

MEDIA KIT 2021



Three Leading Brands. One Powerful Sports Group. Millions in Purchasing Power.

COACH&A.D.

**TRAINING &
CONDITIONING**

**WINNING
HOOPS**



COACH&A.D.

Coach & A.D. is now the leading source coaches and A.D.'s use to inspire their teams, lead their athletic programs, and improve their facilities. Decisions are made from the editorial and advertising Coach & A.D. presents to your customers. Coach & A.D. has served as the industry's most trusted resource for quality editorial content and new products for 91 years. Published eight times annually, the magazine is focused on all aspects of athletic programs – from strength and conditioning, sports medicine and team management, to program building, facility maintenance and the latest products.

FULLY INTEGRATED IMPACT

Magazine audience: 31,000
E-news subscribers: 9,500
Social Media: 28,500
Website pageviews: 1.65 million*

CUSTOMER OVERVIEW

Athletic Directors
Coaches & Equipment Managers
Facility Directors & Architects
Strength & Conditioning Professionals



TRAINING & CONDITIONING

Training & Conditioning is the No. 1 resource for sports injury rehab and improving athlete performance. Published five times annually, editorial content and product features are focused on strength and conditioning, injury prevention and treatment, sports medicine, player safety, mental training, nutrition and recovery aids — and more.

FULLY INTEGRATED IMPACT

Magazine audience: 31,200
E-news subscribers: 9,800

CUSTOMER OVERVIEW

Athletic Trainers
Strength Coaches, Coaches Involved in
Strength/Conditioning
Physical Therapists, Rehab Clinic Owners
Fitness Directors, Personal Trainers,
Recreation Directors



WINNING HOOPS

The No. 1 digital brand for basketball coaches nationwide — with 1 million+ annual pageviews and 33,000 social media followers — Winning Hoops is devoted to helping coaches at all levels of play develop successful programs. It focuses on all aspects of basketball, including the latest headlines, strength & conditioning, facilities, program development, X's and O's and more.

FULLY INTEGRATED IMPACT

E-news subscribers: 5,300
Website pageviews: 1.1 million*
Social Media: 33,000

*Google Analytics July 1, 2019 - June 30, 2020

2021 EDITORIAL CALENDAR

DEPARTMENTS: Editor's Letter, Powerline, ADministration, Between The Lines, Product Marketplace

JANUARY

THE FOOTBALL ISSUE

Product Focus: Football Equipment including apparel and sideline equipment

Facility Focus: Football Stadiums

- Creating A Youth Football Pipeline In Your Town
- Updates in Football Technology
- A Look at Longtime High School Football Rivalries
- How To Maximize Fundraising Efforts Around Football
- AD Survey Results 10th Annual
- Building The Perfect Coaching Staff

BONUS DISTRIBUTION

- AFCA Convention
- USA Football Convention

AD SPACE DEADLINE: Nov. 9, 2020

AD MATERIALS DEADLINE: Nov. 16, 2020

FEBRUARY

THE INTEGRATED EDITORIAL ISSUE – SPORTS COMPLEX PORTFOLIO

Product Focus: Seating

Facility Focus: Outdoor Facilities

- Building A Winning Culture Within Your Athletics Department
- Dealing With Transgendered Student-Athletes
- Dealing With Racial Issues Among Students
- Facility Branding & Graphics
- Implementing a Social Media Policy for S-A's
- Problematic Parents & Dealing With Them

BONUS DISTRIBUTION

- IHRSA International Convention
- NIRSA Annual Conference & Expo

AD SPACE DEADLINE: Jan. 7, 2021

AD MATERIALS DEADLINE: Jan. 14, 2021

MARCH

2021 ANNUAL BUYERS' GUIDE ISSUE

Content about your company equal to the size of your ad.

Your Company information highlighted to stand out in the Product Directory and Supplier Directory sections.

BONUS DISTRIBUTION

- AFCA Convention
- IHRSA International Convention
- CSCCa National Conference
- NATA Convention
- NHSACA Convention

- NIRSA Annual Conference & Expo
- NSCA National Conference
- NACDA Convention
- THSCA Convention
- NIAAA Conference
- Athletic Business Conference & Expo
- USA Football Convention

AD SPACE DEADLINE: Feb. 11, 2021

AD MATERIALS DEADLINE: Feb. 18, 2021

APRIL/MAY

FACILITIES & MAINTENANCE ISSUE & TECH GUIDE

Product Focus: Field Care

Facility Focus: Surfaces

- Multi-Purpose Structures

April/May Features the **2021 Tech Guide**

- Annual guide showcasing the latest in sports technology.

SPECIAL: 2021 Tech Guide

BONUS DISTRIBUTION

- CSCCa National Conference
- NATA Convention

AD SPACE DEADLINE: March 11, 2021

AD MATERIALS DEADLINE: March 18, 2021

JUNE

PLAYER HEALTH & SAFETY ISSUE

Product Focus: Player health &

safety-related devices

Facility Focus: Athletic Training Rooms

- Annual Coaches Survey
- Concussions
- Attending to a Student-Athlete's Mental
- Health Struggles
- Injury Treatment
- Nutrition Tips/Advice
- Hydration/Heat-Related Illnesses

BONUS DISTRIBUTION: NATA Convention

AD SPACE DEADLINE: April 28, 2021

AD MATERIALS DEADLINE: May 5, 2021

JULY/AUGUST

THE ATHLETIC DIRECTOR ISSUE

Product Focus: Scoreboards &

Video Displays

Facility Focus: Gymnasiums

- Continuing Education
- Short AD Q&A on Pressing Topics
- Working With Budgets / New Revenue Streams
- Program Building/Adding Niche Sports
- Referees
- Participation Decline & Small School

Struggles

- Prep-School Transfer/School Choice/Recruitment

BONUS DISTRIBUTION

- NSCA National Conference
- THSCA Convention
- NIRSA Annual Conference & Expo

AD SPACE DEADLINE: June 10, 2021

AD MATERIALS DEADLINE: June 17, 2021

SEPTEMBER/OCTOBER

COACHING INNOVATIONS ISSUE

Product Focus: Locker rooms

Facility Focus: Practice Facilities

- Continuing Education
- Coaching Technology Advancements
- Program Continuity
- Coaching Individual Sports vs. Team Sports
- Communicating with Student-Athletes
- Winning Edge Technology
- Parents/Referee Interactions
- Short Coach Q&A on Various Sports
- Strength & Conditioning

BONUS DISTRIBUTION

- Athletic Business Conference

AD SPACE DEADLINE: Aug. 5, 2021

AD MATERIALS DEADLINE: Aug. 12, 2021

NOVEMBER/DECEMBER

CHAMPIONS & INSPIRATION ISSUE

2022 Annual Motivational Calendar

2021 Game-Changing products Year in review

Product Focus: Signs, Banners, Awards, Rings, etc...

