

EXPERIENCE

CLIFF DRYSDALE TENNIS

2019 ADVERTISING RATES & EDITORIAL CALENDAR

Our EXPERIENCE Magazine Advertiser Packages include print and digital opportunities to reach an international tennis enthusiast market via Cliff Drysdale Tennis' premier print and online publication, as well as targeted promotional opportunities within Cliff Drysdale Tennis-managed digital media and travel benefits at our luxury resort partners.

EXPERIENCE online and print editions reach over 39,000 tennis enthusiasts, tennis industry media and VIPs, tennis clubs, health clubs, country clubs, luxury hotels and resorts, real estate developments, municipalities and additional bonus distribution opportunities at premier events during professional tournaments for the USTA Pro Circuit, BNP Paribas Open and Miami Open.

2019 EXPERIENCE Print Rates

Four Color	1X	2X
Full Page	\$1,000	\$2,000
Inside Covers	\$800	\$1,600
Back Cover	\$2,500	\$3,000
: 5x7	~ \$800	~ \$1,600

Upcoming Editorial Calendar

The editorial calendar is an outline of each issue's primary theme and features. Every issue of EXPERIENCE will contain departmental sections including Exclusive Player Features and Interviews, Event News, Location Features, Tennis and Fitness Tips, Member Spotlights, Cliff Notes, timely and relevant letters from the editor(s) and much more. Articles and issues are subject to change.

Ad Size Specifications

Page Size (width x height)

Full (bleed) 8.5" x 11.25"

Full (non-bleed) 7.5" x 10.25"

Trim size: 8 3/8" x 10 7/8"

Publication Specs:

Binding: Perfect bound, UV coated 100# Gloss cover, full bleeds. Insides are premium 80# silk text.

File format: Adobe Photoshop EPS, TIF or PDF, resolution must be a minimum of 300 DPI

NOTE: Files requiring manipulation or modifications by EXPERIENCE design team may be subject to additional charges. Design team is available to create a custom ad for advertiser for an additional fee of \$75 per page.

July 2019- Next Gen: The Rise of Young American Tennis

Space closes May 1, 2019

Materials due May 15, 2019

Print Date: July 1, 2019

January 2020 - TO BE DETERMINED

Space closes October 1, 2019

Materials due October 15, 2019

Print Date: January 4, 2020

COMPLETE LIST OF BENEFITS FOR OUR ADVERTISERS LISTED ON PAGE 2

For More Information About Our Unique Advertiser Package Benefits Contact:

Kimberly Arena, Vice President of Sales and Marketing
830.625.5911 ext 201 | k.arena@cliffdrysdale.com

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EXPERIENCE ADVERTISER BENEFIT DETAILS:

All advertisers for EXPERIENCE Magazine receive the following print, digital and hospitality benefits:

- One (1) full color, full page print advertisement in EXPERIENCE Magazine, print and online versions (39,000+ international reader base)
- ROS banner ad on the footer of cliffdrysdale.com with a link to the URL of advertiser's choice for 6 months from magazine publication date (exposing your brand to 75,000+ unique visitors every 6 months, with an average of 68% as new visitors)
- One co-branded, mutually approved dedicated advertorial email campaign to the CD tennis opt in news database (39,000+ subscribers)
- One co-branded social media campaign across all CDT platforms (20,000+ Followers) customized with hashtag and creative text copy/image/video(provided by advertiser)
- *****2X ADVERTISERS ONLY**** One (1) two-night stay with daily tennis clinic for two at your choice of Omni Amelia Island (FL), The Ritz-Carlton Key Biscayne, Miami (FL), Hawks Cay Resort, Duck Key (FL), Omni La Costa Resort & Spa, Carlsbad (CA), or Omni Rancho Las Palmas Resort & Spa, Rancho Mirage (CA) **NOTE: Subject to availability and black out dates)

**For More Information About Our Unique
Advertiser and Sponsor Packages Contact:**

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