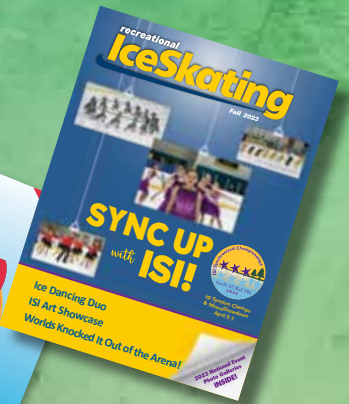


# 2024 MEDIA KIT

- ▶ ISI EDGE MAGAZINE  
(ISiledgemagazine.org)
- ▶ ISI MEMBERSHIP DIRECTORY
- ▶ ISI RECREATIONAL ICE SKATING MAGAZINE
- ▶ ISI RECREATIONAL ICE SKATING ONLINE MAGAZINE (RISonline.org)
- ▶ ISI COMPETITION PROGRAM BOOKS
- ▶ ISI ONLINE (skateisi.org) AND ELECTRONIC NEWSLETTERS

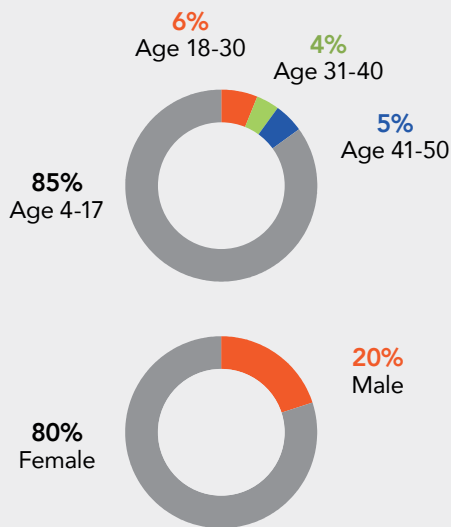


The Ice Sports Industry is a non-profit trade association dedicated to providing leadership, education and services to the ice arena industry since 1959. In addition to skater members, ISI's membership is comprised of ice arenas and skating clubs, builders/suppliers, retail members, and coaches, instructors and skating directors from national and international arenas. Our publications are invaluable tools for anyone interested in the latest industry information.

# WHY ICE SPORTS INDUSTRY?

## We Have Many Ways to Deliver Your Marketing Message

### ISI SKATING MEMBERSHIP



### ISI PROFESSIONAL MEMBERSHIP

Instructors, Skating and Hockey Directors

### ISI ADMINISTRATIVE MEMBERSHIP

Arenas, Retailers, Builders and Suppliers

Whether you want to reach the professional arena owner, operator, instructor, participant skater, or all of them—the ISI has the appropriate advertising vehicle for your service or product.

#### ► ISI PUBLICATIONS FOR PROFESSIONALS:

##### ISI EDGE MAGAZINE ([ISIdedgemagazine.org](http://ISIdedgemagazine.org))

*ISI EDGE* is a digital trade magazine that transitioned from print to digital format in 2021. It is updated monthly and articles are emailed to all Administrative, Professional, Builder/Supplier members.

##### ISI MEMBERSHIP DIRECTORY

The *ISI Membership Directory* is supplied annually to all ISI Administrative Rinks and Builders/Suppliers. In addition, all ISI members have access to the online directory, which is posted on the ISI website and updated daily.

##### ISI ELECTRONIC NEWSLETTERS

- *Breaking Ice* brings the latest industry headlines to ice sports industry professionals.
- *On the Flip Side* contains ISI association news and event information, as well as business tips to enhance the careers of industry professionals.

#### ► ISI PUBLICATIONS FOR SKATERS:

##### RECREATIONAL ICE SKATING MAGAZINE

Approximately 10,000 magazines are distributed to ISI skater members who are enrolled in skating classes that use the ISI Ice Skating Program. Additional copies of this focused publication are also sent to these rinks to distribute to their other customers.

##### RECREATIONAL ICE SKATING ONLINE ([RISonline.org](http://RISonline.org))

*Recreational Ice Skating* magazine is a digital publication ([RISonline.org](http://RISonline.org)). Updated monthly, it provides the latest ISI news, skating tips and competition coverage and is easily accessible to skater members and their families.

##### ISI COMPETITION PROGRAM BOOKS

All ISI skating events feature impressive program books, which include team listings, event schedules, competition information and team photos. Held annually, each event attracts hundreds of skaters and family members.