Facility Focus: Multi-use facilities to inspire the student body.

- Highlighting National/Regional/State-Wide Recognized Athletic Departments
- Highlighting National/Regional/State-Wide Recognized Individual Programs
- Motivation Tactics
- Choosing Team Captains
- Unified Sports

BONUS DISTRIBUTION

- National Athletic Directors Conference

AD SPACE DEADLINE: Sept. 30, 2021

AD MATERIALS DEADLINE: Oct. 7, 2021

**All bonus distribution is subject to change based on show dates.*

PRINT OPPORTUNITIES

2021 ANNUAL TECH GUIDE

Showcase your newest or best-selling tech products in this comprehensive guide.

Includes two-page spread: Full-page ad + adjacent full-page company/product Q&A with Editorial Director Wes Sykes

- Mailed to 31,000 subscribers with the April/May issue
- Emailed to 9,500 digital subscribers
- Bonus distribution at 5 industry trade shows
- Shared via social media to 55,000 followers
- Posted on coachad.com and winninghoops.com

RATE: \$3,995

AD SPACE DEADLINE: March 18, 2021



2022 MOTIVATIONAL CALENDAR

Motivate and inspire coaches, athletic directors and players across the country.

SELECT A MONTH AND RECEIVE:

- Company logo on your month
- Banner ad at the bottom of your calendar page
- Logo and banner ad with motivational image and quote emailed in your month
- Logo, contact info and URL included on back cover

DISTRIBUTION:

- Mailed to 31,000 subscribers with the Nov/Dec issue
- Emailed to 9,500 digital subscribers
- Shared via social media to 55,000 followers
- Posted on coachad.com and winninghoops.com

PRICING:

\$2,500/month

\$2,100/month for multiple months

AD SPACE DEADLINE: Oct. 2, 2021



PRINT OPPORTUNITY



PRODUCT MARKETPLACE INCREASE LEADS

Featured in every issue, Product Marketplace showcases products and services to help coaches and athletic directors. Positions are available to all advertisers and includes an image, description and Reader Service information to generate additional leads. Also emailed to subscribers.

DIGITAL OPPORTUNITY

EXCLUSIVE MONTHLY CATEGORY E-NEWSLETTER SPONSORSHIP STRENGTHEN YOUR BRAND

Reach 17,000 prospective customers by positioning your brand alongside curated content relevant to your products and services.

INCLUDES:

- Leaderboard ad position
- Banner ad position
- One sponsored article/link to content of your choice
- One 1250 x 1250 px image for sponsored article
- Subject line featuring "Presented by [Company Name]"
- Sponsor logo and website link in email footer

DISCUSS CATEGORY OPTIONS WITH BRIAN VIRGONA

RATE: \$2,500 per month

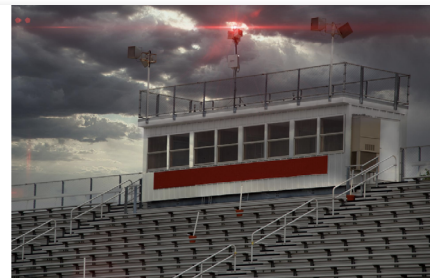
EXCLUSIVE E-BLASTS

Deliver a custom email to Coach & A.D. subscribers and put your products in front of them when the time is right for you. Target strategically based on sport, geography or title.

2021 EXCLUSIVE E-BLAST RATES

COACH & A.D.

AD TYPE	1X	3X	6X	12X
E-blast	\$2,750	\$2,650	\$2,550	\$2,250



When it's time to play again, be ready OnGuard Siren Alerting

Dear Emily,

To help protect people during the current crisis, most events have been cancelled or postponed. At DTN, helping protect people is part of our mission. When play resumes, we can help you do just that with our newest solution for sporting events.

OnGuard Siren Alerting helps you keep people safe from dangerous weather conditions. It supports the early notification and clear communication that is essential to the safety of those in your care.

OnGuard Siren Alerting....

- Instantly notifies you of weather threats based on your event's location and chosen parameters
- Automatically warns people in the area with hands-free, on-site audio & visual alerts
- Enables faster, more efficient evacuations by providing critical time and important "all clear" notices

With it you can quickly and confidently make accurate decisions around delaying and resuming your event. And you'll be better able to manage people's expectations and ensure a positive experience – even in the face of inclement weather.

When every moment counts, you can count on DTN.

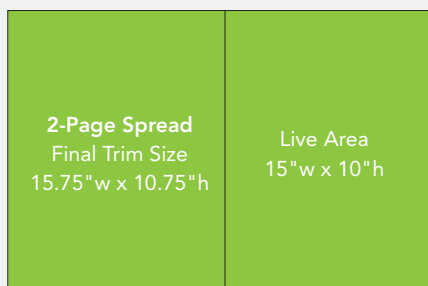
[Learn more](#)

[Request a trial](#)

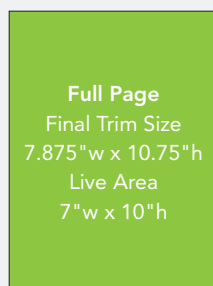
*OnGuard Siren Alerting Solution is an add-on offering, which utilizes WeatherSentry® patented alerting capabilities



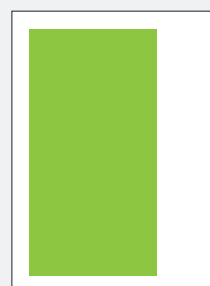
For HTML specifications visit
www.coachad.media/exclusive-lead-blast



