



Roller Skating Association INTERNATIONAL

The Voice of the Roller Skating Industry since 1937

2022-2023 MEDIA KIT



ALL ABOUT THE ROLLER SKATING ASSOCIATION



WHO ARE WE?

The Roller Skating Association is an international trade association and the official voice of the roller skating industry. Forged in 1937 as the Roller Skating Rink Operators Association by 17 independent business owners, their goal was to help promote the sport of roller skating and to establish good business practices amongst fellow roller skating rink owners.

Today, the Association serves thousands of business owners and operators, affiliate members such as roller skating teachers, coaches and judges, manufacturers and suppliers of equipment made available to the roller skating industry and much more.

We provide our members with industry information, more than 60 membership benefits, informative publications, national marketing programs, purchasing discounts, educational events held nationwide, and an annual convention and trade show designed to educate, energize and enhance the roller skating industry.

Throughout this media kit you will learn about our publication offerings and how to advertise in each one.



The Roller Skating Association International national office is located in Indianapolis, IN.



Our membership consists of nearly 650 roller skating rinks with thousands of individual members, 600+ judges, 400+ coaches, 100+ affiliate members (Roller Skating Manufacturers) and more!

OUR PUBLICATION OPTIONS

Rinksider Magazine (print)

In December 2017, the RSA purchased Rinksider Magazine and merged with Roller Skating Business Magazine. Now published quarterly, we deliver to all RSA members as a benefit to their belonging to the association and is the must-read source for business advice, understanding complex HR and legal issues, staying abreast of important industry-related topics, and learning about new and exciting offerings available to their businesses.



Rinksider Magazine (digital)

Available for free online, we utilize an easy-to-use digital publishing software to allow readers to access the magazine on their mobile devices and e-readers at any time.



RSA Today Weekly Newsletters (digital)

With an email list of 10.6K people, RSA Today is delivered every Thursday afternoon. Every issue includes roller skating news, educational ideas, new products, advertisements, classifieds and more. With a 40% open rate, well above the nationwide average, our newsletter is an important feature for RSA members.



RSA Membership Directory (print & digital)

Every other year, the RSA produces a directory available to all members of the Association. Not only does it list every individual member and their contact information, but it also includes a complete list of Roller Skating Manufacturers and businesses that cater to the industry, advertisements, a complete list of all committee and board members, and much more. Some of the content of this directory is also available online under the "Locator" section of the website. It is available for download as a PDF if you are a member of the RSA.



Roller Skating Business Newsletter (print)

During the months that Rinksider magazine is not published, we now mail a printed newsletter to all RSA members that updates them on happenings that they might have missed in the digital newsletter, as well as those things that are planned in the coming months.



DEMOGRAPHICS

WHY ADVERTISE?

Reach

The reach of RSA publications, online media and special events is far and wide. What a member will learn in a publication or at a local educational event or section meeting will be read by thousands of members, employees and professionals in the roller skating industry.

Content

Available across a variety of platforms, our publications are delivered consistently with news and information relevant to their businesses.

Trust

The RSA is the voice of the roller skating industry and has been since 1937 - and the voice of the members in multiple surveys indicates our publications are of significant value to their businesses.

Our Members Have Influence

More than **88% of RSA members** own their rinks, and 100% of all members make or influence decisions in purchasing within their rink. The average length of operation is more than 22 years.

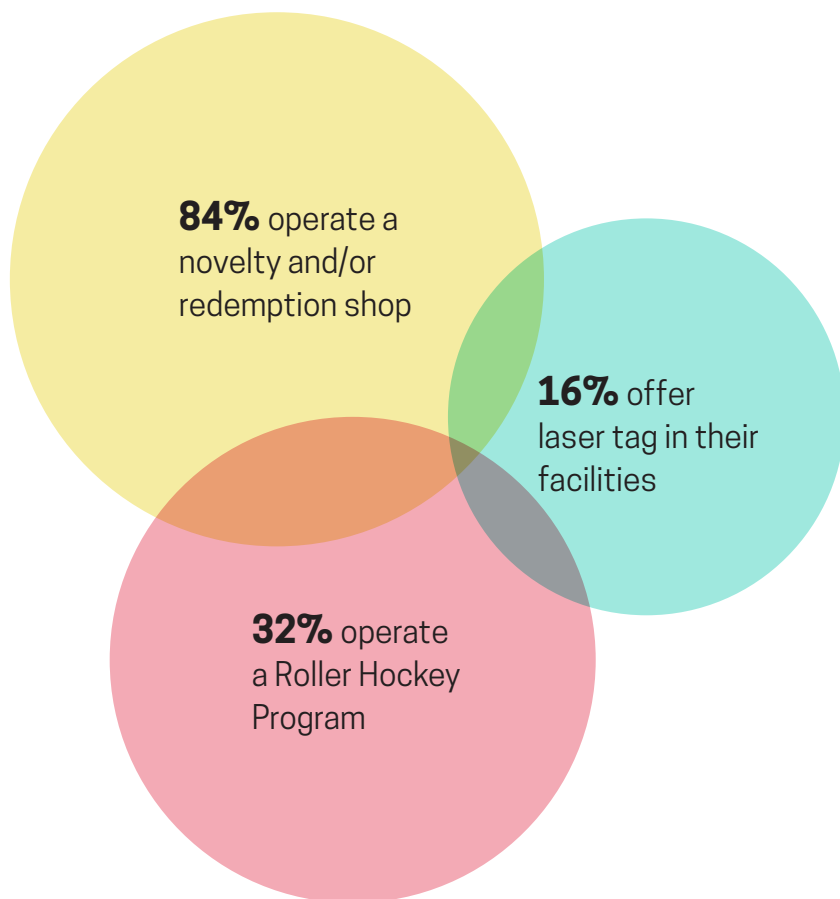
Our Members Have Impact

Our members employ more than **30,000 employees** and host more than **105 million individual skating sessions each year** - and because they host more than **9,900 birthday parties**, our members reach over **16 million children** attending birthday parties alone EVERY YEAR!

