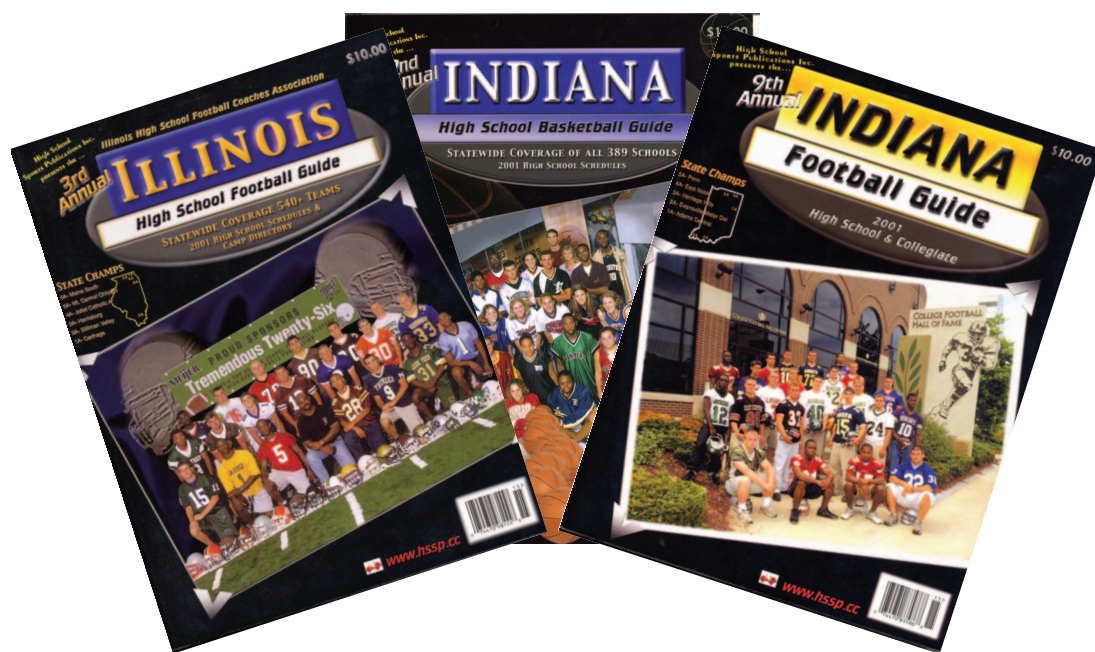




Marketing Information

presented by:

High School Sports Publications publishes eight magazines in Indiana, Illinois, and Michigan



Publication	Years in Publication
Indiana High School Football Guide	10th year in publication
Indiana High School Basketball Guide	3rd year in publication
Indiana High School Soccer Guide	2nd year in publication
Illinois High School Football Guide	4th year in publication
Illinois High School Basketball Guide	<i>NEW in 2002!</i>
Michigan High School Football Guide	<i>NEW in 2002!</i>
Michigan High School Basketball Guide	<i>NEW in 2002!</i>
Michigan High School Hockey Guide	<i>NEW in 2002!</i>



High School Sports Publications

High School Sports Publications features unparalleled coverage of High School athletics

- Every High School team listed at ***NO COST TO THE SCHOOLS, THE ATHLETES, OR THEIR PARENTS!***
- Current year's schedule
- Highlights previous year's record
- Career records for each head coach
- Listings of key returning players, key newcomers, and key losses for each team
- Informative articles on a variety of high school sports related subjects.
- Profiles of the top 26 players in each state, for each sport.

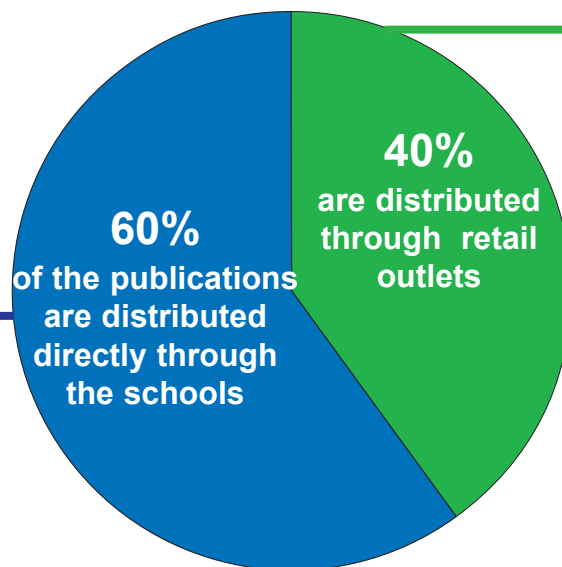
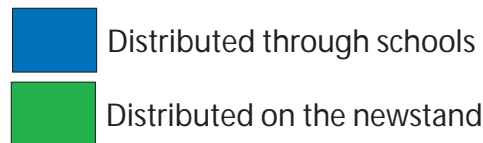