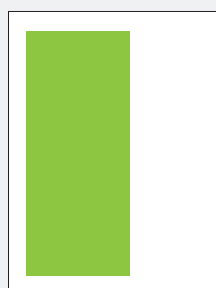
2-Page Spread (Full Bleed)
16"w x 11"h



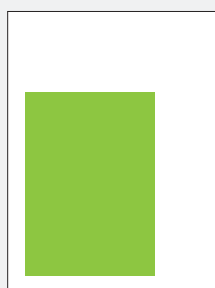
Full Page (Full Bleed)
8.125"w x 11"h



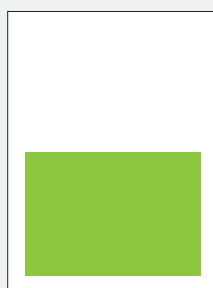
2/3 Page
4.56"w x 10"h



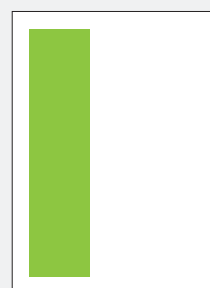
1/2 Page Vertical
3.375"w x 10"h



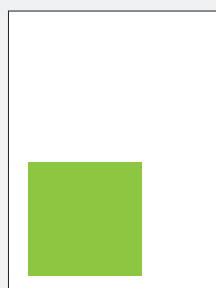
1/2 Page Island
4.56"w x 7"h



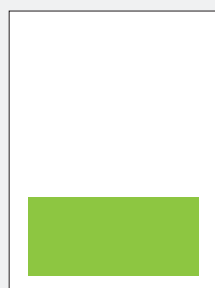
1/2 Page Horizontal
7"w x 4.875"h



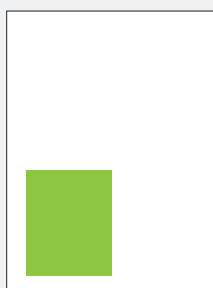
1/3 Page Vertical
2.19"w x 10"h



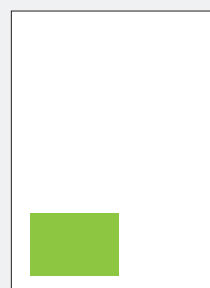
1/3 Page Square
4.56"w x 4.825"h



1/3 Page Horizontal
7"w x 3.375"h



1/4 Page
3.375"w x 4.875"h



1/6 Page
3.375"w x 2.5"h

- For full-page ads the live area (all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of ad copy below 10-point in size.
- For advertising mechanical specification or ad submission questions, contact:

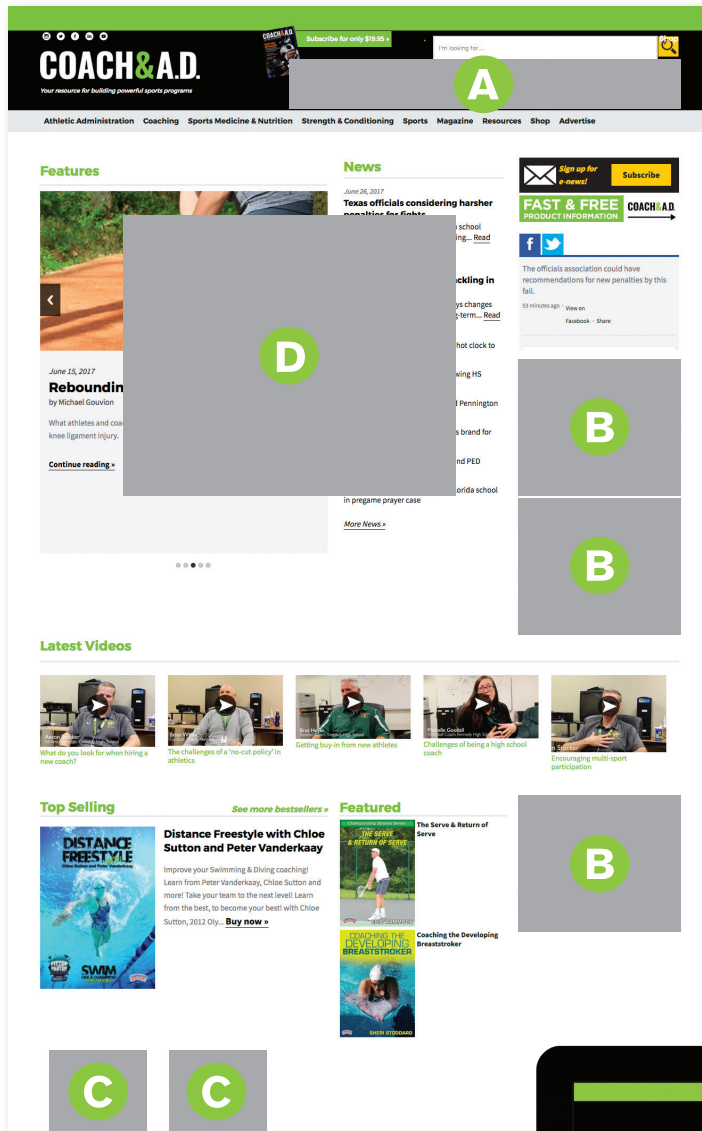
Samantha Orsi

sorsi@greatamericanpublish.com | 616-520-2148

DEADLINES

ISSUE	SPACE	MATERIALS
January	Nov. 9, 2020	Nov. 16, 2020
February	Jan. 7, 2021	Jan. 14, 2021
March/Buyers' Guide	Feb. 11, 2021	Feb. 18, 2021
April/May	March 11, 2021	March 18, 2021
June	April 28, 2021	May 5, 2021
July/August	June 10, 2021	June 17, 2021
September/October	Aug. 5, 2021	Aug. 12, 2021
November/December	Sept. 30, 2021	Oct. 7, 2021

WEBSITE



SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamericanmediaservices.com>. Complete the submission details, select file(s) for upload and click submit.

