

Payment Terms & Commissions

All insertions are to be paid in advance of placement unless prior credit and approval has been granted by HardBall Magazine ("Publisher"). With approved credit, payment is due 30 days after invoice date. All prices are net of agency discounts and commissions.

Insertions will be billed at the single issue rate, however the appropriate frequency discount will apply provided full and timely payment is received. No discount of any kind will apply in the event an advertiser fails to make payment in full in accordance with the terms. In addition, a late payment fee of 1.5% per month shall apply.

FREE Web link: Advertisers in current issue of HardBall Magazine get a link on HardBall's website at NO EXTRA COST for the duration of that issue (until the next issue drops in mail.) Offer rescinded if Advertiser fails to pay. NEW: One FREE Tweet per ad contract!

General Policies

The placement of an order is construed as an acceptance of all the rates and conditions under which advertising is currently being sold. No conditions, printed or otherwise, appearing on the advertiser's contract, insertion order, or copy instructions, which conflict with the Publisher's policies or terms will be binding on the Publisher. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies that are due the Publisher.

Multiple insertions must be fulfilled within 4 issues of first insertion. HardBall Magazine must receive all digital files by the dates listed here; if files are not received by deadline, Publisher will repeat the most recent ad. Publisher assumes no liability for errors in key numbers. Please proofread your ads carefully before submitting and supply a paper or PDF proof. Position and placement of ads are at discretion of Publisher except where request for specific placement is received and agreed to in writing by Publisher.

Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. Advertiser assumes all liability for ad content and agrees to indemnify and hold Publisher harmless against any claim, action, liability, losses and expenses including attorney's fees resulting from or arising out of the publication of any advertisement submitted by the advertiser.

The Publisher reserves the right to reject or cancel any advertising at any time without liability even though previously acknowledged, accepted, or published. The Publisher assumes no liability if for any reason an advertisement is omitted from a publication, provided that if advertisement is not published, any charges received by the Publisher for same are refunded.

HardBall Magazine

4949 Lassen Drive
Oceanside, CA 92056

Contact: Jill Parvin, Advertising Representative
or Jackie Piro, Publisher
Jill Parvin Cellphone: (760) 912-1551
HardBall Office (Jackie Piro): 760-732-3477
HardBall Office Fax: 760-732-0709
Email: advertising@hardball.net
Website: www.hardball.net

Issue Dates: 3 issues per year Paid Distribution: 34,000 average

Audience: Adult male amateur baseball players; 80% age 30+,
20% age 18-29, and their families.
Average household income: \$72,400

Content: Information and articles focused on baseball and the activities of the Men's Senior Baseball League.

Advertising in HardBall Magazine gives you an opportunity to reach a sports-minded audience with above-average income.

Rates Listed are Per Insertion					
	1x	2x	3x	4x	5x or more
Full Page	\$2,020	\$1,807	\$1,638	\$1,565	\$1,400
2/3 Page	\$1,740	\$1,530	\$1,453	\$1,364	\$1,230
1/2 Page	\$1,355	\$1,175	\$1,107	\$1,057	\$960
1/3 Page	\$1,065	\$975	\$907	\$864	\$790
1/4 Page	\$975	\$814	\$754	\$715	\$655
Per Column Inch	\$105	\$90	\$88	\$86	\$80
SPECIAL PLACEMENTS (full page only; rates listed are per insertion)					
	1x	2x	3x	4x	5x or more
Inside Front	\$2,565	\$2,430	\$2,250	\$1,980	\$1,800
Outside Back	\$2,850	\$2,700	\$2,500	\$2,200	\$2,000

UPCOMING DATES AND DEADLINES*		
ISSUE DATE	ADS DUE	TARGET MAIL DATE*
Spring 2012	2/3/12	3/9/12
Summer 2012	4/8/11	5/15/12
Fall/Holiday 2012	8/2/12	9/28/12

PLEASE NOTE: *Schedule is of projected, targeted dates. Every effort will be made to mail at or near target dates. Signed insertion orders must be sent with or before digital file due date for ad to get in issue.

