

**Media Kit
2014**

Advertising Terms & Conditions



The following are certain general terms and conditions governing advertising published in Pro Rider Magazine (the "Magazine") published by Michael Ratti, LLC (the "Publisher").

Advertising Rates & Agreements

Advertisers using rates discounted for frequency are required to sign an Insertion Order in advance to receive the lower rates. An Agreement is not valid unless signed by a representative of Pro Rider Magazine.

Publisher's Indemnity

The Advertiser assumes liability for all content of advertisements published and also assumes responsibility for any claims arising therefrom made against Pro Rider Magazine including all cost associated with defending against such a claim.

Finished Artwork

All rates are based upon advertiser-supplied, camera-ready art for all color advertisements. Any cost to bring the advertisement to this stage will be billed to the client. The publisher will not perform such production work except by a separate agreement.

Advertisement Credit Policy

It is our intent not to make typographical errors or omit portions of an advertisement. Pro Rider Magazine will not be liable for composition errors in advertisements beyond the space occupied by the error. Advertisements accepted after deadline will not be granted any credit for composition errors. All claims must be made within fifteen days of publication. Advertisers are responsible for checking their copy each time it runs.

Advertisement Placement

Ad placement and editorial content are solely at the publisher's discretion. Pro Rider Magazine will try its best to meet all position request, but will not issue credit for ads not appearing exactly in a requested position. A premium charge for preferred positioning may guarantee space only with a signed Insertion Order and such positioning is subject to availability.

Term & Insertion Order

The term of this Agreement shall be as indicated on the Insertion Order. If Advertiser chooses to break a contract or ad size a one issue time frame must be given. It is the responsibility of the Advertiser to communicate with Pro Rider Magazine if advertiser chooses not to continue advertising once contract is complete.

Payment Policy

All advertising shall be prepaid until a credit account is established. Pro Rider Magazine accepts cash or check for payment. Credit accounts shall be billed monthly. In the event that any amounts due the Publisher under this Agreement are not paid upon receipt, Publisher reserves the right to charge interest for delayed payment of 1.5 percent per month or the maximum legal rate of interest allowed by law for all past due invoices. Unpaid invoices over 40 days old are delinquent. When any part of an account for advertising becomes delinquent, the entire amount owed shall become due and payable and this Agreement may be terminated by Pro Rider Magazine. In the event of such termination, the Advertiser shall pay for the space actually used at the appropriate rates according to the current rate schedule.

Advertising Copy Deadlines

Deadline for each issue is the 1st day of the preceding month. Copy changes after this date cannot be guaranteed. In the event an Advertiser does not meet our published deadline or cannot be reached prior to the deadline, Pro Rider Magazine will run the most current ad(s) or a standby advertisement of the Advertiser's choice.

General Policy

Thirty-day written notice will be given of any rate revision to Agreement Advertisers. Pro Rider Magazine reserves the right to revise or reject, at its option, any advertisement which it deems objectionable in text or illustration, or that it considers detrimental to its business. Pro Rider Magazine shall be under no liability for its failure, for any cause, to publish or insert any delivery and/or nondelivery in the event of acts of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher effecting production or delivery in any manner.



Editorial Calendar

JAN/FEB 14

PR "BEST OF" ISSUE

Aqua X, PR Awards, Hydro Drags & more



Approved print ready artwork
deadline: DEC 12,2014

MAR/APR 14

SWIMSUIT ISSUE

Daytona Freeride, Reviews, & Builds



Approved print ready artwork
deadline: FEB 14,2014

MAY/JUN 14

SPRING ISSUE

Mark Hahn 300, Events & Profiles



Approved print ready artwork
deadline: APR 11,2014

JUL/AUG 14

SUMMER REPORT

NATL Tour, Freerides, Racing & more



Approved print ready artwork
deadline: JUN 13,2014

SEPT/OCT 14

NATL TOURS FINALE

Presented at IJSBA World Finals



Approved print ready artwork
deadline: AUG 15,2014

NOV/DEC 14

WORLD FINALS

Blowson Surf Slam, Aqua X & more



Approved print ready artwork
deadline: OCT 10,2014

525 Huiet Drive

McDonough, GA

Advertising Sales
Michelle Petro 352.572.8686



Editorial Overview

Redefine the future.

Pro Rider Watercraft Magazine tells the stories of the personal watercraft industry from a core and revolutionary “pro rider” perspective. As the sport’s premier U.S. publication, Pro Rider Magazine celebrates the unique variety of talent that continues to preserve, represent, and evolve the personal watercraft action sports experience. Whether you are a competitor, industry leader, or weekend warrior, Pro Rider Magazine offers fresh insight and personal perspectives on what’s happening in the most exciting and extreme water sport on the planet.

The personal watercraft industry is constantly redefining itself as it continues to grow and prosper. Pro Rider Magazine establishes itself as the essential source of information and inspiration for our sport.