ACCEPTED FORMAT

JPG, GIF, HTML and 3rd party tags

DEADLINES

ISSUE

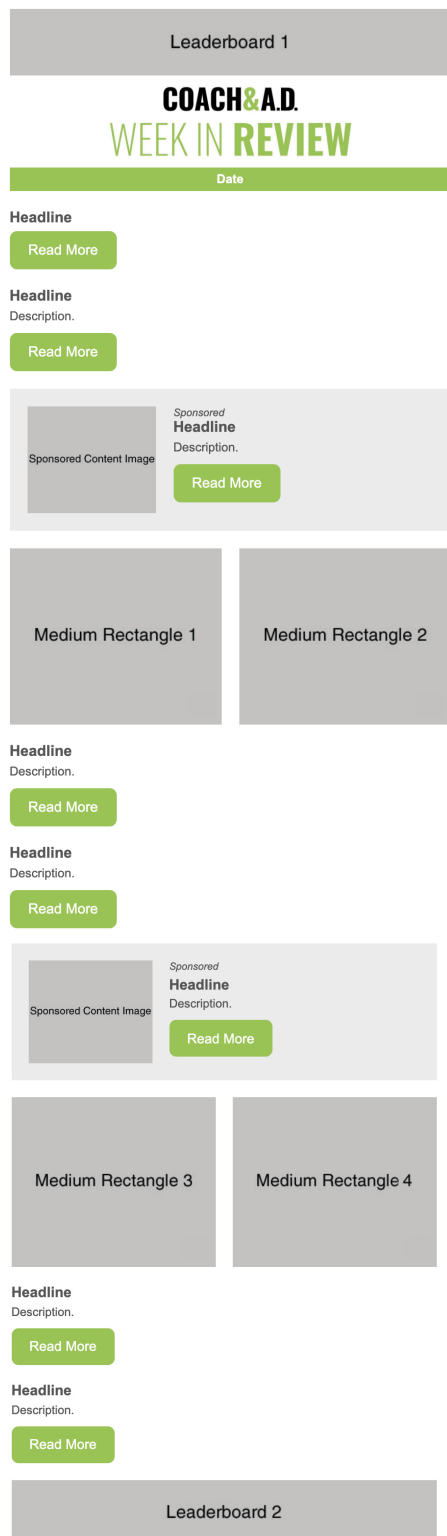
ADS DUE

January	Dec. 18, 2020
February	Jan. 18, 2021
March	Feb. 15, 2021
April	March 18, 2021
May	April 16, 2021
June	May 18, 2021
July	June 17, 2021
August	July 16, 2021
September	Aug. 18, 2021
October	Sept. 17, 2021
November	Oct. 18, 2021
December	Nov. 17, 2021

2021 WEBSITE AD SPECS

AD TYPE	SPECS	MAX SIZE
A Leaderboard	728 x 90 px	40 kb
B Medium Rectangle	300 x 250 px	40 kb
C Rectangle	180 x 150 px	40 kb
D Pop-Up	600 x 600 px	40 kb





2021 WEEK IN REVIEW

AD TYPE	SPECS	MAX SIZE
Leaderboard	600 x 90 px	40 kb
Medium Rectangle	300 x 250 px	40 kb
Sponsored Content	8-10 word headline, 40 word description, 1 image 150 x 200 px	

SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamerican mediaservices.com>. Complete the submission details, select file(s) for upload and click submit.

ACCEPTED FORMAT

JPG and GIF



2021 EDITORIAL CALENDAR

FEBRUARY

ANNUAL PURCHASING GUIDE

Article about your company equal to the size of your ad.

Your Company information highlighted to stand out in the Product Directory and Suppliers Directory.

AD SPACE DEADLINE: Feb. 17, 2021

AD MATERIALS DEADLINE: Feb. 24, 2021

APRIL/MAY

SPORTS MEDICINE ISSUE & 2021 TECH GUIDE

Product Focus: Treatment Tools & Recovery

Therapy Topic: Laser Therapy

- Rehab Techniques
- Basketball Strength/Conditioning
- Treating The Lacrosse Student-Athlete
- Short Q&A With Sports Physicians on Current Trends/Issues
- Nutrition Topic
- Strength & Conditioning Focus: Football Strength Training Offseason Training

SPECIAL: 2021 Tech Guide

BONUS DISTRIBUTION

- CSCCA Convention

AD SPACE DEADLINE: March 24, 2021

AD MATERIALS DEADLINE: March 31, 2021

JUNE/JULY

NATA CONVENTION ISSUE

Product Focus: Weight Room Equipment

Therapy Topic: VR Rehab

- Exhibitor Snapshots (NATA Related)
- AT's Juggling Large Student-Athlete Sizes
- Treatment Tools & Recovery
- Continuing Education
- Sleep Recovery as Part of Training Regimen
- Sanitization & Bacteria Control (COVID-19 Anniversary)
- Nutrition Topic

BONUS DISTRIBUTION

- NATA Convention

- NSCA Convention

AD SPACE DEADLINE: May 12, 2021

AD MATERIALS DEADLINE: May 19, 2021

AUGUST/SEPTEMBER

PLAYER HEALTH & SAFETY ISSUE

Product Focus: Player health & Safety Devices

Therapy Topic: Aquatic Training

- Concussions
- Equipment Advancements
- Industry Pioneer Profiles
- What Are AT's Treating The Most?
- Heat-Related Illnesses/Hydration Recovery
- Short Q&A With Athletic Trainers on Current Trends/Issues

DEPARTMENTS & COLUMNS: Nutrition, Therapy, Strength, Editor's Letter

- Recovery Aids & Products
- Offseason Conditioning Programs
- Nutrition Topic
- Athletic Trainers Acting Fast When Accidents Occur

AD SPACE DEADLINE: July 7, 2021

AD MATERIALS DEADLINE: July 14, 2021

OCTOBER/NOVEMBER

STRENGTH & CONDITIONING ISSUE

Product Year In Review

Therapy Topic: Pain Management

- Weight Room Training: Where Champions Are Born
- Incorporating Yoga/Dance In Training Programs
- Promoting Multi-Sport Athletes as a Form of Athletic Development
- Nutrition Topic
- Treatment Tools & Recovery
- Continuing Education
- Blood Flow Restriction
- Short Q&A With Strength Coaches on Current Trends/Issues
- Strength Coaches: The Backbone of Any Program

SPECIAL: 2022 Total Athlete Development Guide

AD SPACE DEADLINE: Sept. 15, 2021

AD MATERIALS DEADLINE: Sept. 22, 2021

PRINT OPPORTUNITIES

TECH GUIDE – APRIL/MAY 2021 ISSUE

Showcase your newest or best-selling tech products in this comprehensive guide, providing 31,200 athletic trainers, strength professionals and physical therapists with the cutting-edge innovations they seek.