Our Members Report Significantly Higher Customer Volume than Non-Member Rinks



Our Members Offer Diverse Services, In Addition to Roller Skating



When asked what feature they liked most about the publications, RSA members overwhelmingly selected advertising and information.

“We love to read about new products, money-making ideas, what’s going on in the industry - the RSA Publications are the best they have ever been and we look forward to every issue!”

Our Members Value RSA Media

In a nationwide survey of RSA members, **88.8%** of all members rated Rinksider Magazine as the most important feature of the association next to the RSA Today Enewsletter, Industry Clip Art, Marketing Programs and Insurance Programs.

“How important are the following programs to your membership in the RSA?”



*Association Laboratory & Whorton Membership Survey Results

RINKSIDER MAGAZINE

DETAILS & AD SPECS

Rinksider Magazine is a quarterly publication that includes a variety of topics throughout the year to help roller skating business owners grow and manage their businesses. This magazine is available to all RSA member rinks by mail, and all other affiliate members and the general public through digital copies.

Because of the ever-changing market, our editorial will be primarily related to current events and the state of the industry, however, below is a list of topics that we may be including throughout the year.

- Marketing & Social Media
- Video Games & Redemption
- Tax & Legal Topics
- Flooring & Carpeting
- Concessions & Redemption
- Remodels & Makeovers

- Roller Skating Trends
- Holiday Planning
- Back to School Highlights
- Working with the Media
- Insurance & Risk Management
- Lighting & Sound
- Learn to Skate Programs
- Pro Shop Updates
- Human Resources
- Rink Security
- Making RSA benefits work for you
- New Technology
- Competitive Skating Market
- Music Licensing
- Mascots
- Playcard Systems
- And much more!

Advertisement Specs

SETTINGS

- Include all artwork, fonts and document in folder if submitting a packaged file.
- No true type fonts.
- Do not use font attributes from the measurement palette to bold or italicize, etc.
- File must be set to CMYK.
- Set up all images as .tiff or .eps.

CAMERA READY ART

Files are accepted as a high-resolution press-ready PDF format only. All images in the PDF must be in one of these three formats and resolutions. CMYK images 300 dpi @100%, Grayscale images 300 dpi @ 100%, Bitmap images 600 dpi @ 100%. All fonts and images embedded or type converted to paths. All colors converted to CMYK (no RGB colors) with black as pure K (not a CMYK mix). PDFs with RGB images or low-resolution images

will be returned to the advertiser for resubmission. It is the advertiser's sole responsibility to provide a usable file.

SIZES

Please pay close attention to all ad sizes. Ads will not be resized or recreated by RSA.

SUBMISSIONS

All files must be sent to editor@rollerskating.com by the closing dates and no later.

UNACCEPTABLE FORMATS

Adobe Pagemaker, Microsoft Publisher, Microsoft Word, .jpg or .gif files are NOT acceptable.

CHANGES

Clients may change ad content during the term of their contract, in writing, by the deadline.



CLASSIFIEDS

Classified text must be emailed to editor@rollerskating.com with contract. Advertiser must select which months advertisement is to run or select "run until canceled" within the contract. Because of these low rates, advertisers who select this option must call our offices to cancel or change the advertisement by the closing dates.

LARGE FILE UPLOAD

To send a large file (greater than 3MB), please contact us to obtain access to our Hightail account to send us your files.

CONTACT INFORMATION

Should you have any questions at all about your advertisement during the process, contact Lynette Rowland, Publisher, at editor@rollerskating.com or call 317-347-2626 Ext. 107.

RINKSIDER MAGAZINE

EDITORIAL CALENDAR

*Editorial calendar is subject to change based upon space and industry news.

March/April 2022

Cranes, Novelties, Back to School and Convention Issue

- RSA Convention Issue
- Cranes & Novelties – Hot Cranes and What to Fill Them With
- Kiosks and Touchless Systems
- Back to School – How to prepare your business for back-to-school
- Roller Skating STEM Update
- The Rise of American Roller Sports & American Championships
- Customer Service Conflict Resolution
- RSA Programs You Need to Utilize...TODAY!
- Social Media: How to Manage a Social Media Crisis
- Coaches Corner: How to Certify a Learn to Skate Coach
- Human Resources: Promoting from Within
- Rink Highlight: Tammy Johnson of Wheels and Thrills

Advertising Space/Materials Deadline: April 6

*Handed out to all attendees at RSA Convention

May/June 2022

Flooring, Rink Maintenance, Post-Convention Issue

- Flooring Issue – Carpeting and Wood Floors
- Roller Skating Convention Highlights
- Full Photo Album from Convention
- New Advances in Rink Maintenance with Outlines of Schedules
- How to Build Strong Promotions for the Entire Year
- Halloween on Skates: Fun ideas to prepare for a spooky October
- National Roller Skating Month Preparation
- What to Expect for Sk8Expo 2022
- Roofing, Signage and Exterior Updates
- Social Media: How to Stop Advertising and Start Marketing
- Coaches Corner: How to implement the Learn to Skate Program
- HR: What motivates/demotivates employees?
- Rink Highlight: Re-opening of The Rink in Chicago with Curtis Pouncy

Advertising Space/Materials Deadline: May 13

Jul-Sept 2022

Skates, Music and National Roller Skating Month Issue

- Fundraising Ideas to Connect with Community
- Roller Skate Highlights: What's new on the market?
- Sk8Expo Highlight
- National Roller Skating Month Ideas
- What's Hot in Music (And why you need music licensing)
- Online Sales: How to make the most of your website and social media
- Christmas in July – Planning a Winter Wonderland in Your Rink
- How to Create a Risk Management Plan from Legal Experts
- Social Media: Creating a Content Calendar
- Coaches Corner: What is the RSA Achievement Program?
- HR: 10 Ways Young Managers Can Benefit Your Rink
- Rink Highlight: Aloha Roller Rink with Liz Ruiz

