



Roller Skating Association INTERNATIONAL

The Voice of the Roller Skating Industry since 1937

2021-2022 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 5 times a year, 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.



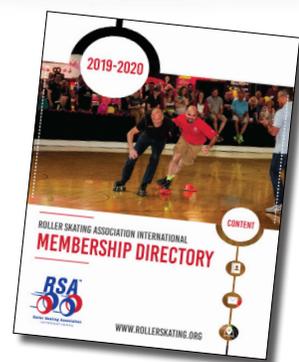
RSA Today Weekly Newsletters (digital)

RSA Today is delivered every Thursday afternoon to more than 2300 subscribers. 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 enewsletter 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.

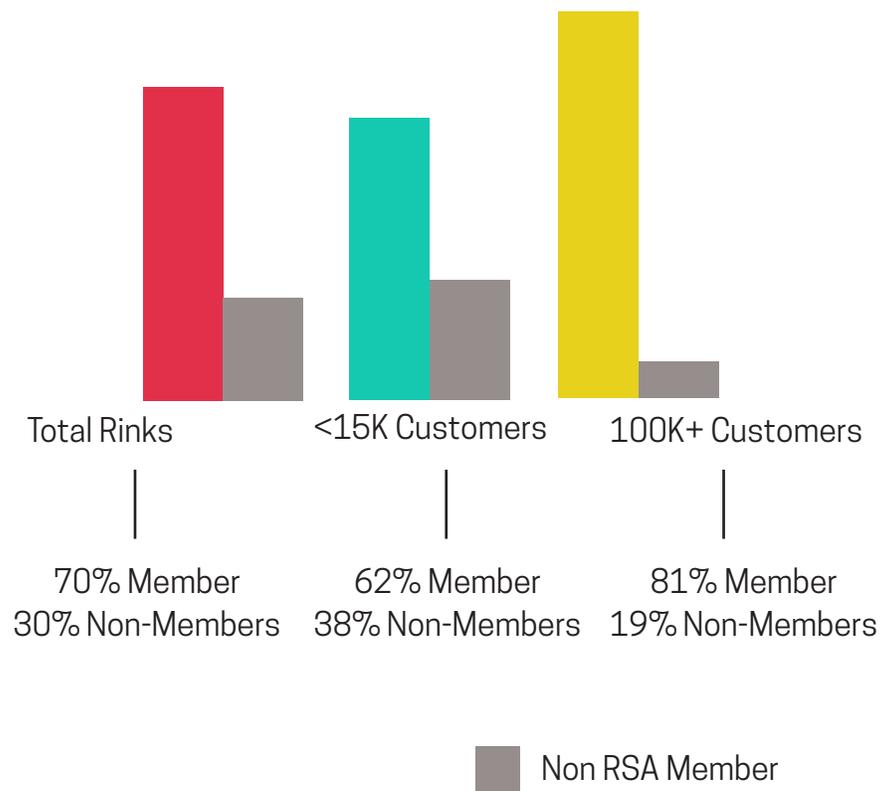
Our Members Have Influence

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.