- ISI Winter Classic – February
- ISI Synchronized Championships - April
- ISI World Recreational Team Championships (WORLDS) – July
- ISI Adult Championships – October
- ISI Heartland Challenge - November

#### ► FOR ALL ISI MEMBERS:

##### ISI ONLINE ([skateisi.org](http://skateisi.org))

The ISI website is a comprehensive source of information for ISI members and industry professionals. Updated daily, the site contains the following:

- Rink Finder
- Coach Search Tool
- Digital Versions of ISI's *Recreational Ice Skating* (RIS) magazine
- Classified Ads
- *ISI EDGE* Magazine Archives
- And More!

# PROFESSIONAL TRADE MAGAZINE ISI EDGE ISIEDGEMAGAZINE.ORG



#### Ad Sizes

Square	600 pixels w. X 600 pixels h.
Vertical	250 pixels w. X 600 pixels h.
Banner	1080 pixels w. X 250 pixels h.

#### Accepted File Formats:

Uncompressed .pdf, .jpeg or .png file

#### Guaranteed Impressions:

- 3 Months - 1,000 impressions
- 6 Months - 2,000 impressions
- 12 Months - 4,000 impressions

\*Ads will loop

The *ISI EDGE* has transitioned to a digital format, delivering trade news to industry leaders in the ice sports industry on a timely basis.

ISI member rink owners, operators, instructors and skating and hockey directors receive a link monthly to the latest content.

Features include various topics on facility management and operation, programming, marketing and promotion, and other ice skating industry news. Also included are updates on ISI recreational skating competitions and shows as well as coverage of ISI programs and events, including ISI Connect & EXPO and the ISI University (ISIU).

Be sure to ask how you can receive discounts on your entire advertising contract by advertising in multiple publications.

	Advertising Rates					
	Member			Non-Member		
	3 mo.	6 mo.	12 mo.	3 mo.	6 mo.	12 mo.
Square	\$600	\$1,000	\$1,750	\$1,200	\$2,000	\$3,500
Vertical	\$500	\$800	\$1,350	\$1,000	\$1,600	\$2,750
Banner	\$300	\$400	\$550	\$600	\$800	\$1,100

Classified Rates	Member	Non-Member
EDGE or website - 25 words	\$20	\$30
Each additional word	\$1	\$2
Blind box number to hold replies at ISI office	\$5	\$10

\*Employment ads are free for ISI Members.

# ISI Membership Directory



The *ISI Membership Directory* is a Who's Who for the ice sports industry! Published annually, the membership directory lists the ISI executive committee, board of directors, office staff, and ISIA Education Foundation board of trustees, as well as all Administrative (rinks, skating schools and clubs), Builder/Supplier and Retail Merchant members worldwide.

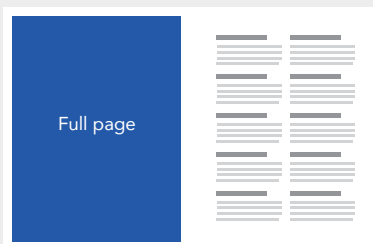
Information is cross-categorized by state, rink name, member name and district. Builder/Supplier members are alphabetically listed in a special "yellow pages" section, which provides descriptions of products or services.

ISI history and bylaws, district map, charter and honorary members, recipients of ISI honors and awards, and a comprehensive list of other ice skating associations and related organizations also are included.

<b>Deadlines</b>	<b>Reservation</b>	<b>Art Due</b>
	10/21	10/31
<b>Book Specs</b>	<b>Trim</b>	<b>Bleed</b>
Plasticoil binding and 3-hole drill	5.5" x 8.5"	5.75" x 8.75"
<b>Ad Sizes</b>	<b>Non-Bleed</b>	<b>Bleed</b>
Covers	4.5" x 7.5"	5.75" x 8.75"
Full page	4.5" x 7.5"	5.75" x 8.75"

**Accepted File Formats:**  
Uncompressed, high-resolution (300 dpi)  
.pdf or .jpg file.

<b>Advertising Rates</b>	<b>Member</b>	<b>Non-Member</b>
<b>Color Ads</b>		
Outside back cover	\$1,555	Not available
Inside front cover	\$1,240	
Inside back cover	\$1,240	
Divider	\$1,020	
<b>B/W Ads</b>		
Full page interior	\$820	



*This reusable resource is referred to constantly and is kept handy by every arena owner and/or manager.*

# Recreational Ice Skating Magazine



*Recreational Ice Skating* magazine's target audience is ISI skaters and coaches, but it is also received by all ISI member rinks using the ISI Learn-to-Skate program in the United States and abroad.

