combo plan: space in the magazine and your logo and link to web site:

Basic Combo: Subscribe to *Basic* web site plan, and get 7.5% off your space in *Canoe News* magazine for same period.

WWPEC Combo: Subscribe to *WWPEC* web site plan, and get 15% off your space in *Canoe News* magazine in same period.



USCA Web Site / Canoe News Sponsor Benefits

Contact

To sponsor Canoe News and/or USCA's web site,
please contact Gareth Stevens:
Office phone: (262) 628-9991,
Mobile: (262) 853 5453,
Email: nawal@ticon.net

Finished art in electronic format

via email: nawal@ticon.net
or to drop box: <http://public.me.com/gareth.stevens1> - ask for password in advance.
or on CD to:

Gareth Stevens,
PO Box 56,
Hubertus, WI 53033

or

Gareth Stevens
5070 Holy Hill Road,
Hubertus, WI 53033

Sponsorship agreements and/or purchase orders to:

Gareth Stevens
5070 Holy Hill Road,
Hubertus, WI 53033

Pricing is good through 2010

(& for forward annual commitments made through 10/15/2010).

Please send payment by check payable to the USCA, to:

Sonja Gilman
Treasurer, USCA
17490 Kirkland Drive
Bristol, IN 46507
gilmanaccounting@earthlink.net

www.uscanoe.com