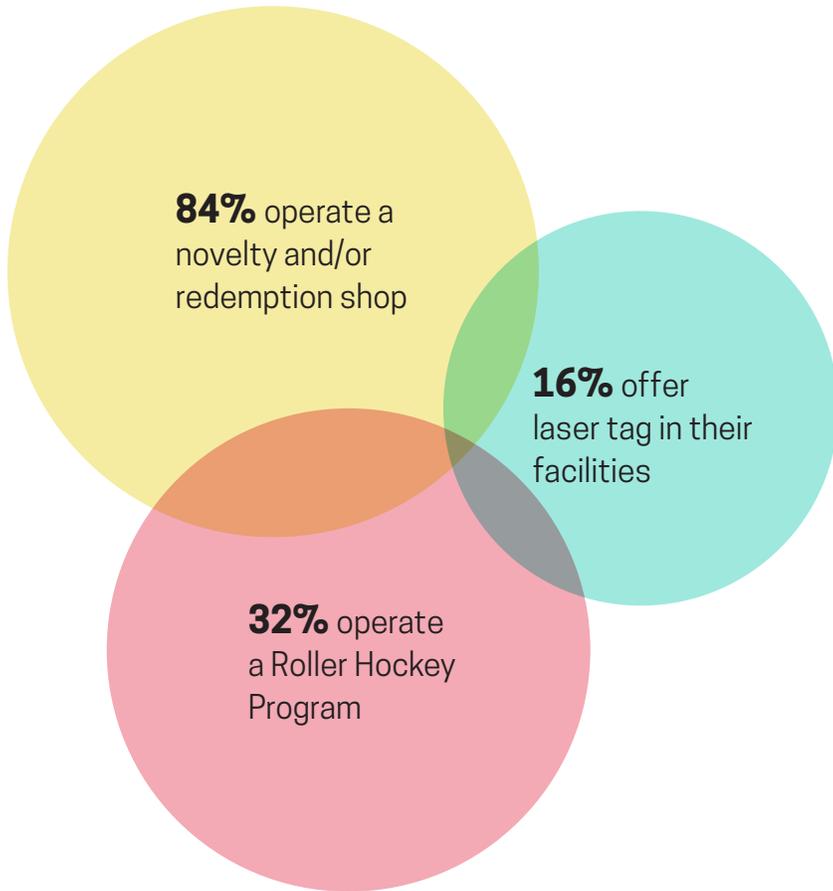
Our Members Have Impact

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 5x per year publication that includes a variety of topics throughout the year to help roller skating business owners grow and manage their businesses.

Because of the ever-changing market during 2020 amid the pandemic, 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 2020-2021 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.

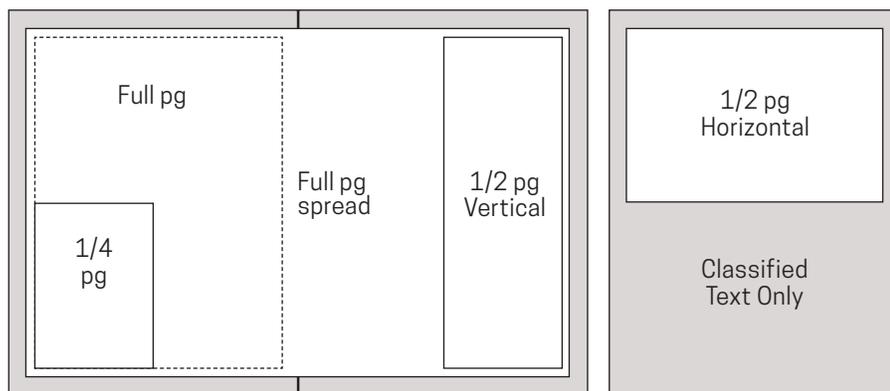
CONTACT INFORMATION

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

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. 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

Nov/Dec	Nov 19, 2021 (Delivered by Dec 1)
Jan/Feb	Jan 4, 2022 (Delivered Feb 1)
Mar/Apr	Mar 8, 2022 (Delivered Apr 1)
May/June	June 7, 2021 (Delivered Mid July)
July/Aug	July 5, 2021 (Delivered Aug 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! Contact membership@rollerskating.com for details.