TECH GUIDE DISTRIBUTION

- Mailed to 31,200 athletic trainers, strength professionals and physical therapists with the April/May 2021 issue
- Emailed to 9,800 digital subscribers
- Bonus distribution at industry trade shows
- Shared via social media with 5,100 followers
- Posted on training-conditioning.com for a full year

CATEGORIES

- Injury Tracking
- Rehab
- Concussion Management
- Recovery
- Strength & Conditioning
- Performance Analysis
- Mental Training



PRINT



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DEADLINES

ISSUE	SPACE	MATERIALS
Feb. Purchasing Guide	Feb. 17, 2021	Feb. 24, 2021
April/May	March 24, 2021	March 31, 2021
June/July	May 12, 2021	May 19, 2021
August/September	July 7, 2021	July 14, 2021
October/November	Sept. 15, 2021	Sept. 22, 2021

WEBSITE

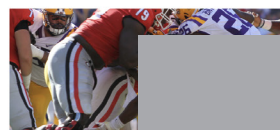
TRAINING & CONDITIONING

STRENGTH & CONDITIONING | SPORTS MEDICINE | NUTRITION | TECHNOLOGY | THERAPY | PLAYER SAFETY | CONTINUING EDUCATION | MAGAZINE | RESOURCES



Preventative Measures for High School Field Hockey Players

It has been said that you are only as strong as your weakest link, in most sports, I have found that to be true. To be a complete player in any sport, you have to... [more](#)



Bracing For Support Transformation of B Rehabilitation

On the second level of the Pro Football Hall of Fame, the research and presentation of Lamar Hunt Super Bowl gallery – h



Hot Topic, Cool Solutions: When and Why To Use Hot & Cold Therapy on Athletes

Hot and cold therapy are both effective ways to help athletes rehabilitate injuries and surgeries, as well as recover from strength and conditioning training. While both strategies are helpful to athletes, their applications produce different... [more](#)



Combating Stress with Nutrition in Post-Workout Recovery

Practice makes perfect, right? But how do you make your practice... perfect? Every athlete participates in workouts that prepare them for their next game(competition/tournament)etc. They run plays, work on skills, and spend time in the gym... [more](#)



Virtual rehab presenting different challenges for strength training

Learning how to train an athlete during a pandemic isn't exactly part of the process of becoming a strength and conditioning coach. Though that could change given what's gone on in the United States since... [more](#)

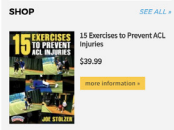


LATEST NEWS

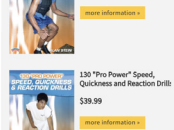
Build Endurance with this Weight-Free Strength-Training Workout
JULY 29

Winning Athletic Trainer Tests Positive for COVID-19
JULY 29

Be Prepared for Heat Illness During Practice (SPONSORED)
JULY 29



15 Exercises to Prevent ACL Injuries
\$39.99



130 "Pro Power" Strength, Power and Explosiveness Drill
\$39.99



130 "Pro Power" Speed, Quickness and Reaction Drill
\$39.99



SIGN UP TO RECEIVE UPDATES

Email:

Job Title:

State: Country:

☒ Weekly ☒ Special Offers ☒ Must Have

☒ Category Spotlight

☐ I have read and agree to the Terms of Use, Privacy Policy and Cookie Policy.



CURRENT ISSUE

INJURY PREVENTION, INJURY REHABILITATION, PLAYER SAFETY, PRODUCT REVIEW, SPORT SPECIFIC TOOLS & MODALITIES
Bracing For Support: Highlighting the Transformation of Braces in Athletic Rehabilitation