Advertising Space/Materials Deadline: July 1

*Handed out to all attendees at Sk8Expo

Oct-Dec 2022

Lighting, Sound and Signage, and Summer Camp Issue

- Lighting and Sound Issue: New Trends to Boost Customers' Experience
- Why Professional Signage Matters and What's Trending
- 20 Things to Know Before Diving In to Rink Ownership from the Pros
- Summer Camp Planning for 2023
- How to Use Facebook and Instagram Reels for Your Business
- Building an Award-Winning Company Culture
- Mobile Skate Trucks: How to Use Mobile Business to Bring in Skaters
- Social Media: Using staff to create social media content
- Coaches Corner: Do you need a competitive program in your rink?
- HR: Employee Retention: Where to Find and How to Build a Reliable Staff
- Rink Highlight: Mack Douglas with Great Skate Detroit

Advertising Space/Materials Deadline: Oct 1

Jan-Mar 2023

Furniture, Concessions, Roller Skate Accessories Issue

- Furniture Highlight: Design Matters: Creating a Fun, Modern Aesthetic
- Pre-Convention Issue
- Concessions: 20 Wildly Successful Concessions Ideas
- Roller Skate Add-Ons Highlight
- Action! How to Work with the Film Industry
- Top 10 Ways to Get Free Media Coverage – how to work with the media
- Social Causes: When to Engage and When to Step Away
- 20 Questions from Future Rink Owners Answered
- Social Media: 10 Social Media Trends to Prepare for in 2023
- Coaches Corner: Top 20 Success Tips from Coaches & Judges
- HR: Interview Do's and Don'ts – Following EEOC guidelines
- Rink Highlight: Larry Masumy of Northland Roller Rink

Advertising Space/Materials Deadline: Jan 1

Apr-Jun 2023

Convention, Back to School, Arcade and Insurance Issue

- RSA Convention Issue
- Back to School for 2023
- How Experienced Rink Owners Can Lend Experience to New Rink Owners
- Top 10 Trending, Money-Making Arcade Games to Consider for Your Rink
- Do You Have the Right Insurance Coverages to Protect Your Business?
- How Partnering with Local Colleges Can Increase Profits
- Tapping into Gen Z and Millennial Attributes to Improve Your Business
- Games in the Rink: What's New for Back to School
- Social Media: Creative ways to make money with your social media
- Coaches Corner: Preparing for the American Championships
- HR: Do Your Managers Know How to Manage People?
- Rink Highlight: Alberto Alpizar with Wheels Family Skating Center

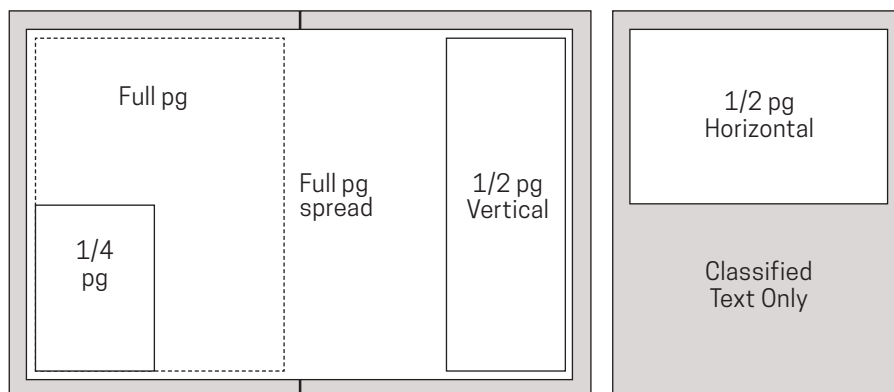
Advertising Space/Materials Deadline: Apr 1

*Handed out to all attendees at RSA Convention

RINKSIDER MAGAZINE

AD PRICING

Advertisement Size Visuals



Want to see a full issue sample online?
Visit www.rollerskating.com/rinksider

Important note: Due to the pandemic, our ad deadlines have shifted to reflect changes. Please use the below schedule.

Ad Sizes

AD SIZE	SIZE	BLEED
2-page spread	17" x 11"	17.25" x 11.25"
Full page	8.5" x 11"	8.75" x 11.25"
1/2 page horizontal	8.5" x 5.5"	8.75" x 5.75"
1/2 page vertical	4.25" x 11"	4.375" x 11.25"
1/4 page standard	3.5" x 5"	3.75" x 5.25"

RSA Member Ad Rates

* Ads are all four color. Prices reflect 25% member discount (rounded).

AD SIZE	1X	3X	6X
2-page spread	\$1535	\$1490	\$1445
Full Page	\$765	\$745	\$720
Half Page	\$540	\$525	\$505
1/4 Page	\$345	\$330	\$320

We will work with any budget, so don't be afraid to ask!

Other Ads and Services

TYPE	DETAILS
Classified listing	\$1/word with a \$25 minimum for each issue.
Other	The RSA will work with you to develop any additional service you would like should you have an interest. Insert cards, wraps, polybag with catalog inserts - let us know what special service you're looking for and we'll work with our printer to make it happen. Plus, we'll work within your budget!

Ad Deadlines

Mar/Apr	Apr 6
May/Jun	May 13
Jul/Sept	Jul 1
Oct/Dec	Oct 1
Jan/Mar	Jan 1
Apr/Jun	Apr 1

* Deadlines may change based upon current events.

Non-RSA Member Ad Rates

* Ads are all four color. If you buy a one-page ad, a \$390/yr membership pays for itself in discounts - plus all other member benefits! Complete attached RSM application to receive member rates.

AD SIZE	1X	3X	6X
2-page spread	\$2050	\$1990	\$1930
Full Page	\$1025	\$995	\$965
Half Page	\$725	\$700	\$675
1/4 Page	\$460	\$445	\$430

MEMBERSHIP DIRECTORY

DETAILS

RSA Membership Directory

The industry resource for roller skating rinks & manufacturers

Dubbed the “Yellow Pages of the Roller Skating Industry,” this 120+ page directory is a trusted source for reaching out to businesses in the roller skating industry. In every issue, members will find:

- Detailed contact information for every roller skating rink in the association, complete with phone, fax, email, website, mailing and shipping addresses and more.
- Listings for all manufacturers in the roller skating industry who have chosen to be a part of the RSA’s affiliate membership: RSM Members.
- Advertisements from members and non-members throughout the publication.
- Complete list of RSA Achievement Program Coaches who help continue on the sport of roller skating.
- AND MUCH MORE!