High School Sports Publications

HSSP's publications are distributed both through the high schools as a fundraiser, and on the newsstand

- Distributed through the teams themselves
- Booster club fundraisers
- Cheerleaders
- Season ticket holder programs
- Other fundraising programs

When these groups sell the magazine *50% of the cover price goes right back to them* to support their athletic programs



Distributed through the following retail outlets:

- Walgreens
- Target
- K-Mart
- Jewel-Osco
- Wal-Mart
- *and many more to come!*

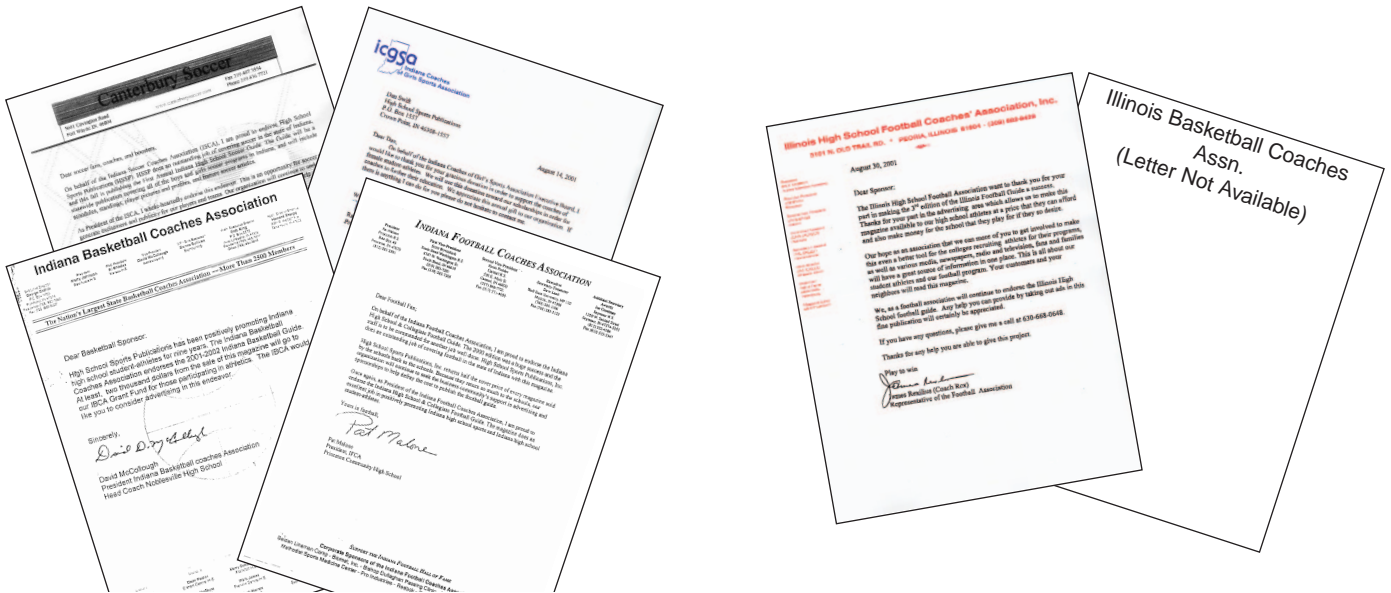


High School Sports Publications

HSSP is the ONLY publication endorsed by every coaches association in Indiana, Illinois, and Michigan.