FEAR: SPORTS TRAINING
Player Safety

TECHNOLOGY
Hot Topic & Cold Solutions

NUTRITION
Combating Stress

IN THE MEDICAL FIELD
Virtual Reality

See All News

DEADLINES

ISSUE

January

February

March

April

May

June

July

August

September

October

November

December

ADS DUE

Dec. 18, 2020

Jan. 18, 2021

Feb. 15, 2021

March 18, 2021

April 16, 2021

May 18, 2021

June 17, 2021

July 16, 2021

Aug. 18, 2021

Sept. 17, 2021

Oct. 18, 2021

Nov. 17, 2021

2021 WEBSITE AD SPECS

AD TYPE

A Leaderboard

B Medium Rectangle

C Pop-Up

SPECS

728 x 90 px

300 x 250 px

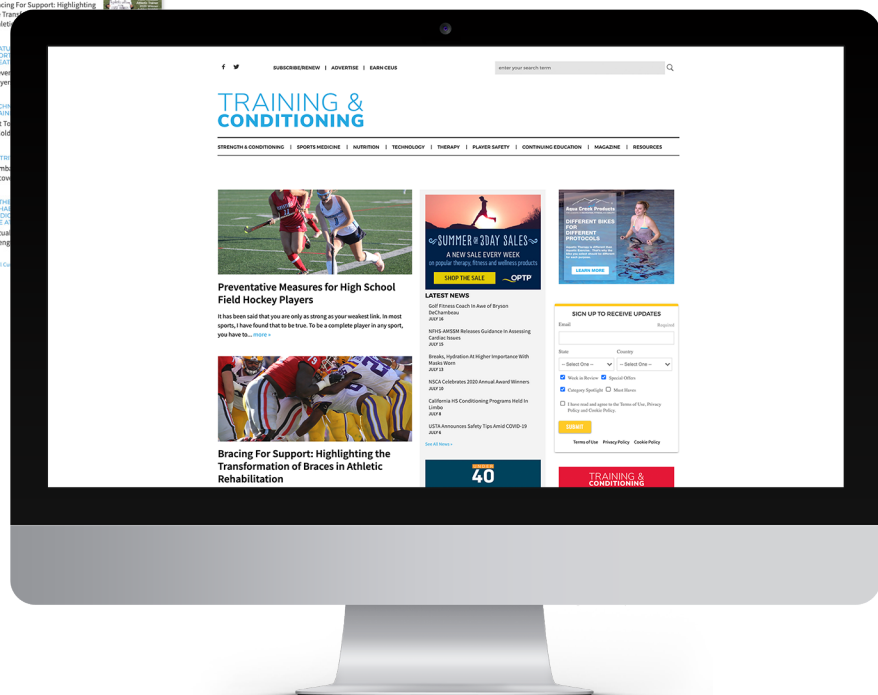
600 x 600 px

MAX SIZE

40 kb

40 kb

40 kb



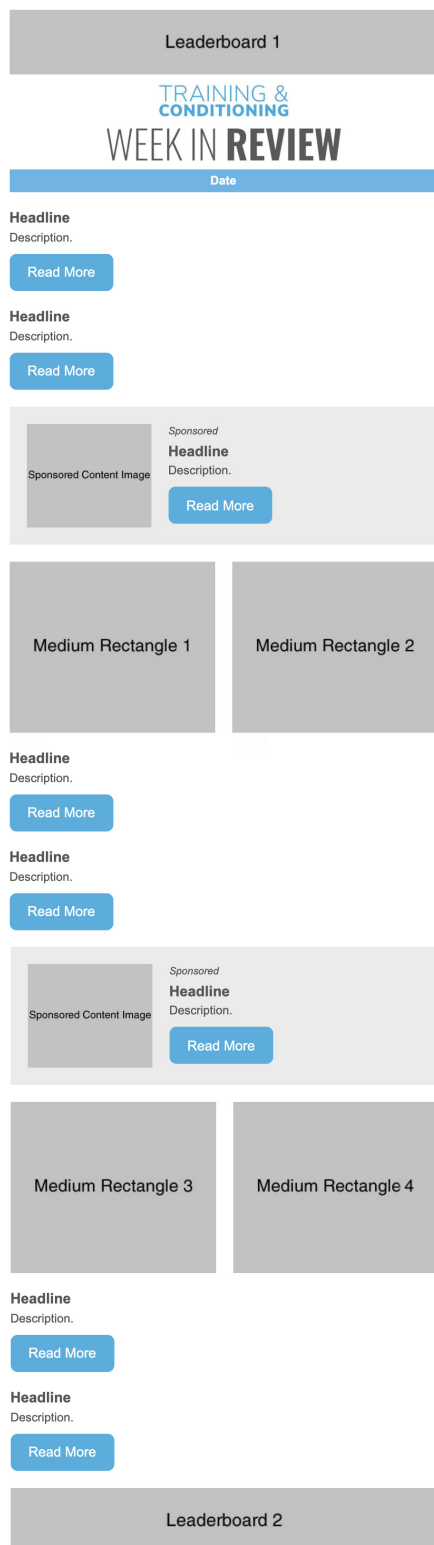
SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamericanmediaservices.com>. Complete the submission details, select file(s) for upload and click submit.

ACCEPTED FORMAT

JPG, GIF, HTML and 3rd party tags

E-NEWSLETTERS



2021 WEEK IN REVIEW

Sends Every Saturday

AD TYPE	SPECS	MAX SIZE
Leaderboard	600 x 90 px	40 kb
Medium Rectangle	300 x 250 px	40 kb
Sponsored Content	8-10 word headline, 40 word description, 1 image 150 x 200 px	

SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamericanmediaservices.com>. Complete the submission details, select file(s) for upload and click submit.

ACCEPTED FORMAT

JPG and GIF

EXCLUSIVE E-BLASTS

Deliver a custom email to Training & Conditioning subscribers and put your products in front of them when the time is right for you. Target strategically based on sport, geography or title.

2021 EXCLUSIVE E-BLAST RATES

TRAINING & CONDITIONING

AD TYPE	1X	3X	6X	12X
E-blast	\$2,750	\$2,650	\$2,550	\$2,250

For HTML specifications visit
www.training-conditioning.media/digital/mpp

2021 WEBSITE EDITORIAL CALENDAR WINNINGHOOPS.COM

WEBSITE PRESENCE

Increased Video/Q&A with Coaches
Coverage of Bigger High School Tournaments
Continued Use of Plays/Drills Diagrams
AAU vs High School Leagues, How To Co-Exist
Getting Your Kids Noticed/Scholarships/Opportunities
Strength Training Tips/Tricks
Apparel/ Monthly Technology Columns / Scoreboards



EXCLUSIVE E-BLAST

Showcase your product or service with an exclusive e-blast to Winning Hoops subscribers impacting the inbox of your customers. Target strategically based on sport, geography or title.

2021 EXCLUSIVE E-BLAST RATES

AD TYPE	1X	3X	6X	12X
E-blast	\$1,900	\$1,800	\$1,700	\$1500

For HTML specifications visit www.winninghoops.media/exclusive-lead-blast/

SOCIAL MEDIA

Leverage the loyal social media following of Winning Hoops to reach a targeted audience of decision-makers.