Circulation and Distribution

Get **VIP exposure** to the industry’s most-dedicated crowd

Pro Rider Magazine readers are affluent, educated professionals who want the best out of the personal watercraft experience in the modern spectrum of action sports, and can afford to have it.

Pro Rider Magazine is distributed six times a year, bi-monthly, with a total circulation of 18,000

Pro Rider Magazine is available through a comprehensive distribution plan, which includes sales and targeted distribution such as:

- > Major Competitive Event Tours, Nation & World Wide
- > Industry Leading Aftermarket Performance Establishments
- > Dealerships
- > Retailers
- > Enthusiast Subscriptions
- > Internet and Social Media including 6,500+ non-paid organic Facebook Likes & #1 ranking PWC publication website compared to competitors,
- > Industry Events and more

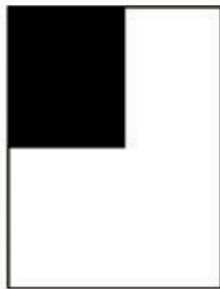
**Limited advertising space
available, reserve your
ad now!**



Rates and Specifications

[Price represents purchase of one single insertion for one issue]

Color Ad	6 Insertions** **Price discount per insertion	3 Insertions* *Price discount per insertion	1 Insertion
Full Page	\$800	\$825	\$900
Double Page	\$1,600	\$1,650	\$2000
2/3 Page	\$534	\$550	\$600
1/2 Page	\$400	\$425	\$450
1/4 Page	\$200	\$250	\$300
Inside Cover	\$1000	\$1050	\$1100
Back Cover	\$1200	\$1250	\$1300



1/4 Page

Width: 3.525 inches (1127px)
Height: 5.057 inches (1517px)

1/4 page ads have no bleed/trim area



1/2 Page

Width: 7.75 inches (2325px)
Height: 5.057 inches (1517)

1/2 page ads have no bleed/trim area



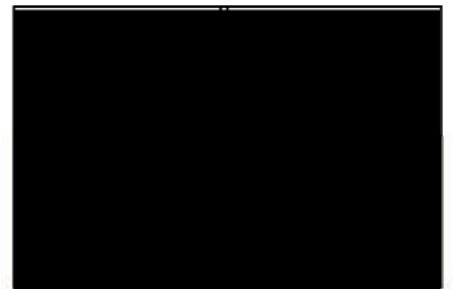
2/3 Page

Width: 4.877 inches (1463px)
Height: 11.127 inches (3338px)



Full Page

Width: 8.377 inches (2513px)
Height: 11.127 inches (3338px)



Double Page

Width: 16.753 inches (5026px)
Height: 11.127 inches (3338px)

Acceptable file formats: Supplied artwork must be sized to actual size at 300dpi and saved as CMYK. Files should be saved as a maximum resolution PDF. We also accept EPS, JPG, or TIF format. File may be sent via CD, DVD, FTP, email, or Drop Box.

Pro Rider provided artwork
\$50 per ad design
\$10 per Ronny Mac photo*
*Licensing fee will apply if used for commercial use or any other purpose

*Prices are subject to change with or without notice



NEW!

Presenting Sponsor

Future Threat Feature

\$400 per insertion



NEW!

Presenting Sponsor

Straight Up Shot Feature

\$200 per insertion

NEW!

Pull-out Poster (10 x 22)
\$2500 per insertion*

*Small Pro Rider logo will be added to poster side



Insertion Order Form



Company	
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Contact	
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Address	
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City, State & Zip	
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Business Phone	
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Cell Phone	
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E-mail / Website	
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Ad Size	Issue Commitment	Rate per issue	Starting issue - Ending issue

Production / artwork requested		# of pictures requested
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Date Of Order	
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Client Signature

Print name

Special Instructions:

TERMS AND CONDITIONS: All artwork should be sent to Michelle@proridermag.com. Advertisers will be billed by invoice and payment must be received by invoice due date and/or before magazine goes to print depending on invoice terms. If payment has not been received by before the magazine goes to print the advertisement will not be run unless special arrangements are made. Prorider accepts checks, credit card payments and wire transfer. Make checks out to ProRider Watercraft Magazine and mail to the address listed above. Prorider reserves the right to refuse artwork and / or advertisements that maybe deemed offensive and /or inappropriate. Print ready artwork that is received from an advertiser will be considered approved by the advertiser and will be run as is. Advertisers that request production will be required to approve final advertisement layout prior to going to print. If advertisement is sent to advertiser for approval and we do not receive written feedback before going to print, Prorider will assume the advertiser has approved the advertisement and will be run as is. Ad order form must be signed by company authorized agent and returned to ProRider prior to ad placement. Poster ad will have the prorider logo printed on poster side. Other terms and conditions may apply. By signing ad order form, Advertiser agrees to terms and conditions herein.

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