

THE GUILLOTINE

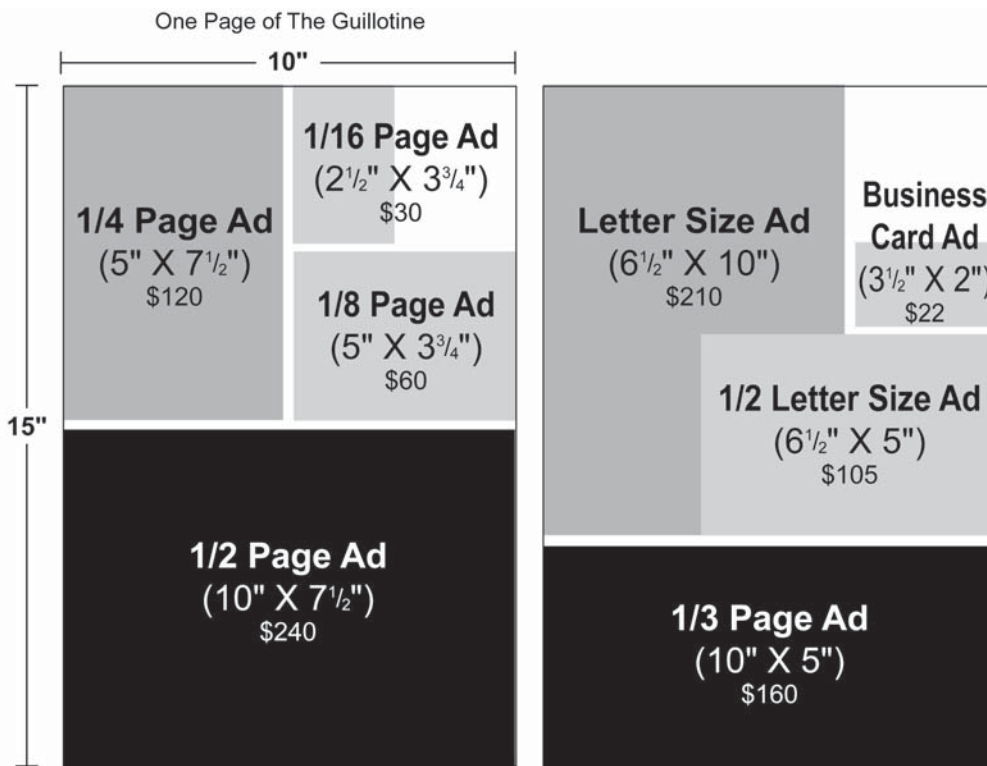
2009-2010
Advertising Rates

The Guillotine has been covering amateur wrestling in Minnesota since 1971. Our continuing mission is to report on and promote amateur wrestling at all levels – from youth and high school wrestling to college and Olympic level wrestling.

The Guillotine is **THE SOURCE** for Minnesota individual and team high school ratings, open tournament information, wrestling records, high school and college schedules and results, wrestling camps, feature articles and wrestler profiles.

Over 1,750 copies of The Guillotine Newsmagazine are currently distributed by direct mail each issue (over 650 to high school coaches). With pass-along readership, The Guillotine reaches many more wrestling fans in Minnesota and beyond. A standard one year subscription (nine issues) to The Guillotine is \$20.00.

In addition to the newsmagazine, The Guillotine Web Site (www.theguillotine.com) continues to grow in popularity and is a great way to reach wrestling fans – 24 hours a day, 7 days a week.



ADVERTISING DEADLINES

Publication	Ad Deadline
Oct. 16, 2009	Oct. 5, 2009
Nov. 20, 2009	Nov. 9, 2009
Jan. 1, 2010	Dec. 21, 2009
Jan. 29, 2010	Jan. 18, 2010
Feb. 26, 2010	Feb. 15, 2010
Mar. 19, 2010	Mar. 8, 2010
Apr. 16, 2010	Apr. 5, 2010
May 14, 2010	May 3, 2010
June 18, 2010	June 7, 2010

OTHER AD SIZES AND COSTS

Size (width X height)	Cost
2.5" X 3"	\$24
5" X 2"	\$32
5" X 3"	\$48
3.5" X 5"	\$53
5" X 5"	\$80
7.5" X 4"	\$96
7.5" X 7.5"	\$180
10" X 10" (2/3 Page)	\$320
10" X 15" (Full Page)	\$480

WEB SITE ADVERTISING RATES

www.theguillotine.com

The Guillotine Home Page Ad Rates

- **Text Link:** \$15/month (60 characters max.)
- **Small Banner Ad:** Pixel Area is 0-7,020 - cost is \$30/month
- **Medium Banner Ad:** Pixel Area is 7,021-15,210 - cost is \$55/month
- **Large Banner Ad:** Pixel Area is 15,211-30,420 - cost is \$100/month

Banner ad cost is based on the size of the banner ad (pixel area). Pixel area is determined by multiplying width by length (in pixels).

See our web site or contact The Guillotine for examples, more information, or other options.

BOOSTER ADS

Each Booster Ad includes a subscription to The Guillotine.

1. **2.5" X 1" Ad** in 9 issues for **\$72** (You save \$20 off regular price)
2. **2.5" X 2" Ad** in 9 issues for **\$134** (You save \$30)
3. **Business Card Ad** in 9 issues for **\$178** (You save \$40)
4. **1/16 Page Ad** in 9 issues for **\$240** (You save \$50)
5. **1/8 Page Ad** in 9 issues for **\$490** (You save \$70)

The Guillotine
Advertising Department
PO Box 16006
St Louis Park, MN 55416

Phone: 612-384-5601
Fax: 612-605-0159
advertise@theguillotine.com
www.theguillotine.com

THE GUILLOTINE

2009-2010
Advertising Rates
Open Tournament Options

The internet provides an ideal way to distribute your tournament information to wrestlers, coaches, and parents — 24 hours a day, 7 days a week. By listing your open tournament on The Guillotine Web Site Open Tournament Calendar, anyone with internet access can easily find and print your tournament information, including registration form — saving you time and money!