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

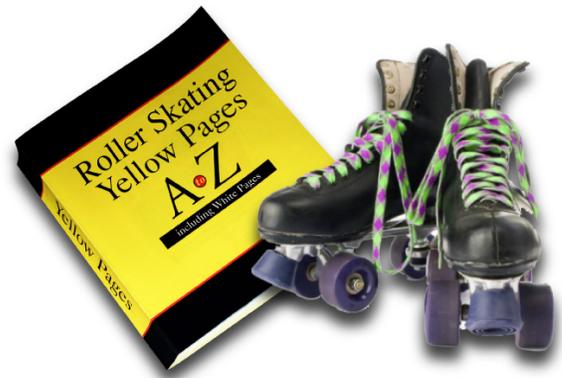
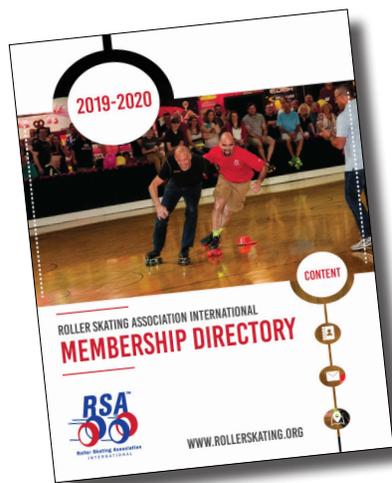
DETAILS

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

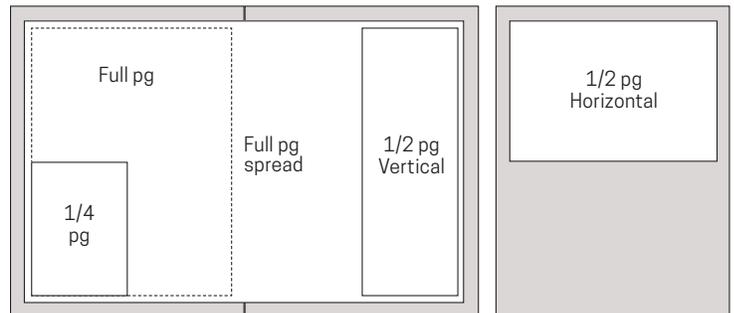
AD SIZE	SIZE	BLEED
2-page spread	17" x 11"	17.25" x 11.25"
Full page	8.5" x 11"	8.75" x 11.25"
1/2 page horizontal	8.5" x 5.5"	8.75" x 5.75"
1/2 page vertical	4.25" x 11"	4.375" x 11.25"
1/4 page standard	3.5" x 5"	3.75" x 5.25"

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! Contact membership@rollerskating.com for details.

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

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 date 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.

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/Editor at editor@rollerskating.com or call 317-347-2626 Ext. 107.

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 1700 individual members and growing. It is delivered to nearly 650 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!

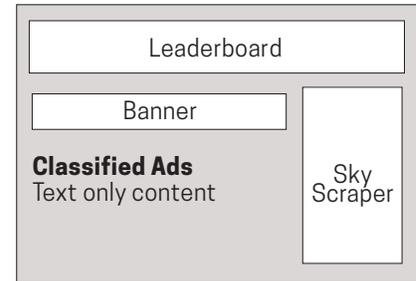


RSA TODAY DIGITAL

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 **Tuesday 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.

Advertisement Specs

FILE TYPE

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

SIZES

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

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.

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.

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 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

BMI Music Licensing to offer credit to RSA members (details in this newsletter)

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

BRAND NEW ROLLER SKATE EMOJI NOW AVAILABLE ON MOBILE DEVICES

Editor's Note
Welcome to your New Roller Skating Business Newsletter

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

ENTER TO WIN!

ASCAP Payments Were Due November 1

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

STEM IN SPORTS

Did you know that the RSA's sponsors helps keep your membership dues low and creates a significant buying power to offer lower prices on services you use every day.

Promote Your Learn-to-Skate Program within Your Skating Center and with Coaches

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

ATTENTION COACHES! MOST A TEST UNITS AT YOUR RINK!

ATTENTION SPEED SKATERS!

ATTENTION FIGURE SKATERS!

LEARN TO ROLLER SK8

STEM IN SPORTS

Did you know that the RSA's ICEE program will get you a Model 773 three barrel machine, discounts on svtp and has been proven to bring in as much as \$20,000 in additional revenue a year? Talk to your RSA President, Gus Wahlg, 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/icee to download the contract today.