Published twice annually, spring and summer, *Recreational Ice Skating* has a circulation of 10,000+, with a much larger readership, since parents read each issue too! Some editions have an expanded circulation with free issues distributed at national shows and exhibitions or ISI events.

This magazine features a variety of articles on ISI skating events, member skaters and rinks, college skating programs, skating legends and pros, history of skating, nutrition and health, technical tips for skaters and coaches, arena and club news, as well as content for skater parents/families. The result is a unique, first-class, participant-oriented publication that is eagerly anticipated, read cover to cover, referred to and saved by members — thus providing a strong medium for your advertising dollars.

Be sure to ask how you can receive a discount on your entire advertising contract by advertising in multiple publications.

Deadlines	Reservation	Art Due
Spring	1/10	1/15
Fall	8/1	8/15

(Mail dates subject to change)

Book Specs	Trim	Bleed
Saddle stitch binding	8.125" x 10.875"	8.375" x 11.125" (0.125" on all sides)

Ad Sizes	Non-Bleed	Bleed
Covers	7" x 9.5"	8.375" x 11.125"
Full page	7" x 9.5"	8.375" x 11.125"
½ Page V	3.25" x 9.5"	
½ Page H	7" x 4.875"	
¼ Page	3.375" x 4.875"	
Banner	7" x 1.5"	

#### Accepted File Formats:

Uncompressed, high-resolution (300 dpi)  
.pdf or .jpg file.



Advertising Rates	Member	Non-Member
<b>Color Cover Ads</b>		
Outside back	\$1,000	\$2,000
Inside front	\$875	\$1,750
Inside back	\$775	\$1,550
<b>Color Ads</b>		
Full page	\$695	\$1,390
1/2 page	\$495	\$990
1/4 page	\$350	\$700
Banner	\$150	\$300

# Recreational Ice Skating Online

RISONLINE.ORG



## Ad Sizes

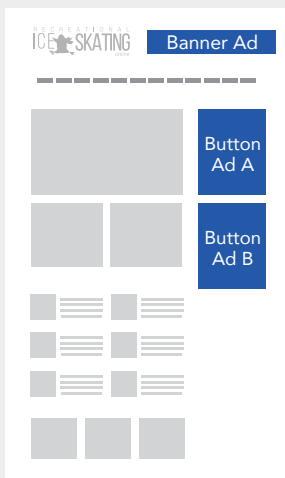
Banner Ad - 728px x 90px

Button Ad - 326px x 411px

## Accepted File Formats:

.png, .jpeg, .html and text  
(Flash® format is not supported.)

Include your URL for a link to your website



*Recreational Ice Skating Online (RISonline.org)* is a digital magazine targeted to ISI skaters, ages 4 to 94+, parents and coaches across the United States and abroad.

*Recreational Ice Skating* magazine is a respected industry publication, with a loyal following, having been published in print format since 1976. In 2016, *RIS Online* was created as a digital publication to better engage with our technology-savvy readers. *RIS Online* keeps skaters engaged and excited about the sport, participating in ISI programs and connected to their skating friends.

Features include a variety of articles on ISI skating events, members, rinks, technical tips, health and nutrition, crafts and recipes, as well as invaluable information for skating parents. It is a unique, exciting virtual site for our followers to peruse 24/7 to stay informed on all ISI national and endorsed events and "all things skating." It's also the "go to" place for ISI national event coverage, which includes high-quality photography and competition results. Skaters are eager to see themselves, friends and/or colleagues featured in *RIS Online*. With frequent updates, *RIS Online* keeps skaters returning again and again.

## Advertising Rates

Member

Non-Member

### Package

3-Months

Banner ad - Exclusive

\$300

\$900

Button ad A - Loop

\$375

\$1,125

Button ad B - Loop

\$375

\$1,125

## Advertising Rates

Member

Non-Member

### Package

12-Months

Banner ad - Exclusive

\$960

\$2,880

Button ad A - Loop

\$1,200

\$3,600

Button ad B - Loop

\$1,200

\$3,600

*Recreational ice skating enthusiasts are generally in a higher disposable income group and are often on the lookout for new products or services.*

# ISI NATIONAL COMPETITION Program Books



## ISI WORLD RECREATIONAL TEAM CHAMPIONSHIPS

The ISI World Recreational Team Championships (WORLDS) is the largest annual recreational ice skating competition in the country, with up to 3,000 attendees and participants. This year's event will be held at Sharks Ice in San Jose, Calif. The WORLDS program guide is the bible of the event, containing vital information such as area maps with host rinks, complete roster of events and competitors, tips on competing, as well as the Skaters' Marketplace listing — a mini-trade show of products and services for recreational skaters. A brief history of the ISI program, along with the notices for all social events, lists of volunteers, judges and referees, and photos of participating teams also are included. Award winners of ISIA Education Foundation scholarships, Good Sport Award and past WORLDS champions are listed as well.