In Every Issue

- A Message from the President
- National Office Information
- Directory & Index Instructions
- Board of Directors with Photos
- Section Officers
- Committees
- RSA Hall of Fame Members
- RSA Life Members
- RSM Life Members
- RSA Memorials - Life Members
- RSA Memorials - Hall of Fame
- RSA Section Map
- RSA Skating Centers
- RSA Future Operators
- Roller Skating Suppliers
- Roller Skating Manufacturers
- Membership Directory Index
- Advertisers

MEMBERSHIP DIRECTORY

AD PRICING & SPECS

RSA Member Ad Rates

* Ads are all four color.

AD SIZE	PRICE
2-page spread	\$1100
Full Page	\$725
Half Page	\$525
1/4 Page	\$325

Ad Sizes

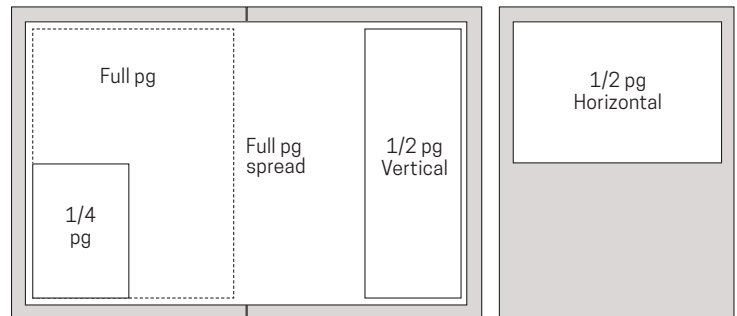
AD SIZE	SIZE	BLEED
2-page spread	17" x 11"	17.25" x 11.25"
Full page	8.5" x 11"	8.75" x 11.25"
1/2 page horizontal	8.5" x 5.5"	8.75" x 5.75"
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1/4 page standard	3.5" x 5"	3.75" x 5.25"

Non-RSA Member Ad Rates

* Ads are all four color. Becoming a valued RSM member for just \$390/year pays for itself in discounts - plus all other member benefits! Complete attached RSM application for member rates.

AD SIZE	PRICE
2-page spread	\$1480
Full Page	\$1105
Half Page	\$905
1/4 Page	\$705

Advertisement Size Visuals



Advertisement Specs

SETTINGS

- Include all artwork, fonts and document in folder if submitting a packaged file.
- No true type fonts.
- Do not use font attributes from the measurement palette to bold or italicize, etc.
- File must be set to CMYK.
- Set up all images as .tiff or .eps.

CAMERA READY ART

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black as pure K (not a CMYK mix). PDFs with RGB images or low-resolution images will be returned to the advertiser for resubmission. It is the advertiser's sole responsibility to provide a usable file.

SIZES

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SUBMISSIONS

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UNACCEPTABLE FORMATS

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CHANGES

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LARGE FILE UPLOAD

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CONTACT INFORMATION

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RSA TODAY DIGITAL

NEWSLETTER DETAILS

RSA Today Weekly Newsletters

Weekly News of the Roller Skating Industry & Association

RSA Today is a weekly e-newsletter that contains informative news and content about the roller skating industry, national employment news, IRS, OSHA, and legal updates, member benefits, promotional ideas and more.

FACTS ABOUT RSA TODAY

- Each week, we deliver to approximately thousands of individual members and growing. It is delivered to roller skating rink owners and operators, managers and staff members, coaches, judges, roller skating manufacturers and other industry professionals.
- The newsletter has more than a 40% open rate - nearly double the national average for associations.

Our newsletter includes various information members can use on a weekly basis including:

- HR News
- Association Updates
- Roller Skating News
- Promotional Flyers
- Webinar Information
- New Products and Services
- Classified Ads
- Marketing Bites
- Rinksider Magazine (View on mobile device)
- Town Hall Meeting Videos
- New Member Benefits
- and much more!

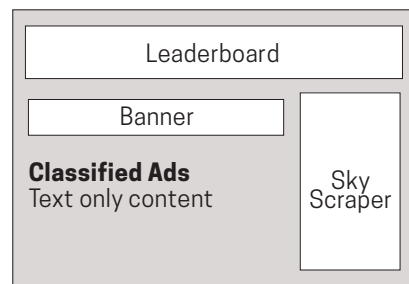


RSA TODAY DIGITAL

AD PRICING & SPECS



Ad Size Visuals



Ad Sizes Dimensions

AD SIZE	SIZE (pixels)
Leaderboard (exclusive)	728 wide x 90 tall
Banner	468 wide x 60 tall
Skyscraper	160 wide x 300 tall
Classified listing	Words only

RSA Member Ad Rates

AD SIZE	PRICE
Leaderboard (RSA members only)	\$250/month or \$2700/yr
Banner	\$100/mo or \$1080/yr
Skyscraper	\$200/mo or \$2160/yr
Classified listing	\$1 per word/\$25 minimum

Space Deadlines & Other Details

Advertising in the RSA Newsletter is reserved to RSA members only. All advertisements are due on the **Wednesday of each week**. If advertisement is sent after this date it will be placed into the following week if newsletters have already been scheduled. Each ad runs once a week for four weeks.

Only ONE leaderboard ad is possible per newsletter. Other ad space may be limited. Space is filled first-come, first-served. If you are not an affiliate member of the RSA, visit www.rollerskating.com/rsm to apply for membership or complete the attached form.

Advertisement Specs

FILE TYPE

Files should be submitted as a .jpg or .gif image only. Enewsletter images can not include flash or video.

