

We can put you in over

**One  
Million  
COPIES!**

and give your  
product millions  
of impressions  
on the world wide  
web too!

**Fantasy  
SPORTS**  
publications, inc.

John U Miller

**615.425.8373**

FAX 615.673.2023

[johnumiller@comcast.net](mailto:johnumiller@comcast.net)

505.293.0509

[football@fspnet.com](mailto:football@fspnet.com)

5305 Arbustos CT NE, Albuquerque, New Mexico 87111

# FANTASY FOOTBALL PRO FORECAST

ON SALE JULY 3, 2007



In our 18th year, Fantasy Football Pro Forecast magazine is one of the nation's oldest and most popular pre-season Fantasy annuals. Featuring exclusive interviews with top NFL stars, articles by leading Fantasy and NFL writers, our renowned Masters Forecast Experts Poll and Mock Draft, cheatsheets, team reviews, stats and our highly-respected position-by-position player profiles (for 270-plus players), the Pro Forecast is "must-read" material for beginners and experienced aficionados alike.

184 PAGES . AD MATERIALS DUE APRIL 30, 2007

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$3,400	\$2,730	\$2,240
Full Page	\$3,330	\$2,660	\$2,200
2/3 Page w/bleed	\$2,475	\$1,550	
2/3 Page	\$2,445	\$1,530	
1/2 Page w/bleed	\$2,195	\$1,630	\$1,280
1/2 Page	\$2,165	\$1,600	\$1,250
1/3 Page	\$1,500	---	\$ 885
Page Corner		\$1,120	\$ 830

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$6,530
Inside Front Cover	\$5,865
Inside Back Cover	\$4,400
Page 1	\$3,700
Page 3 (across from Letter-from-Editor)	\$3,600
Page 4 (across from TOC)	\$3,600
Placement next to Cheat Sheets	\$3,570

Prices subject to change without notice at discretion of Publisher.

All specified placement requests 5% more.

- **6% Early Placement & Payment Discount** by March 30, 2007
- **Over 360,000 plus copies to over 100 nationwide wholesalers**
- **All advertisers receive free listing in our Advertiser's Directory**
- **Our 18th Year on the Newsstands**

WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# FANTASY FOOTBALL DRAFTBOOK

ON SALE JULY 3, 2007



The 11th annual DraftBook will once again focus on the NFL draft and post-draft mini-camps along with detailed player capsules, stats and an expert mock draft. Our list of regular features include exclusive interviews with top NFL players, insightful articles by high-profile industry experts, our Top 200 Overall Cheatsheet, team reviews, position-by-position player profiles, comprehensive individual stats, weekly stats, IDP stats and more!

128 PAGES . AD MATERIALS DUE APRIL 30, 2007

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$2,170	\$1,735	\$1,410
Full Page	\$2,128	\$1,702	\$1,383
2/3 Page w/bleed	\$1,565	---	
2/3 Page	\$1,535	----	\$963
1/2 Page w/bleed	\$1,381	\$1,030	\$ 812
1/2 Page	\$1,351	\$1,000	\$ 782
1/3 Page	\$ 980	---	\$ 559
Page Corner		\$ 798	\$ 516

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$4,096
Inside Front Cover	\$3,670
Inside Back Cover	\$2,750
Page 1	\$2,234
Page 3 (across from Letter-from-Editor)	\$2,234
Page 4 (across from TOC)	\$2,234
Placement next to Cheat Sheets	\$2,181

Prices subject to change without notice at discretion of Publisher.

All specified placement requests 5% more.

- **6% Early Placement & Payment Discount** by March 30, 2007
- **Over 250,000 plus copies to over 100 nationwide wholesalers**
- **All advertisers receive free listing in our Advertiser's Directory**
- **Our Eleventh year on the newsstands!**

WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# FANTASY FOOTBALL CHEATSHEETS

ON SALE JULY 24, 2007



*Fantasy Football Cheatsheets Magazine enters its ninth season after being named Fantasy Football Field's "Magazine of the Year" in each of its first two seasons. In addition to exclusive interviews with top NFL stars, articles, team reviews, player profiles and pertinent statistics, Cheatsheets is best known for rankings and commentary provided by a panel of respected Fantasy Professionals from such notable outlets as FootballDiehards.com, CBSSportsLine.com, SI.com, KFFL.com, FantasyGuru.com, FSPnet.com, ProFantasySports.com and FOXSports.com.*

136 PAGES . AD MATERIALS DUE MAY 10, 2007

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$1,850	\$1,480	\$1,233
Full Page	\$1,825	\$1,455	\$1,203
2/3 Page w/bleed	\$1,357	---	\$ 851
2/3 Page	\$1,316	----	\$ 822
1/2 Page w/bleed	\$1,237	\$ 929	\$ 728
1/2 Page	\$1,187	\$ 879	\$ 678
1/3 Page	\$ 839	---	\$ 493
Page Corner		\$ 617	\$ 456