MATERIALS SPECIFICATIONS: See HardBall Magazine Digital Ad Specifications sheet for exact measurements and specs.

GENERAL Specifications (please see our Spec Sheet for more details): Publication trim size is 8.375" x 10.875." We are direct to plate, so require PDFs.

Please call for more detailed specs or download our current Media Kit which available as a PDF on our website at www.hardball.net.



HardBall

Magazine of the Men's Senior and Men's Adult Baseball Leagues

Production: 4949 Lassen Drive, Oceanside, CA 92056 phone: (760) 732-3477 email: advertising@hardball.net

Bleed Size

8.625" x 11.125"

When an ad has images or colors that you want to "bleed" off the page, the image or color must extend PAST the Trim Size by .125" (3.175mm) in each direction of the bleed. You figure your bleed size by adding .125" on all 4 sides of the page (so add .250" to the final width and .250" to the height of the page. In the case of HardBall Magazine, the bleed size for a full page ad is therefore 8.625" x 11.125".

*Trim Size

8.375" x 10.875"

The Trim Size is the final size of the magazine.

Live Area

8.125" x 10.625"

Due to shifting and trimming of the magazine at the printer, we require a minimum of .125" distance from the trim size for any important text or images, to ensure that they don't get cut off. The darkest box represents the area where "live" matter should be placed.

FILE TYPES ACCEPTED: We are PC-based (InDesign). We prefer PDF or EPS, can take AI and PSD. Other file types, call us.

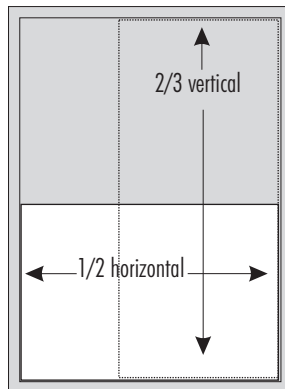
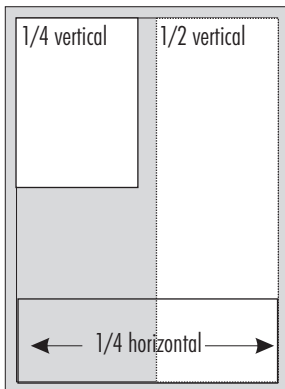
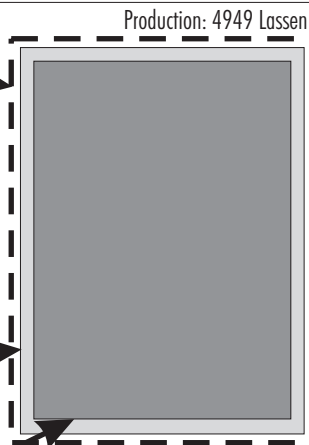
Acrobat PDF Settings: Set Acrobat Distiller Job Options settings to Press or Press Optimized. On full page ads, please set your Acrobat PDF page size to 10" x 12" to allow for crop and registration marks.

Fonts: PDF - All fonts must be embedded.

Colors: All colors must be CMYK. Please do NOT use LAB colors.

Media: We can accept files on CD or DVD. Label disks with company, date, contact name and phone number. Mail to HardBall, 4949 Lassen Drive, Oceanside, CA 92056.

Email or FTP: For smaller ads, you can probably email them to us at advertising@hardball.net. For large files, please call Jackie Piro at 1-760-732-3477