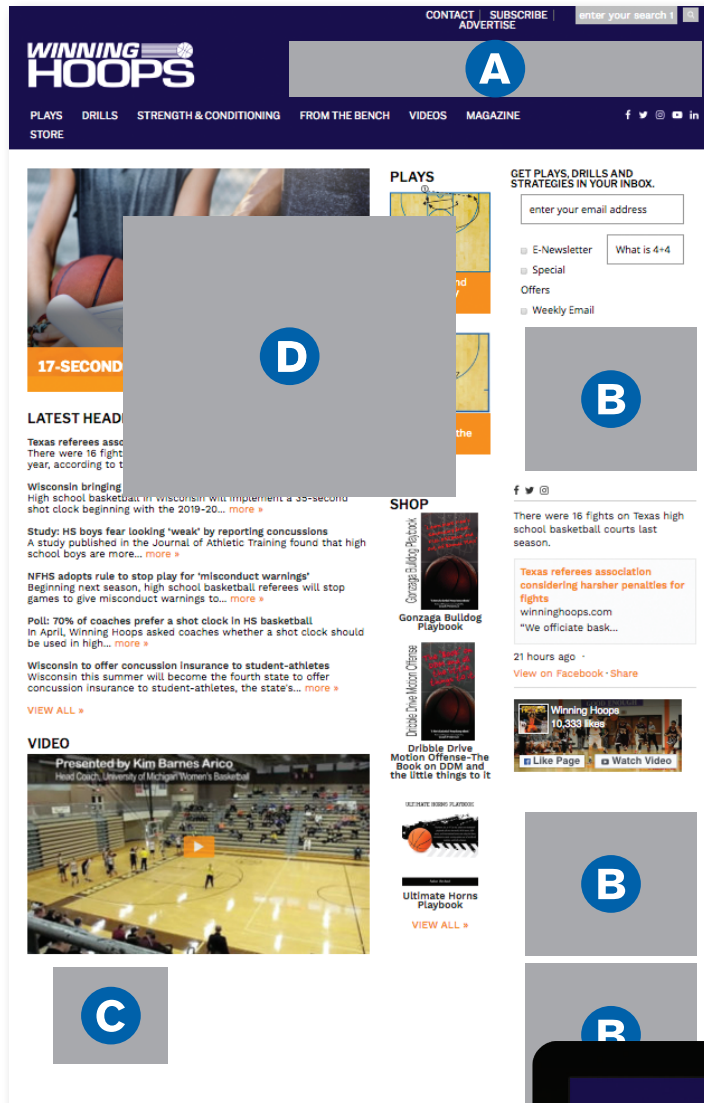


FACEBOOK | 11,000 followers
Sponsored Post – 50 words, one link, one image



TWITTER | 21,300 followers
Sponsored Post – 140 characters, one link, one image

"Sponsored" will be added to all posts.

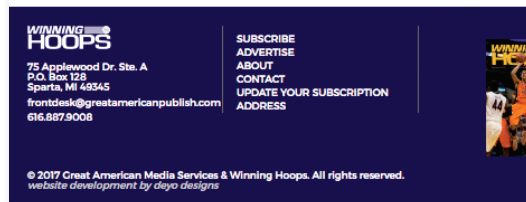


DEADLINES

ISSUE	ADS DUE
January	Dec. 18, 2020
February	Jan. 18, 2021
March	Feb. 15, 2021
April	March 18, 2021
May	April 16, 2021
June	May 18, 2021
July	June 17, 2021
August	July 16, 2021
September	Aug. 18, 2021
October	Sept. 17, 2021
November	Oct. 18, 2021
December	Nov. 17, 2021

2021 WEBSITE AD SPECS

AD TYPE	SPECS	MAX SIZE
A Leaderboard	728 x 90 px	40 kb
B Medium Rectangle	300 x 250 px	40 kb
C Rectangle	180 x 150 px	40 kb
D Pop-Up	600 x 600 px	40 kb



SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamericanmediaservices.com>. Complete the submission details, select file(s) for upload and click submit.


ACCEPTED FORMAT

JPG, GIF, HTML and 3rd party tags



E-NEWSLETTERS

Leaderboard 1



WEEK IN REVIEW

Date

Headline
Description.

Read More

Headline
Description.

Read More

Sponsored Content Image

Sponsored
Headline
Description.

Read More

Medium Rectangle 1

Medium Rectangle 2

Headline
Description.

Read More

Headline
Description.

Read More

Sponsored Content Image

Sponsored
Headline
Description.

Read More

Medium Rectangle 3

Medium Rectangle 4

Headline
Description.

Read More

Headline
Description.

Read More

Leaderboard 2

2021 WEEK IN REVIEW

AD TYPE	SPECS	MAX SIZE
Leaderboard	600 x 90 px	40 kb
Medium Rectangle	300 x 250 px	40 kb
Sponsored Content	8-10 word headline, 40 word description, 1 image 150 x 200 px	

SUBMITTING YOUR ADVERTISEMENT

Visit <https://upload.greatamericanmediaservices.com>. Complete the submission details, select file(s) for upload and click submit.

ACCEPTED FORMAT

JPG and GIF



UNIQUE OPPORTUNITIES

GUARANTEED LEAD GENERATION PROGRAM

HOW IT WORKS

1. A number of guaranteed qualified leads is determined
2. Our team works with you to create engaging content in the form of a white paper, webinar, research study or special report
3. Our team builds an online form for subscribers to access the content
4. A marketing campaign* is executed, driving customers to the online form
5. Leads are emailed on a weekly basis, including all contact information
6. Once the pre-determined number of qualified leads is reached, the program is completed

**Marketing campaign includes dedicated e-blasts to digital subscribers, website ads, e-newsletter ads and sponsored website, print and social media content – all driving to your online form.*

EXCLUSIVE LEAD BLAST

Generate leads directly from our Sports Group e-newsletter subscribers with your very own Exclusive Lead Blast.

INCLUDES

- Custom subject line to create topic interest
- Exclusive E-blast
- One resend of Exclusive E-blast to unopens
- Opens and clicks provided as leads
- One social media post
- All content provided by client

LIST RENTAL PROGRAM

Get directly in front of our Sports Group's audience of industry professionals with purchasing power through our List Rental Program – curated to the unique needs of your company. Target by school type, title, sport or geographic location to get your products in front of your ideal audience.

SEE THE TARGETING OPTIONS AND LEARN MORE AT

coachad.media/list-rental-program
training-conditioning.media/list-rental-program
winninghoops.media/list-rental-program

TURN-KEY PRODUCT CATALOG PROGRAM

Place your promotional brochure or product catalog directly in the hands of subscribers in a 2021 issue of your choice. Simply send us a PDF and we do the rest – print, polybag, digitize and email.

- Mailed to print subscribers
- Emailed to digital subscribers
- Shared with social media followers
- Posted on website(s) for one year
- Promoted in weekly e-newsletter(s)

VIRTUAL ROUNDTABLES

Provide a platform for industry professionals to connect, brainstorm and share ideas through a virtual roundtable session addressing current hot button topics. Hosted through an interactive webinar platform that allows a moderator, panelists and sponsor to be seen and heard – with hundreds of industry professionals watching – this platform presents an opportunity to position your brand as an industry and thought leader.