SIZES

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SUBMISSIONS & CHANGES

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CLASSIFIEDS

Classified text must be emailed to editor@rollerskating.com with contract. Advertiser must select which months advertisement is to run or select "run until canceled" within the contract and your card will be billed monthly. Because of these low rates, advertisers who select this option must call our offices to cancel or change the advertisement by the closing dates.

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ROLLER SKATING BUSINESS

NEWSLETTER DETAILS

ROLLER SKATING BUSINESS NEWSLETTER

Amid the 2020 year, the Roller Skating Association decided to implement a new procedure of adding a printed and mailed newsletter that will be to delivered to RSA member rinks, as well as coaches, judges, manufacturers and all roller skating centers that are not members of the Association in an effort to encourage them to see what's going on in the RSA and industry. This will ideally go out every other issue in between the magazine issues



Roller Skating Business NEWSLETTER
November 2020 Issue | www.roller skating.org

BMI Music Licensing to Offer Credit to Skating Centers Closed During the Pandemic

Members Asked to Complete Enclosed Card to Determine BMI Credit for 2021 Dues Schedule

We understand the hardship that the pandemic has created for our members. As a result, we asked BMI to take a look at the current rate schedule to determine if there was anything that could be done to help lower your rates. Our representative, Teresa Scherer, made the decision to provide a credit for members who were closed during the pandemic.

Members are asked to complete the enclosed card (or visit www.bmi.com/bmicreditform) with your response date, along with information about your skating center, and return it with your RSA membership dues. Once we get everyone's information, Theresa will plug in a formula whereby you will receive a credit to deduct from your 2021 rate schedule. We have enclosed both the card and the BMI rate schedule. We ask that you hold onto the 2021 rate schedule until we have calculated your credit. You will be notified by email or mail with your credit amount to apply to your 2021 BMI dues.

RSA Convention and Trade Show Dates for 2021 Announced

We are pleased to announce that the dates for the 2021 Roller Skating Association Convention and Trade Show have been set for May 2-6, 2021 at the Grand Sierra Resort and Casino in Reno, NV. For more details, visit our website at www.roller skating.com/events.

ENTER TO WIN!

The Membership Committee has announced that there will be **TRUCKNINERS PRIZES** for members who submit their RSA membership dues by January 31, 2021. These prizes will include free committee registration, skates, wheels, bearings, gear, and more. Prizes will be awarded 100 during a February Town Hall Meeting, so make sure that you get your dues paid first!

If you have any questions, please contact Sharon McMillan at membership@roller skating.com or call 877-547-2525 ext. 305.

ASCAP Payments Were Due November 1

Please remember that ASCAP (American Society of Composers, Authors and Publishers) quarterly payments (or annual payments) were due November 1.

If you have not yet paid, make sure to use the enclosed form and submit with payment. Because your business was closed and dues are based on admission revenue, many will pay a lower rate. If you have already paid, disregard this form.

To download the form, visit www.roller skating.com/

United States of America Rolls Out New Virtual STEM Program Creating New Avenue for Growth

Jim Drenick and the United States of America team recently introduced their new program that will not require the use of an educator during the pandemic! Students will be educated on the topic of STEM as it applies to soccer, football or roller skating by two college graduates who are working towards degrees in physics and engineering. You may sell the program to schools in a 24-hour period or a 7-day period, plus, it will come with a LIVE DJ Dance Party that members can have their 19 host during a live period either during class or after school. It will come with all of the lesson plan materials necessary for teachers.

Currently, the teachers that have been presented with this program are excited to have something new and different to teach their lessons and are jumping at the opportunity.

To register, contact Lfrilique@roller skating.com or call 505-795-5434 Ext. 6. To learn more about the new program, watch the October 21, 2020 Town Hall Meeting at www.roller skating.com/townhall.

Join the RSA's ICEE Program to Save Big and Increase Revenue

Did you know that the RSA's ICEE program will get you a Model 773 three barrel machine, discounts on syngas and has been proven to bring in as much as \$20,000 in additional revenue a year? Tell us your RSA President, Curt Wahlig, and Vice President, Billy Thompson - they have been able to bring in considerable revenue just by using the RSA's ICEE program! Visit www.roller skating.com/ to download the contract today.

BRAND NEW ROLLER SKATE EMOJI NOW AVAILABLE ON MOBILE DEVICES

Did you know that the new Roller Skate emoji, along with over 100 other emoji, have been released? Here are the images as they appear on Samsung, Google and Apple devices!

Samsung Google Apple

What's Included

In the first issue, we included information that was member specific including:

- Convention dates
- Membership news & prizes
- BMI & ASCAP Music Licensing Updates
- Letter from the RSA President
- Request for volunteers

- Kids Skate Free Program Updates
- Details on RSA's ICEE contract
- Learn to Skate Program
- STEM Program Updates
- Roller skating news
- and much more!

ROLLER SKATING BUSINESS

AD PRICING & SPECS

This NEW printed and mailed newsletter is bound newsletter sent out 4x per year.

Ad Sizes Dimensions

AD SIZE	SIZE (inches)
1/4 page	3" wide x 4" tall
Banner	8" wide x 1" tall
Sponsor Stripe	8" wide x .5" tall

RSA Member Ad Rates

AD SIZE	PRICE
1/4 page (4 available per issue)	\$325 per issue
Banner (4 available per issue)	\$250 per issue
Sponsor Stripe (4 available per issue)	\$150 per issue

Advertisement Specs

SPACE DEADLINES

Deadlines are listed above.

SETTINGS

- Include all artwork, fonts and document in folder if submitting a packaged file.
- No true type fonts.
- Do not use font attributes from the measurement palette to bold or italicize, etc.
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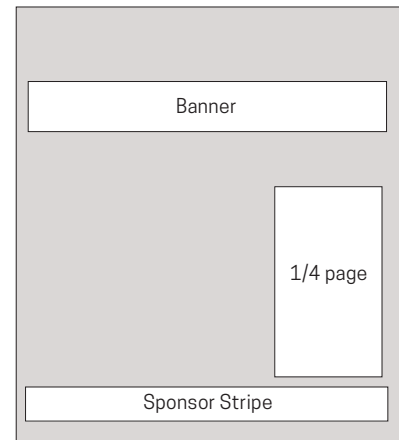
SIZES

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SUBMISSIONS

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Ad Size Visuals



Space Deadlines

Advertisements are due:

- Feb 1
- May 1
- Jul 1
- Nov 1

* Deadlines may change based upon current events.