DIGITAL AD SPECIFICATIONS

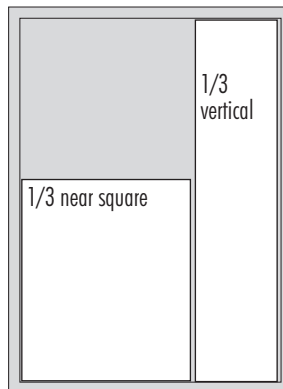
Size of Ad	Width	Length
Full Page (nonbleed)	8.125"	10.625"
Full Page w/ bleed	8.625"	11.125"
2-Page bleed	17"	11.125"
2/3 Vertical	4.94"	9.88"
1/2 Horizontal	7.5"	4.9"
1/2 Vertical	3.65"	9.88"
1/3 Vertical	2.37"	9.88"
1/3 Horizontal	7.5"	3.3"
1/3 Near Square	4.375"	4.75"
1/4 Page Vertical	3.65"	4.9"
1/4 Page Horizontal	7.5"	2.45"
Column Inch*	2.37"	1"

Note: graphic elements that extend beyond the trim should bleed .125".

*Per Column Inch ads:

- 1-column, 1-inch = 2.37" wide, 1" tall
- 2-column, 1-inch = 4.94" wide, 1"
- 1-column, 2-inch = 2.37", 2" tall etc...

IMPORTANT: We are direct-to-plate and all ads MUST be submitted as digital files (press-optimized PDFs preferred). **COLOR:** 150 line screen. **FOR BLACK & WHITE PHOTOS:** Between 133-150 line screen.



The production department must receive all advertising material by the date indicated on current Rate Sheet in boldface type. Publisher will repeat most recent ad if new materials are not received in time. The Publisher assumes no liability for errors in key numbers, so please proofread your ad carefully. Positioning and placement of an advertisement is at the discretion of the Publisher except where a request for a specific preferred position is agreed to by the Publisher. Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. Advertiser assumes all liability for ad content and agrees to hold Publisher harmless against any claim, action, liability, losses and expenses including attorney's fees resulting from or arising out of publication of any advertisement submitted by advertiser.

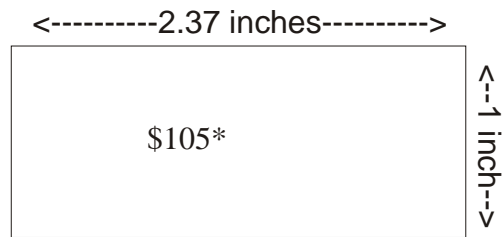
"Mailing Date" is projected, target date of Mail Drop and no guarantee is given that issue will be mailed on or before that date.

Publisher reserves the right to reject or cancel any advertising at any time without liability even though previously acknowledged, accepted or published. The Publisher assumes no liability if for any reason an advertisement is omitted from a publication. Provided that if advertising is not published, any charges received by the publisher for same are refunded.

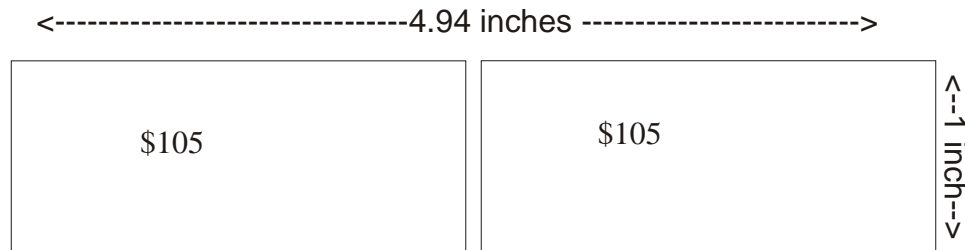
How to compute the cost of per-column inch ads

“Column inch” means one column wide by one inch long

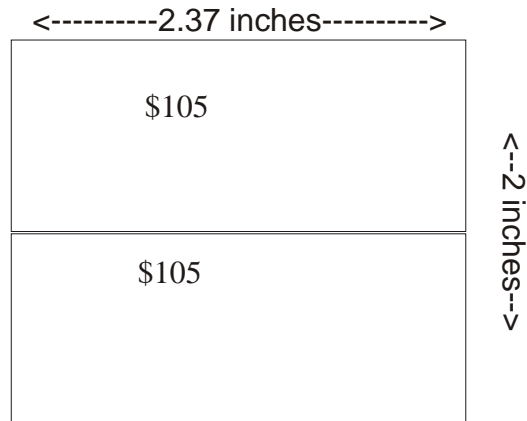
Width of column will vary according to each publication, for HardBall Magazine, one column is always 2.37” inch wide. Therefore a one-column, one-inch ad would be 2.37” inches wide by 1 inch tall.