SEE HOW IT WORKS AND LEARN MORE AT

coachad.media/virtual-roundtables
training-conditioning.media/virtual-roundtables
winninghoops.media/virtual-roundtables

INTEGRATED EDITORIAL

Engage Readers Beyond Your Ad Space

Leverage the editorial expertise of our Sports Group's Custom Marketing Team to tell your story, positioning your company as a thought leader and solutions provider. Integrated editorial engages readers through compelling, custom-written content aligned with your products and services.

INCLUDES

- Full-page editorial in print issue of your choice
- Development of editorial content plan with your input
- Writing, editing & design of editorial with your input/approval
- Two rounds of edits
- Final integrated editorial to appear on website(s) for one-year
- Final integrated editorial emailed to digital subscribers
- Final integrated editorial shared with social media followers

CONTACT BRIAN OR MARK TO GET STARTED.

CUSTOM MARKETING SERVICES

In addition to its successful print publications, Great American Media Services provides unique and innovative solutions for businesses to engage customers.

CASE STUDIES

Demonstrate the effectiveness of your products and services with content that identifies a customer problem, details the steps taken to resolve their issue and showcases the positive outcome they've experienced as a result.

CONTENT CREATION / INTEGRATED EDITORIAL

From blogs, website content and social media posts, to custom e-newsletters and in-depth editorial within the pages of our magazines, our Custom Marketing Team will position your brand as a thought leader.

CUSTOM E-BLASTS

From promotional messages, video e-alerts and case studies to digital catalogs, custom e-newsletters and company announcements — reach our digital audience in a proven direct and effective way.

EVENT PLANNING AND PROMOTION

Our team of event experts is standing by to plan, market and execute your next event, including educational conferences, celebrations, networking events, in-booth promotions and more.

RETARGETING

Keep your marketing message in front of your target audience even after they leave coachad.com, training-conditioning.com and winninghoops.com.

SOCIAL MEDIA SPONSORED POSTS

Leverage our loyal social media following to communicate your message and engage directly with prospects.

SPOTLIGHT EMAILS

You pick the topic and our team creates an industry e-newsletter focused on that topic with relevant industry news, videos and more. Your company has every ad space within the e-newsletter.

SURVEYS AND RESEARCH STUDIES

Use our vast readership to collect specific industry insight, gauge your company's position in the marketplace or determine the need for a new product or service.

VIDEO PRODUCTION AND PROMOTION

Enlist the professional services of our videography team to shoot a promotional video at your offices or during a trade show. Includes editing and promotion.

WEBINARS

Position your brand as a thought leader and educational resource, and generate new business leads at the same time. Includes promotion.

WHITE PAPERS

Pre-authored or written by our Custom Marketing Team, white papers help industry professionals understand an issue, solve a problem or make a decision — with the solution focused on your company's products and/or services. Includes promotion.



RATES

COACH & A.D. PRINT

AD TYPE	1X	4X	8X
2-Page Spread	\$7,615	\$7,135	\$6,750
Full Page	\$5,125	\$4,700	\$4,495
2/3 Page	\$4,230	\$4,020	\$3,920
1/2 Page	\$3,750	\$3,500	\$3,200
1/3 Page	\$2,500	\$2,200	\$1,950
1/4 Page	\$2,100	\$1,830	\$1,675
1/6 Page	\$895	\$800	\$750
Cover 2	\$5,625	\$5,200	\$4,995
Cover 3	\$5,625	\$5,200	\$4,995
Cover 4	\$6,125	\$5,700	\$5,495

TRAINING & CONDITIONING PRINT

AD TYPE	1X	3X	6X	12X
Full Page	\$3,383	\$3,077	\$2,975	\$2,244
2/3 Page	\$2,686	\$2,465	\$2,380	\$1,802
1/2 Page Island	\$2,652	\$2,414	\$2,346	\$1,785
1/2 Page	\$2,380	\$2,193	\$2,142	\$1,581
1/3 Page	\$1,972	\$1,836	\$1,819	\$1,394
1/4 Page	\$1,479	\$986	\$750	\$663

COVER POSITIONS Premiums above frequency rate
Cover 4 - 20%, Cover 2 - 15%, Cover 3 - 10%

COACH & A.D./TRAINING & CONDITIONING WEBSITE

AD TYPE	1X	3X	6X	12X
Leaderboard	\$1,495	\$1,350	\$1,175	\$1,050
Medium Rectangle	\$885	\$795	\$700	\$595
Rectangle	\$525	\$490	\$400	\$325
Pop-Up	\$1,795	\$1,650	\$1,475	\$1,350

COACH & A.D./TRAINING & CONDITIONING E-NEWSLETTERS

AD TYPE	1X	3X	6X	12X
Leaderboard	\$1,600	\$1,495	\$1,350	\$1,200
Medium Rectangle	\$1,400	\$1,295	\$1,150	\$1,050
Sponsored Content	\$990			

WINNING HOOPS WEBSITE

AD TYPE	1X	3X	6X	12X
Leaderboard	\$1,495	\$1,350	\$1,175	\$1,050
Medium Rectangle	\$785	\$695	\$600	\$495
Rectangle	\$595	\$495	\$395	\$295
Pop-Up	\$1,795	\$1,650	\$1,475	\$1,350

WINNING HOOPS E-NEWSLETTERS

AD TYPE	1X	3X	6X	12X
Leaderboard	\$1,200	\$1,095	\$950	\$800
Medium Rectangle	\$1,000	\$895	\$750	\$650
Sponsored Content	\$695			

CONTACT US



GROUP PUBLISHER (ADVERTISING)

Brian Virgona

616-350-8360

brianv@greatamericanpublish.com



PUBLISHER (ADVERTISING)

Mark Goldberg

616-520-2175

mgoldberg@greatamericanpublish.com



MANAGING EDITOR

Wesley Sykes

616-520-2149

wskyes@greatamericanpublish.com



TRAFFIC MANAGER

Samantha Orsi

616-520-2148

sorsi@greatamericanpublish.com



CEO/PUBLISHING DIRECTOR

Matt McCallum

616-520-2133

mmccallum@greatamericanpublish.com