Advertising Rates	Member	Non-Member
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### Color Ads

Outside back cover	\$750	\$1,135
Inside front or back cover	\$625	\$925

### B/W Ads

Full page	\$350	\$600
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## OTHER ISI NATIONAL COMPETITIONS

**ISI Winter Classic:** Held each February at the height of the skating season, it is a peak-season event enthusiastically enjoyed by an average of 500-1,000 skaters. Orlando Ice Den in Orlando, Fla. is the host of this year's event.

**ISI Synchronized Championships:** We will be heading back to South St. Paul, Minn. for the Synchronized Championships and MinneShowdown at Doug Woog Arena where more than 300 skaters are expected to participate in the event in April.

**ISI Adult Championships:** Launched in 1999, this early fall competition draws dedicated adult skaters from across the country. The 2024 competition will be held at Ellenton Ice and Sports Complex, Ellenton, Fla. in October.

**ISI Heartland Challenge:** This new event will be held in November at Lou and Gib Reese Ice Arena in Newark, Ohio. This is the first time a national event has been in this part of Ohio since 2001 and will expose a new generation of skaters to all our special offerings.

Advertising Rates	Member	Non-Member
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### Color Ads

Outside back cover	\$475	\$700
Inside front or back cover	\$385	\$575
Full page	\$300	\$450

### B/W Ads

Full page	\$250	\$380
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Event	Reservation	Art Due
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Winter Classic	1/5	1/12
West Coast Champs	3/20	3/30
Worlds	6/20	6/30
Adults	8/20	8/30
Theatrical Challenge	9/1	9/10

Book Specs	Trim	Bleed
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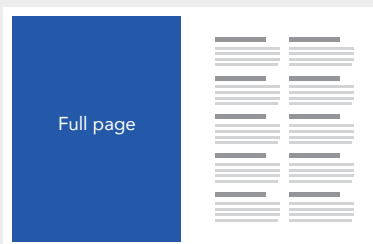
Saddle stitch binding	8.5"x11"	8.75"x11.25"
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Ad Sizes	Non-Bleed	Bleed
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Covers		8.75"x11.25"
Full page	7.5"x10"	8.75"x11.25"

### Accepted File Formats:

Uncompressed, high-resolution (300 dpi)  
.pdf or .jpg file.



*ISI event participants are highly motivated and committed, with a larger than average disposable family income.*

# ELECTRONIC ADVERTISING

## ISI Website and Newsletters



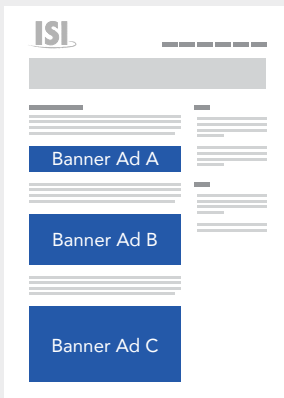
### Website and Newsletter Ad Sizes

Banner ad A - 600px x 100px  
 Banner ad B - 600px x 200px  
 Banner ad C - 600px x 300px  
 Button ad - 177px x 110px

### Accepted File Formats:

.gif, animated .gif (no restrictions on number of loops), .jpeg, .html and text (Flash® format is not supported.)

Include your URL for a link to your website.



### ISI WEBSITE ADVERTISING

Skateisi.org is the premier destination site for ISI member skaters, hockey players, parents, arena owners, coaches and manufacturers of ice sports-related products.

Skateisi.org averages over 1 million visits per year, with an average of 85,000 visits per month and 2 1/2 page views per visit.

Minimum buy is for a three-month period, with 1,000 impressions guaranteed per month. There is a maximum of 10 ads per rotation. Be sure to include your URL for a link to your website.