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$4,275
Inside Front Cover	\$3,825
Inside Back Cover	\$2,850
Page 1	\$2,400
Page 3 (across from Letter-from-Editor)	\$2,363
Page 4 (across from TOC)	\$2,363
Placement next to Cheat Sheets	\$2,325

*Prices subject to change without notice at discretion of Publisher.*

*All specified placement requests 5% more.*

- **6% Early Placement & Payment Discount** by March 30, 2007
  - **Over 180,000 plus copies to over 100 nationwide wholesalers**
  - **All advertisers receive free listing in our Advertiser's Directory**
  - **Two-Time Winner Magazine of the Year!** FantasyFootballField.com
- WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# FANTASY FOOTBALL DIEHARDS

ON SALE JULY 24, 2007



*This is not your father's Fantasy Football magazine! The 2007 Football Diehards will continue to feature our unique blend of expert prognostication and mind-bending stats -- including our in-depth target, red-zone and "Inside the 10" stats along with an informative and entertaining assortment of Fantasy-specific articles. Because Football Diehards is one of the last Fantasy magazines to hit the newsstands each summer it offers news that is more pertinent to audiences making final preparations for their Fantasy drafts.*

128 PAGES . AD MATERIALS DUE MAY 10, 2007

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$1,536	\$1,250	\$ 980
Full Page	\$1,506	\$1,225	\$ 961
2/3 Page w/bleed	\$1,125	---	\$ 690
2/3 Page	\$1,110	----	\$ 680
1/2 Page w/bleed	\$1,020	\$ 764	\$ 599
1/2 Page	\$ 990	\$ 734	\$ 569
1/3 Page	\$ 720	---	\$ 433
Page Corner		\$ 516	\$ 380

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$2,805
Inside Front Cover	\$2,558
Inside Back Cover	\$1,898
Page 1	\$1,568
Page 3 (across from Letter-from-Editor)	\$1,568
Page 4 (across from TOC)	\$1,568
Placement next to Cheat Sheets	\$1,568

*Prices subject to change without notice at discretion of Publisher.*

*All specified placement requests 5% more.*

- **6% Early Placement & Payment Discount** by March 30, 2007
  - **Over 150,000 plus copies to over 100 nationwide wholesalers**
  - **All advertisers receive free listing in our Advertiser's Directory**
  - **This isn't your Father's Fantasy Magazine**
- WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# WORLD CHAMPIONSHIP OF FANTASY FOOTBALL

ON SALE JULY 31, 2007



*World Championship of Fantasy Football Magazine, our newest title, is entering its 3rd year. The Magazine taps into the brain trust of fantasy football's most prestigious event, the WCOFF, which began in 2002 and has been covered by the New York Times, Washington Post, HBO, and ESPN. The WCOFF Magazine is unique in that it combines industry experts with diehard high-stakes players. Our Experts Panel even included future Hall of Fame running back Roger Craig!*

128 PAGES . AD MATERIALS DUE MAY 30, 2007

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$1,000	\$ 810	\$ 635
Full Page	\$ 973	\$ 791	\$ 622
1/2 Page	\$ 643	\$ 474	\$ 368
1/3 Page	\$ 444		\$ 267
1/4 Page		\$334	\$ 245

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$1,819
Inside Front Cover	\$1,650
Inside Back Cover	\$1,227
Page 1	\$1,015
Page 3 (across from Letter-from-Editor)	\$1,015
Page 4 (across from TOC)	\$1,015
Placement next to Cheat Sheets	\$1,015

*Prices subject to change without notice at discretion of Publisher.*

*All specified placement requests 5% more.*

- **6% Early Placement & Payment Discount** by March 30, 2007
- **Over 110,000 plus copies to over 100 nationwide wholesalers**
- **All advertisers receive free listing in our Advertiser's Directory**
- **Our Third Year on the Newsstands!**

WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# ALL FIVE FANTASY FOOTBALL MAGAZINES

## General Description of Ad sizes

Width x Depth	4-Color	Red & Black	Black& White
Full Page w/bleed	\$9,956	\$8,005	\$6,499
Full Page	\$9,762	\$7,834	\$6,369
2/3 Page w/bleed	\$7,322		\$4,434
2/3 Page	\$7,206		\$4,363
1/2 Page w/bleed	\$6,386	\$4,737	\$3,596
1/2 Page	\$6,336	\$4,687	\$3,525
1/3 Page	\$4,533	---	\$2,662
Page Corner		\$3,518	\$2,526

## Premium Advertisement Placements

Description (Ads are 4/color Full Page with Bleed)	Cost
Back Cover	\$19,525
Inside Front Cover	\$17,568
Inside Back Cover	\$13,124
Page 1	\$10,917
Page 3 (across from Letter-from-Editor)	\$10,779
Page 4 (across from TOC)	\$10,779
Placement next to Cheat Sheets	\$10,659

*Prices subject to change without notice at discretion of Publisher.*

*All specified placement requests 5% more.*

- **6% Early Placement & Payment Discount** by March 30, 2007
- **All advertisers receive free listing in our Advertiser's Directories**
- **Our 18th Year on the Newsstands**