UNACCEPTABLE FORMATS

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RSA CONVENTION PROGRAM

DETAILS & SPECS

CONVENTION PROGRAM

Every year, the RSA hosts an annual convention and trade show where hundreds of rink owners, operators and managers join us for a week-long educational learning event. Businesses may choose to purchase sponsorships, booth space and advertising in the program that is handed out during the event.

If you are interested in purchasing a booth or sponsorship, please contact Angela Tanner at atanner@rollerskating.com or call 317-347-2626 Ext. 102.

To purchase ads in the program, here are the three different sizes available. Specs on the program are identical for those for Rinksider Magazine, simply adjust to the sizes below.

Program Ad Size/Prices

Full page ad size: 4.75" wide x 7.75" tall (full page bleed size is 5.75" wide 8.75" tall, just make sure all text is within the 4.75" wide x 7.75" tall area) - \$350

1/2 page ad size: 4.75" wide x 3.75" tall - \$175



"It was a lot of fun, it created a lot of brainstorming and I'm exhausted today! As I look over all my notes from the past week I'm almost overwhelmed with ideas and to dos."

"I've seen other members say they can't get to a convention or a section meeting. All I have to say is that whatever you have to do...DO IT! If it means closing your business for a couple of days, then DO IT! If it means scraping money together to get there...DO IT! Everyone in this group wants to help everyone else. JUST DO IT! You won't be disappointed! Thank you RSA!"

RSA Convention & Trade Show

The annual convention of members held every year since 1937! The RSA's signature events fuse content with sponsorship opportunities that are tailored to meet our members and advertisers marketing objectives. We deliver high-impact, highly targeted events that encourage connections with our devoted members. The RSA Convention and Trade Show is an important event of the RSA held every year around May. This event boasts more than 500 attendees and over 100 vendors all of whom are leaders in the industry. Many vendors and sponsors report incredible sales results and have been attending for decades for this very reason. We offer numerous sponsorship packages and we will be happy to work with you to come up with a plan that works for you.

RSA Webinars & Educational Events

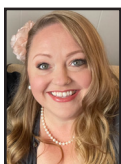
Our mission is education to continue to spur growth of the industry. Throughout the year, the RSA education committee hosts a number of educational webinars free to RSA members, as well as educational events such as Roller Skating University to energize and enhance our members' business savvy. We offer a variety of sponsorship levels for each event and encourage you to connect with us to find out what options are available.

Contact Angela Tanner at atanner@rollerskating.com or call 317-347-2626 Ext. 102 for more information on our events.

CONTACT US

FOR YOUR ADVERTISING NEEDS

IF YOU ARE INTERESTED IN ADVERTISING WITH US, PLEASE FEEL FREE TO CONTACT:



Lynette Rowland

Editor/Publisher

editor@rollerskating.com

Office/Mobile: 317-347-2626 Ext. 107

The RSA Publications Committee and Board Officers provide a great deal of support and input for our publications. You may, at some point, be contacted by someone regarding editorial or advertising opportunities. Below is their contact information:



Cort Wahlig, RSA President

Christiana and Dover Skating Centers in Delaware

cortw@comcast.net

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Mobile: 770-401-1836



Mark Oliver, Section 6 Director

All Skate Fun Center in Jackson, Michigan

mark@allskate.net

Mobile: 517-937-9957





ADVERTISING CONTRACT

Complete all information below and return to: Roller Skating Association International, 6905 Corporate Drive, Indianapolis, IN 46278 or email to editor@rollerskating.com. Questions? Call 317-347-2626 Ext. 107. Please include information on any negotiated rates or packages in the space available.

Advertiser/Agency

Company: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Rinkside Magazine

Ad Size: ☐ Spread ☐ Full Page ☐ 1/2 page H ☐ 1/2 page V ☐ 1/4 page ☐ Classified Ad Word Count: _____

2022 Dates: ☐ Mar-Apr ☐ May-Jun ☐ Jul-Sept ☐ Oct-Dec 2023 Dates: ☐ Jan-Mar ☐ Apr-June ☐ Jul-Sept ☐ Oct-Dec

Other agreed upon advertising or negotiated rates: _____

Advertising Pricing: Total price per ad: \$ _____ Discount: \$ _____ Total due: \$ _____

Membership Directory

Ad Size: ☐ Spread ☐ Full Page ☐ 1/2 page H ☐ 1/2 page V ☐ 1/4 page

Other agreed upon advertising or negotiated rates: _____

Advertising Pricing: Total price per ad: \$ _____ Discount: \$ _____ Total due: \$ _____

RSA Today Digital Newsletter

Ad Size: ☐ Leaderboard ☐ Skyscraper ☐ Banner ☐ Classified Ad Word Count: _____

Start Date: _____ End Date: _____ (Must be in 4 week increments)

Other agreed upon advertising or negotiated rates: _____

Advertising Pricing: Total price per ad: \$ _____ Discount: \$ _____ Total due: \$ _____

Roller Skating Business Printed Newsletter

Ad Size: ☐ 1/4 page ☐ Banner ☐ Sponsor Stripe

Issue Dates: ☐ Feb ☐ May ☐ Aug ☐ Nov

Other agreed upon advertising or negotiated rates: _____

Advertising Pricing: Total price per ad: \$ _____ Discount: \$ _____ Total due: \$ _____

RSA Convention Program

Ad Size: ☐ Full page ☐ 1/2 page

Other agreed upon advertising or negotiated rates: _____

Advertising Pricing: Total price per ad: \$ _____ Discount: \$ _____ Total due: \$ _____

Payment Information & Agreement

Payment Type: ☐ Credit Card (4% transaction fee) ☐ Check ☐ Invoice/PO (Must be prepaid)

Name on Credit Card: _____

Billing Address: _____

Billing City: _____ Billing State: _____ Billing Zip Code: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Name of individual you worked with: _____ Total Cost for Advertising Contract: \$ _____

Negotiated agreement details: _____

By signing this contract, you agree to all terms and conditions within the Roller Skating Association Media Kit, Advertising Terms, and Advertising Contract.