Indiana

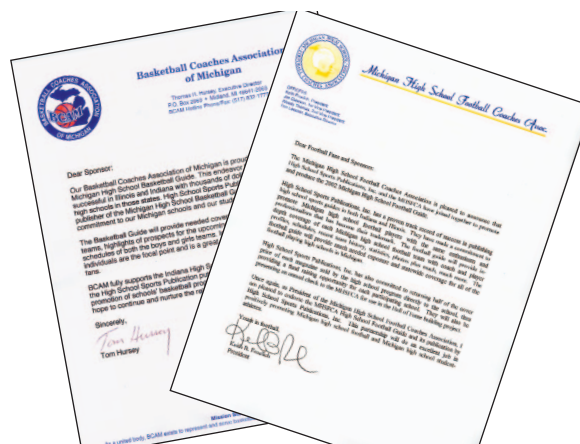
Illinois



Indiana Football Coaches Association
 Indiana Basketball Coaches Association
 Indiana Soccer Coaches Association
 Indiana Coaches of Girl's Sports Association

Illinois High School Football Coaches Association
 Illinois High School Basketball Coaches Association

Michigan



Michigan High School Football Coaches Association
 Basketball Coaches Association of Michigan



High School Sports Publications

Who are our readers?

They are your customers!

Student-Athletes

These readers are interested in the things all teenagers are...entertainment, clothing, and sports. They need insurance, and their first car, but they also are in greater need of medical services and are slightly more interested in their health than their non-athlete counterparts.

Parents

The parents of athletes tend to support the businesses that support their kids. They are more likely to be interested in services for their kids, and are looking for something to do after the game. These are your customers.

High School Students

Like their athletic counterparts, high school students are reading our publications to see what their schools and the competition look like for the coming season. These students are interested in a wide variety of areas and have the money to spend to buy your products!

Members of the Community

People tend to be very interested in their own communities...and high school sports is a big part of that community! These folks are more likely to shop in places that support the community they live in.

Other Business Owners

Business owners are reading our publications for the content, but also to look for their ads. When looking for their ad, imagine the impact as they run across your business to business services!

College Recruiters

Recruiters look to our publications as an information source, looking for those unsung athletes to help boost their programs.

Coaches and Athletic Directors

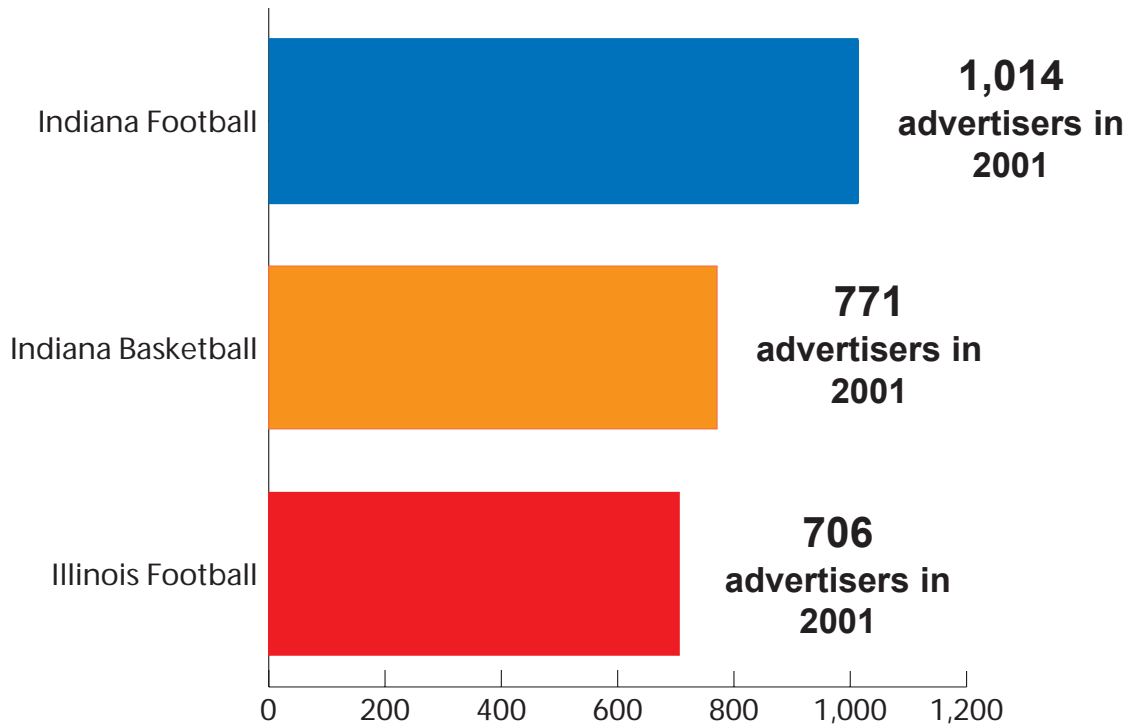
These folks are looking at the information for their schools and their competition. They also have the decision making power to purchase athletic equipment, uniforms, and trophies, as well as to suggest player clinics.