WALMART, B. DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITHS, RALEYS, CVS PHARMACY, WALGREENS, HASTINGS

# FANTASY FOOTBALL *INTERNET*

[WWW.FSPNET.COM](http://WWW.FSPNET.COM)

[WWW.TFLREPORT.COM](http://WWW.TFLREPORT.COM)

[WWW.FOOTBALLDIEHARDS.COM](http://WWW.FOOTBALLDIEHARDS.COM)

## Internet Banner Rates

Time Frame	Weekly	Monthly
May	\$300	\$1,000
June	\$550	\$1,760
July	\$800	\$2,560
August	\$1,900	\$2,880
September	\$900	\$2,880
October	\$500	\$1,600

## Internet Impressions

Includes both premium sites: [fspnet.com](http://fspnet.com) & [tflreport.com](http://tflreport.com)

	Home Page	Headline News
June	250,000	275,000
July	450,000	500,000
August	800,000	850,000
September	700,000	775,000

## Banner Specifications

**Banner advertisements should meet the following criteria:**

- gif, animated gif, java applet, "ad Panel" negotiable
- graphic size 468x60 at 72 dpi at true size, 20k maximum

## Banner Design

A exclusive banner will be designed for \$50.

- **A Proven Track Record on the World Wide Web**
- **Pre Season Updates given away on sites!**
- **Up-to-Date Fantasy Information & Services**
- **Over a Million Magazines reference our URLs nearly on every page!**

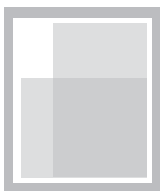
## GENERAL DESCRIPTION

8 5/16" X 10 7/8" ON SEMI GLOSS WHITE STOCK  
FOUR COLOR & BLACK & WHITE PLUS 3 FOUR COLOR COVERS

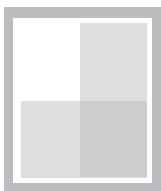
# ADVERTISEMENT SIZE & LAYOUT



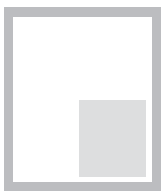
**FULL PAGE**  
7.812" X 10.375"



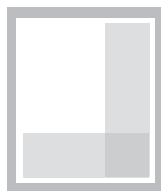
**2/3 PAGE**  
4.5" X 9.75"  
6.5" X 7.25"



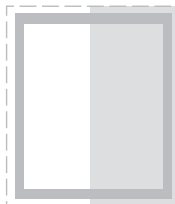
**HALF PAGE**  
3.5" X 9.75"  
7.25" X 5"



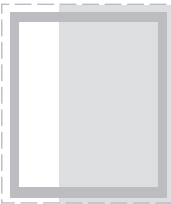
**PAGE CORNER**  
3.5" X 5.25"  
RANKINGS SECTION ONLY



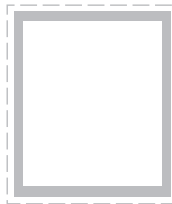
**1/3 PAGE**  
2.25" X 9.75"  
7.25" X 6.5"



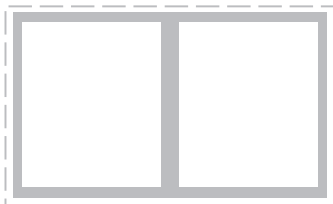
**HALF PAGE BLEED**  
TRIM SIZE  
4" X 10.375"  
LIVE AREA  
3.75" X 10.125"  
BLEED  
4.125" X 11.125"



**2/3 PAGE BLEED**  
TRIM SIZE  
5" X 10.375"  
LIVE AREA  
4.75" X 10.125"  
BLEED  
5.125" X 11.125"



**FULL PAGE - BLEED**  
LIVE AREA  
7.812" X 10.375"  
TRIM SIZE  
8.3125" X 10.875"  
BLEED  
8.5625" X 11.125"



**2 PAGE SPREAD**  
TRIM SIZE  
16.625" X 10.875"  
BLEED  
16.875" X 11.125"  
TRIM SIZE  
16.125" X 10.375"  
ALLOW .5" GUTTER SPACE

## FORMATS ACCEPTED

ADVERTISEMENTS MUST BE  
HIGH RESOLUTION PDF FILES  
(minimum of 300 dpi)

## NAMING CONVENTIONS

MAGAZINE CODE\_COMPANY NAME

MAGAZINE CODE  
FFPROFORECAST **PF**  
FFDRAFTBOOK **DB**  
FFCHEATSHEETS **CS**  
FFDIEHARDS **DH**  
WCOFF **WC**

AD SIZE CODE  
FULL PAGE BLEED **FPB**  
FULL PAGE **FP**  
2 PAGE SPREAD **DB**  
2/3 **23**  
HALF PAGE **HP**  
PAGE CORNER **PC**  
1/3 **13**



5305 Arbustos CT NE  
Albuquerque NM 87111  
**888-372-3836**