Signature _____ Date: _____

ADVERTISING TERMS AND CONDITIONS

The below advertising terms apply to all advertising within the Roller Skating Association. By signing an RSA advertising contract, you agree to all terms listed below, as well as all information listed within these terms and conditions.

RSA ADVERTISING POLICY:

1. The Editor, Executive Director or other Roller Skating Association International (RSA) representative may:

- Refuse, discontinue or revise any advertising the Advertising Manager deems inappropriate for publication;
- Refuse or discontinue advertising from any advertiser who is not current in the payment of dues owed to (RSA) or other amounts due to (RSA) for any other reason;
- Require additional information regarding financial condition and business character from the advertiser before allowing publication; and
- Require the word "paid advertisement" within or adjacent to all advertisements which, in the opinion of (RSA), resemble editorial matter. Location of words "paid advertisement" will be placed at the discretion of (RSA).

2. The advertiser will indemnify, defend and hold harmless (RSA), its employees and agents from any claim and all loss, expense or liability arising out of the publication of any advertisement.

3. (RSA) does not assume liability for errors or omissions in advertisements as provided by clients. The liability of the RSA for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall the RSA be liable for any indirect, consequential, special or incidental damages including, but not limited to, lost income or profits. Additionally, (RSA) assumes no liability if it becomes necessary to omit an advertisement for any reason. (RSA) is not responsible for errors in advertisements including key numbers, color matching, size adjustments, etc. Failure to make the Advertising Contract correspond in price or otherwise with the current rate card regarded only as a clerical error and publication is made and charged for upon the terms of the contract and schedule in force without further notice.

4. The space available for advertising in all publications is limited. The advertising priority:

- Advertisers party to long-term Advertising Contracts - (RSA) will allocate priority based on the duration of the contract and the date (RSA) accepts the contract.
- Contributors of articles accepted for publication.
- All other advertisers on a "first-come, first-served" basis.

5. The Editor or other representative of (RSA) on behalf of RSA's publications may refer complaints regarding advertisers or other notice of advertiser activities adverse to the purposes of (RSA) to (RSA) Executive Director for action.

6. Advertisers may appeal decisions of the Editor to the (RSA) Executive Director.

OTHER ADVERTISING TERMS

All advertising orders are accepted subject to the terms and provisions of the current rate card. The execution of an order is construed as acceptance by parties of all rates and conditions under which advertising is sold at the time, be it on (RSA) paperwork or Advertiser/Advertising Agency paperwork.

RELEASE: All advertisements are accepted and published by (RSA) on the representation that the

Advertiser and/or Advertising Agency are properly authorized to use the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained herein. It is understood that the Advertiser and/or Advertising Agency will indemnify and hold (RSA), volunteers, employees and contractors, harmless from any and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to (RSA) approval before execution of the contract/order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to the public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by (RSA), the advertising already run shall be paid for or billed at the rate provided in the rate card and/or Advertising Contract.

RATE CARD: The parties are in agreement that the rate card in effect at the signing of the contract is considered to be an integral part of the Advertising Contract, including its terms, specifications, and deadlines for materials to be received by (RSA).

PAYMENT: Advertisements must be prepaid for one year to establish credit history. After one year of positive credit history, client may be invoiced. Net 30 days.

COLOR: Exact color match cannot be guaranteed by (RSA) and will not be refunded.

PAST DUE: A carrying charge of 1.5 percent (1.5%) of total advertisement cost per month will be imposed on all advertising invoices not paid within 30 days. (RSA) reserves the right to hold the Advertising Agency and/or Advertiser jointly and severally responsible for monies due and payable to (RSA). The Advertising Agency agrees that it is acting for its disclosed principal, the Client, and, as such, binds itself and the Client to the terms and conditions of the Advertising Contract and Advertising Agreement. Agency shall be liable for payment of sums due hereunder. (RSA) may look to either Advertising Agency or Advertiser for payment. Payment by Advertiser to Advertising Agency does not alleviate obligation of Advertiser to (RSA) for payment in full.

ADVERTISING AGENCY DISCOUNTS: Final total is net and any additional commissions charged to the advertiser must be done on behalf of the acting agency. (RSA) is not responsible for billing at gross costs which may include agency fees. Any agreed upon Advertising Agency discount between Agency and (RSA) will be available only to recognized advertising agencies submitting camera-ready artwork, provided payment is received within 30 days of invoice date. No advertising agency discount, in these instances, will be allowed if additional art or production work is performed by (RSA), payment is not made within 30 days, or advertisements

are not placed through an advertising agency.

CANCELLATIONS: Neither the Advertiser nor its Advertising Agency may cancel an insertion after the closing date listed in communication with staff.

CONTRACT AMENDMENTS: Verbal agreements or instructions are not recognizable amendments to the Advertising Contract.

NON-CANCELLATION: The parties agree that this contract may not be canceled and is an exclusive statement of the terms of the full agreement between both parties. No provisions of this contract can be waived or amended except by writing signed by the both Advertiser and (RSA).

ADVERTISING COPY: Submission of advertising copy is the sole responsibility of the Advertiser. If advertiser does not supply new ad copy by the published advertising closing dates, it is agreed that (RSA) will print Advertiser's previously run advertising art on file. If no previous advertising art is available to (RSA), no ad will be run and the Advertiser will be liable for the full cost of the contracted space not used and the space will be allocated at the discretion of (RSA).

DELAYS: (RSA) is not liable for delays in publication, printing, delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, RSA staff shortage, gross printer error, or any condition beyond the control of (RSA) affecting production or delivery in any manner.