A two column , one-inch ad would be a little more than twice the width, like stacking two of the above side by side with a small space (called a “gutter”) between.



A 1-col, 2-inch ad would look like this (no space between)



*To compute your ad’s price, of each column inch as a block, assign each block the per-column inch price (\$105) and multiply by the numbers of blocks. (If you are getting a frequency discount of course the per column inch price may be lower than \$105.)

HardBall Magazine 3-Issue Editorial Schedule*

Issue 1: Spring issue (about 80 pages)

Mails in Early March. Almost exclusively devoted to in-depth reporting on the MSBL/MABL World Series and Fall Classic tournaments held in Arizona and Florida. Also will include reports on Fall season regional tournaments.

Issue 2: Summer issue (about 48 pages)

Mails in early August. Holiday Classic at Disney's Wide World of Sports and Desert Classic in Palm Springs. PREVIEW of upcoming World Series and Fall Classic MSBL/MABL tournaments in Arizona and Florida. Reports on PreSeason (Las Vegas and Puerto Rico) regionals, and Memorial Day regionals. Training/Fitness article, Groundskeeping, League/team management or Coaching/Instructional article. President's Report (Welcome New Leagues, Honor Roll, MSBL/MABL Benefits, etc.), Faces in the Crowd, Around the Horn. Photo Contest.

Issue 3: Fall/Holiday issue (about 64 pages)

Mails in late September. Reports on Summer Regionals, Training/Fitness article, Groundskeeping, Management and/or Coaching article, World Series and Fall Classic "Scoreboard, player profiles, and the usual columns: Letters, President's Report (Welcome New Leagues, Honor Roll, MSBL/MABL Benefits, etc.), Faces in the Crowd, Around the Horn, Photo Contest. Optional: Umpiring Column, Book Reports.

**schedule is of projected, targeted dates. Content may vary. Every effort will be made to mail at or near target date. See rate card for current deadline dates.*



Advertising Space Reservation

NOTE: Advertisements will not be placed without a properly filled-out and signed Advertising Space Reservation Form!

Steve Sigler
President
MSBL, Inc.

Gary D'Ambrisi
Vice President
MSBL, Inc.

Brian Sigler
National Coordinator

www.msblnational.com

HardBall Magazine
4949 Lassen Drive
Oceanside, CA 92056

Jackie Piro
Publisher
(760) 732-3477
Fax: (760) 732-0709
info@hardball.net

Jill Parvin
Advertising Representative
cell: (760) 912-1551
advertising@hardball.net

HardBall Online:

www.hardball.net

Today's Date _____

Company: _____

Address: _____

Phone: _____

Contact: _____

Name of PRODUCT being Advertised: _____

Size of AD (circle one): FULL PAGE HALF PAGE QUARTER PAGE

1/3 PAGE 2/3 PAGE COLUMN INCH: _____

ORIENTATION OF AD: VERTICAL HORIZONTAL

COLOR: 4-COLOR BLACK & WHITE (GRAYSCALE) BLACK plus SPOT COLOR

SPECIAL PLACEMENT: INSIDE FRONT COVER BACK COVER

To appear in these issues (circle all that apply):	Total No. Of Inserts:	Cost per insert:
1) Spring 2) Summer 3) Fall/Holiday		
YEAR(S):		
DISCOUNT:		
PAYMENT SCHEDULE:		
Terms: Net 30		
OTHER:		

Signed by (advertiser): _____

HARDBALL USE ONLY:

Check # _____ Date Received _____ Amount: _____ For ad appearing in _____ issue(s).

MAIL TO HARDBALL, 4949 Lassen Dr., Oceanside, CA 92056 **FAX: 760-732-0709**