If you have a learn to skate program, now is the PERFECT time to ride the wave of publicity the roller skating industry is enjoying. ADVERTISE, ADVERTISE, ADVERTISE! your learn to skate programs to get more feet through the door!

Both the Marketing Committee and the Achievement Program/Coaches Committee have designed two different flyers that you can download at any time on the RSA website.

Just go to www.roller skating.com/learn2skatematerials to access the files and learn more about the entire program!

The Membership Committee announced that there will be TROSKANDY PRIZES for members who submit their RSA membership dues by January 31, 2021. These prizes will include free convention registration, skates, shoes, bearings, zsl cards and much more donated by your RSA manufacturers and suppliers! Prizes will be awarded 100 during a February Town Hall Meeting, so make sure that you get your dues paid!

If you have any questions, please contact Sharon M. Mahon at memberships@roller skating.com or call 317-547-2526 EXT. 305.

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/convention.

Jim Dvorak 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 students who are working towards degrees in physics and engineering. You may still the program to schools in a 2- hour period or a 2- day period, plus, it will come with a LIVE DJ Dance Party that members can have their 20 hours 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 1@unitedusa-roller skating.com or call 516-795-5434 Ext. 0. To learn more about the new program, watch the October 21, 2020 Town Hall Meeting at www.roller skating.com/townhall.

DID YOU KNOW YOU CAN PAY YOUR RSA MEMBERSHIP DUES ONLINE AT WWW.ROLLER SKATING.COM

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 a 4 page, folded format. Space is limited to current RSM members who are also Rinkside Magazine advertisers. Space is limited to 4 of each per issue, so accommodations are made on a first come, first served basis.

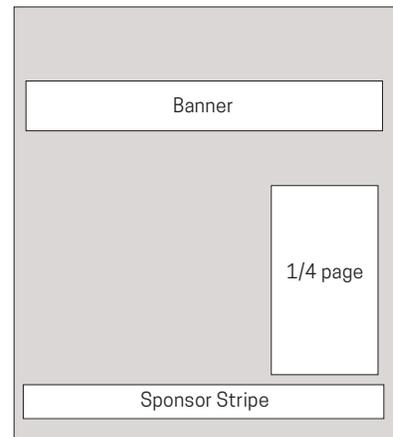
Ad Sizes Dimensions

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

Ad Size Visuals



Advertisement Specs

SPACE DEADLINES

Deadlines are listed above.

SETTINGS

- Include all artwork, fonts and document in folder if submitting a packaged file.
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- 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.

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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

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SUBMISSIONS

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Space Deadlines

Advertisements are due:

- December 15 (Delivered Jan)
- February 15 (Delivered Mar)
- April 15 (Delivered May)
- June 15 (Delivered July)
- August 15 (Delivered Sept)
- October 15 (Delivered Nov)

* Deadlines may change based upon current events.

UNACCEPTABLE FORMATS

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CHANGES

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

LARGE FILE UPLOAD

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CONTACT INFORMATION

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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 Rink Insider 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 x 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 200 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.



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.

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: _____

Issue Dates: 1 (Jan-Feb) 2 (Mar-Apr) 3 (May-Jun) 4 (Jul-Aug) 5 (Sept-Oct) 6 (Nov-Dec)

Other agreed upon advertising: _____

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

Membership Directory

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

Advertising Pricing: Total price per ad: \$ _____ 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)

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

Roller Skating Business Printed Newsletter (Reserved for Rinkside Advertisers Only)

Ad Size: 1/4 page Banner Sponsor Stripe

Issue Dates: Jan Mar May Jul Sept Nov

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

RSA Convention Program

Ad Size: Full page 1/2 page

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

Total Cost for Advertising Contract: \$ _____

By signing this contract, you agree to all terms and conditions within the Roller Skating Association Rate Card, 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.