ADDITIONAL CHARGES: All production costs incurred, including alterations or necessary repairs to printing material, will be billed over and above space charges. 3% fee on all credit card purchases.

HEADINGS: The captions, numbers and headings appearing herein are inserted only as a matter of convenience and do not limit or expand the context of their respective paragraphs.

GUARANTEE OF PAYMENT: By signing the Roller Skating Association Advertising Contract, he or she is authorized to purchase and personally guarantees full payment of the Advertising Contract. The cost and size of each ad will be in strict accordance with the Advertising Contract.



WE ARE THE INTERNATIONAL
ASSOCIATION FOR ROLLER
SKATING RINKS WORLDWIDE
SINCE 1937.

Our services, connections and
networking opportunities have
over 84 years of proven value.

If you are a business that caters
businesses that specialize in the
family entertainment industry,
the Roller Skating Association
International wants you active!

PROMOTE

Access to thousands of
member roller skating
operators, owners, managers,
coaches, judges, affiliate
members and athletes

CONNECT

Network at events, programs,
section meetings and seminars

EDUCATE

Learn about trade resources
and discover new business
opportunities

www.rollerskating.org
membership@rollerskating.com
317.347.2626 Ext. 108

JOIN TODAY!

RSAadvantage™

Harnessing the Power of Membership

A Member Benefits Program from the Roller Skating Association International



AFFILIATE SUPPLIER & ROLLER SKATING MANUFACTURER (RSM) MEMBERSHIP BENEFITS



AFFILIATE SUPPLIER & ROLLER SKATING MANUFACTURER BENEFITS

Access to complete RSA membership mailing list and online database
Discount on booth space and preferential location at annual RSA trade show
Your business information included in RSA Membership Directory
Your business information listed in every issue of Rinksider Magazine
Your business information included in RSA's profile packet of RSM members
Subscription to award-winning magazine, Rinksider Magazine, RSA Today Weekly Newsletter and Roller Skating Business Newsletter
Access to attend weekly Town Hall Meetings with the members
Complete set of mailing labels upon joining
RSA Mascot identity program and RSA International™ logo and clip art licensing opportunities allowing you to sell RSA-branded materials (A separate annual licensing agreement is legally required to sell any products containing RSA characters (Kooky Bird™, Roller Roo™, Cool Wally™) or other RSA images. Contact marketing@rollerskating.com to obtain a license.)
Discounts on Rinksider Magazine Advertising
Your business information listed on RSA International online database
Members-only rates for all advertising opportunities
Access to members-only RSA Facebook Group with nearly 900 individual members
Exclusive and first-rights sponsorship opportunities at the annual RSA Convention
Access to Members Only section of www.rollerskating.org
Up-to-the-minute updates from the RSA on industry-specific news
Access to educational seminars to participate in or sponsor
Access to industry-related products sold exclusively to RSA members
Opportunity to sponsor annual nationwide marketing campaigns and promotions
Discounts on HR360 Membership (\$397 value per member), Office Depot (incredible savings program), Cintas, Hownd, Schwans, JBL Insurance, Ameritrust Workers' Compensation and much, much more!



RSM Membership Application

Please take the time to complete all information associated with your organization. Please note that the Shipping Address is where you have large packages hand delivered (CAN NOT be sent to a post office box), and Mailing Address is where you have small mail sent (can include a post office box). Each individual member listed must include phone and email information for database and membership login purposes. Dues: \$390 per year for membership. Additional category listings may be purchased for \$125 per category. Due annually on January 1. Two contact names allowed per company.

COMPANY INFORMATION	Name of Business					
	Shipping Address (NO P.O. BOX ADDRESSES)					
	City		State		Zip Code	
	Mailing/Billing Address (Can include PO Boxes.)					
	City		State		Zip Code	
	Public Phone		Best Phone or Cell Number			
	Email (DO NOT use role addresses such as info@, contactus@, etc.)					
	Fax		Website			
	Name 1.				Title	
	Personal Email				Direct Phone / Cell	
Name 2.				Title		
Personal Email				Direct Phone / Cell		

DESCRIPTION OF SERVICES	Describe your products and/or services in detail			
	Please check ONE category you would like to be listed under. Note: Additional category listings beyond the first are available for \$125 per category.	<input type="checkbox"/> Coin-Operated Lockers <input type="checkbox"/> Computer Technology <input type="checkbox"/> Consulting & Rink Planning <input type="checkbox"/> Costumes <input type="checkbox"/> Distributors <input type="checkbox"/> Financing/Financial Planning <input type="checkbox"/> Floors/Materials & Installations	<input type="checkbox"/> Insurance <input type="checkbox"/> Legal Services <input type="checkbox"/> Music <input type="checkbox"/> Novelty/Redemption Products <input type="checkbox"/> Party Supplies <input type="checkbox"/> Play Equipment & Laser Tag <input type="checkbox"/> Roller Sports <input type="checkbox"/> Roller Skate Manufacturers	<input type="checkbox"/> Skating Apparel <input type="checkbox"/> Snack Bar Equipment & Supplies <input type="checkbox"/> Sound System & Lighting <input type="checkbox"/> Special Products & Services <input type="checkbox"/> Vending Machines & Games <input type="checkbox"/> Wheel/Bearing Manufacturers <input type="checkbox"/> Wristbands/Tickets/Tokens

PAYMENT	Dues are \$390/year for membership. Additional categories selected above are \$125/each. 4% credit card processing fee.					
	Signature			Amount Enclosed		\$
	Check Number	Credit Card Number				
	Name on Card	Security Code		Expiration Date		
	Billing Address					
	City		State		Zip Code	

OFFICE USE	Date Received		Date Paid	
	RSM ID Number		Date Entered	
	Access ID		Amount	

RETURN TO:
 RSA · Attn: Membership
 6905 Corporate Drive
 Indianapolis, IN 46278
 P: 317-347-2626 x108 · F: 317-347-2636
 membership@rollerskating.com