Anyone Interested in High School Sports!



High School Sports Publications

An average of 830 advertisers per publication are supporting high school athletics in their community and their state.



What type of businesses are advertising with us currently?

- Auto Dealers
 - Soft Drink Companies
 - Restaurants
 - Sporting Goods Stores
 - Professional Sports Teams
 - Sporting Goods Manufacturers
 - Banks & Financial Institutions
 - Insurance Agents
 - Real Estate Agents
 - Builders
 - General Retailers
 - Gas Stations
- and anyone else who supports high school athletics and wants to reach it's fans!*

What are they saying?

"I would like to take this opportunity to commend you and your staff on a job well done. Pepsi-Cola General Bottlers Inc. is proud to be part of the sports coverage."
 Tom Ploski, Branch Manager,
 Munster, IN

"The Football Guide is an insightful and professionally produced publication that gives Security Federal Bank a very good vehicle for expressing our community support. The athletes who are featured, and the parents who read it are our customers, both currently and in the future."
 Andre Hernandez, V.P. Sales & Marketing, Security Federal Bank



High School Sports Publications

What does your advertising dollar allow us to do?

Your advertising dollar allows us to.....

- ...return dollars to the schools through the sale of the publications.
- ...donate funds to coaching associations to further promote youth sports in your community and throughout the state.
- ...organize and underwrite banquets for the top players in each state.
- ...donate magazines to inner city schools to help financially support athletic programs that generally get very little support.
- ...*“Positively Support Student-Athletes!”*



High School Sports Publications

HSSP Ad Sizes

Half Page

7.5" x 4.75"

Quarter Page

3.6" x 4.75"

Banner

7.5" x 1"

**Double
Booster**

2.4" x 2.4"

Booster

2.4" x 1"

Full Page

7.5" x 10"



High School Sports Publications

High School Sports Publications

Advertising Rates

Annual Preseason Magazine Rates

Size	Premium 4-Color	Premium B&W	Newsprint B&W
Full Page	\$3,000*	\$1,600*	\$900
1/2Page	\$1,800	\$850	\$500
1/4 Page	\$1,200	\$450	\$300
Banner	N/A	N/A	\$250
Double Booster	N/A	N/A	\$200
Booster	N/A	N/A	\$100

*These rates don't include the front or back inside or outside covers, two page spreads, and perforated inserts. See the table to the right for rates on those premium positions.

**Ask About our
Discount
Programs!**

Space Reservation and Ad Copy Deadlines

Football (IN)	5/15/02 or sooner
Football (IL)	5/25/02 or sooner
Football (MI)	6/1/02 or sooner
Basketball (IN/IL)	9/1/02 or sooner
Basketball (MI)	6/15/02 or sooner
Soccer (IN)	6/1/02 or sooner
Hockey (MI)	9/1/02 or sooner

Reach the Widest Possible Audience with our Premium Position Opportunities!

Two Page Spread (Fold Out)	\$10,200
Front Cover Sponsor (Includes Full Page Ad)	\$8,500
Back Cover	\$7,500
Inside Front Cover	\$4,500
Inside Back Cover	\$4,500
Perforated Inserts	\$2,000
Page 1	\$4,000

Internet Advertising Rates

Banner Ad	\$350/mo
Side Ad	\$225/mo

High School Sports Publications will help design your ad **AT NO CHARGE!**

Your account representative and our professional design staff will design your ad to your specifications for maximum impact.

Ads or Ad Copy can be e-mailed to:
mgranger@hssp.cc



High School Sports Publications