Listings are a **FLAT FEE**, not a per month charge.

The Guillotine Web Site Open Tournament Calendar Advertising Rates

Internet Standard Listing (\$50) — includes Tournament Name, Date, Contact Phone # or Email, Location, Eligibility, Format, Weigh-ins and Entry Fee.

Internet Flyer Listing (\$80) — includes Standard Listing plus: All tournament information on a single web page plus a printable/downloadable 8.5" X 11" PDF file. (May include a registration form.)



Spread the word about your tournament in **The Guillotine Newsmagazine AND on The Guillotine Web Site Open Tournament Calendar** and save!

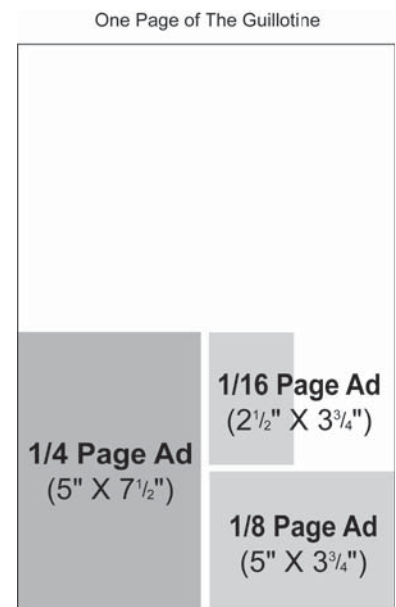
Advertising Packages:

The Takedown	\$99
includes:	<ul style="list-style-type: none"> • Two 1/16 Page newsmagazine ads (or one 1/8 Page ad) • Internet Standard Listing
The Reversal	\$153
includes:	<ul style="list-style-type: none"> • Two 1/8 Page newsmagazine ads (or one 1/4 Page ad) • Internet Standard Listing
The Nearfall	\$180
includes:	<ul style="list-style-type: none"> • Two 1/8 Page newsmagazine ads (or one 1/4 Page ad) • Internet Flyer Listing
The Fall	\$288
includes:	<ul style="list-style-type: none"> • Two 1/4 Page newsmagazine ads (or one 1/2 Page ad) • Internet Flyer Listing

NEWSPAPER DEADLINES

Publication	Ad Deadline
Oct. 16, 2009	Oct. 5, 2009
Nov. 20, 2009	Nov. 9, 2009
Jan. 1, 2010	Dec. 21, 2009
Jan. 29, 2010	Jan. 18, 2010
Feb. 26, 2010	Feb. 15, 2010
Mar. 19, 2010	Mar. 8, 2010
Apr. 16, 2010.....	Apr. 5, 2010
May 14, 2010.....	May 3, 2010
June 18, 2010.....	June 7, 2010

*Let The Guillotine
promote your
wrestling tournament
for you!*



FREE promotion for your tournament

Send results from your open tournament to The Guillotine and help youth wrestlers get the exposure they deserve and get some free promotion for your tournament as well. We'll publish open tournament results on The Guillotine web site and/or in The Guillotine Newsmagazine. If you have questions about getting results published call 612-384-5601.

Send results to: results@theguillotine.com or fax to: 612-605-0159

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Minimum order: \$20 • Net payment is due 30 days from invoice date. • Open tournaments will be listed in **The Guillotine Newsmagazine Open Tournament Calendar** (not on The Guillotine Web Site Open Tournament Calendar) in issues which an ad appears. Internet Open Tournament Calendar listings will be removed after the completion of the tournament. Actual measurements of print advertising is approximate and may be reduced slightly for spacing allowance.



2009-2010
Advertisement Order/
Space Reservation Form
More info: 612-384-5601

Indicate:

Contact Person
Company/Organization
Address
City State Zip Code
Phone Phone Fax
Email Web Site

- Issue(s) Ad Size
Oct. 16, 2009
Nov. 20, 2009
Jan. 1, 2010
Jan. 29, 2010
Feb. 26, 2010
Mar. 19, 2010
Apr. 16, 2010
May 14, 2010
June 18, 2010
Oct., 2010
Nov., 2010
Dec., 2010

Payment Method: [] Check or money order enclosed [] Please bill me

Booster Ad (9 issues)

- [] 2.5" X 1" Ad (\$72)
[] 2.5" X 2" Ad (\$134)
[] Business Card Ad (\$190)
[] 1/16 Page Ad (\$240)
[] 1/8 Page Ad (\$490)

Purchase Order Number

First Issue

Notes:

Internet Ad

- [] Text Link
[] Banner Ad
Months
End Date

Total Cost:

Open Tournament Ads

Name of Tournament (for Open Tournament Calendar - 40 char. max)

Open Tourn. Internet Ad

- [] Standard Listing (\$50)
[] Flyer (\$80)

Tournament Date(s)

Please provide the following tournament information: location, eligibility (ages, grades), format (folkstyle, freestyle, Greco-Roman), weigh-in times and entry fee.

Open Tourn. Ad Package

- [] The Takedown (\$99)
[] The Reversal (\$153)
[] The Nearfall (\$180)
[] The Fall (\$288)

Notes:

Issue(s):