Advertising Rates	Member	Non-Member
<b>Package</b>	<b>3-Mos./12-Mos.</b>	<b>3-Mos./12-Mos.</b>
Banner A	\$350/\$1,050	\$575/\$1,725
Banner B	\$450/\$1,350	\$675/\$2,025
Banner C	\$550/\$1,650	\$775/\$2,325

### ELECTRONIC NEWSLETTERS

The following ISI electronic newsletters keep members informed of both ISI and industry-related news on a timely basis.

*Breaking Ice* delivers the latest industry news headlines semimonthly to arena owners/operators/managers and builders, suppliers and retailers.

*On the Flip Side*, a monthly newsletter, keeps members updated on "everything ISI" — conference details, competition information, ISI resources and products and more.

Advertising Rates	Member		
<b>Package</b>	<b>3-Mos. (6x)</b>	<b>6-Mos. (12x)</b>	<b>12-Mos. (24x)</b>
<i>Breaking Ice</i> button ad	\$450	\$750	\$1,200
<b>Package</b>	<b>3-Mos. (3x)</b>	<b>6-Mos. (6x)</b>	<b>12-Mos. (12x)</b>
<i>On the Flip Side</i> button ad	\$270	\$450	\$750



# ISI ADVERTISING CONTRACT

## ISI EDGE Magazine (ISledgemagazine.org)

(indicate file, if pick-up)

- 3 Months \$ \_\_\_\_\_
- 6 Months \$ \_\_\_\_\_
- 12 Months \$ \_\_\_\_\_

Note: \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

- Square  Vertical  Banner

## Recreational Ice Skating Magazine (indicate issue, if pick-up)

- Spring 20\_\_\_\_ \$ \_\_\_\_\_
- Fall 20\_\_\_\_ \$ \_\_\_\_\_

Note: \_\_\_\_\_

- Full Page  1/2 Page  1/4 Page  Banner  Color

## Recreational Ice Skating Online (RISonline.org)

(indicate file, if pick-up)

- Banner Ad \$ \_\_\_\_\_
- Button Ad \$ \_\_\_\_\_

Note: \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

## ISI Member Directory

(indicate if pick-up)

- Directory Ad 20\_\_\_\_ \$ \_\_\_\_\_

Note: \_\_\_\_\_

Color  B/W

## ISI Website (skateisi.org)

(indicate file, if pick-up)

- Banner Ad  A  B  C \$ \_\_\_\_\_

Note: \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

## Electronic Newsletters

(indicate file, if pick-up)

- Breaking Ice Button Ad \$ \_\_\_\_\_

Note: \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

(indicate file, if pick-up)

- On the Flip Side Button Ad \$ \_\_\_\_\_

Note: \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

## ISI Program Books

(indicate issue, if pick-up)

- Winter Classic 20\_\_\_\_ \$ \_\_\_\_\_
- Synchro Champs 20\_\_\_\_ \$ \_\_\_\_\_
- Worlds 20\_\_\_\_ \$ \_\_\_\_\_
- Adults 20\_\_\_\_ \$ \_\_\_\_\_
- Heartland 20\_\_\_\_ \$ \_\_\_\_\_

Note: \_\_\_\_\_

Color  B/W

### Advertiser

ISI Member # \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Terms and Conditions:

To receive member discounts, advertisers must be current ISI Administrative Members for the full term of the advertising contract.

To earn membership and frequency discounts, account must be kept current.

Orders containing incorrect rates will be inserted and charged in compliance with rate schedule. Such errors will be considered clerical.

Rate increases: Rates are subject to increase with 90 days notice.

All content is subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.

Advertiser and advertising agency assume liability for all content in printed advertisements, and also assume responsibility for any claims thereby made against the publisher.

If ad copy is not received from contracted advertisers prior to closing date, previous issue's copy will be repeated.

\_\_\_\_\_  
Advertiser Signature (type name for digital submission)

### Agency

ISI Member # \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

The publisher reserves the right for positioning, except where specific preferred positions are requested and are covered by a 10% additional charge.

Two or more advertisers cannot use space under the same contract.

Contracts canceled by the advertiser prior to contract fulfillment will be billed at the current rate for all previous ads.

Cancellation must be received in writing and confirmed by the publisher.

Cancellations will not be accepted after the space reservation closing date.

Liability for Payment: Publisher may hold advertiser and its agency jointly and separately liable for all sums due and payable to the publisher.

Payment in full is required on all new accounts until credit has been established.

ISI reserves the right to discontinue an advertiser's contract if payment on account is delinquent past 60 days.

\_\_\_\_\_  
Date