ADVERTISING WITH CHALLENGE MAGAZINE ALLOWS YOU TO REACH A UNIQUE AUDIENCE SEEKING INFORMATION TO ENHANCE THEIR LIFESTYLES.

- 120-plus DSUSA Chapters nationwide serving 60,000-plus members of the disability community.
- 27,000-plus circulation of readers of varying abilities (limb loss, spinal cord injury, muscle weakness, nerve damage, brain injury) who are interested in sports & recreation activities.
- This diverse group includes amputees, wheelchair users, wounded warriors (amputees and TBI/PTSD), as well as prosthetists/orthotists, trainers, and others who support the differently-abled.
- Published three times annually with an estimated readership of 65,000 per edition.
- Enhanced digital edition - Custom hyperlinks, website and social media.
- Link emailed to 12,000 targeted readers
- Increased distribution at regional & national events.

COMPELLING CONTENT

- Sports how-tos
- Training tips
- Inspirational athlete stories
- Warfighter Sports achievements
- Announcements and coverage of local, regional, and national disabled sporting events
- Event Calendars
- Paralympic Athletes

For information on advertising options, call Patty Johnson at (800) 969-0200, ext 103, or e-mail patty@rspr.com.
## RATES (NET)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X RATE</th>
<th>2X RATE</th>
<th>3X RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Pg.</td>
<td>$2,730</td>
<td>$2,560</td>
<td>$2,500</td>
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<tr>
<td>2 Pg.</td>
<td>4,800</td>
<td>4,590</td>
<td>4,500</td>
</tr>
<tr>
<td>Inside Back &amp; Inside Front (L&amp;R) Covers</td>
<td>3,200</td>
<td>3,100</td>
<td>3,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>3,200</td>
<td>3,100</td>
<td>3,000</td>
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<tr>
<td>1/2 Pg.</td>
<td>1,600</td>
<td>1,530</td>
<td>1,460</td>
</tr>
<tr>
<td>1/4 Pg.</td>
<td>900</td>
<td>820</td>
<td>720</td>
</tr>
</tbody>
</table>

## MATERIALS

High-Res PDFs, jpegs, with all fonts and links embedded.

## TRIM SIZE

8.375” x 10.875”

## MARKETPLACE

Up to 100 words, plus a photo 600

## MECHANICAL REQUIREMENTS

### MATERIALS

High-Res PDFs, jpegs, with all fonts and links embedded.

### TRIM SIZE

8.375” x 10.875”

### SIZE

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
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<tbody>
<tr>
<td>2 Pg. Spread (Bleed)</td>
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<tr>
<td>2 Pg. Spread (Non-Bleed)</td>
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<tr>
<td>Full Pg. (With Bleed)</td>
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<tr>
<td>Full Pg. (Non-Bleed)</td>
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## TERMS & CONDITIONS

### Payment Due Date:

All invoices must be paid in U.S. currency within thirty (30) days of invoice. After 30 days, an interest charge of 1-1/2 percent monthly will be added to the account. If payment is not received within sixty (60) days after the due date, the publication reserves the right to refuse future ads.

### Publisher Liability:

Liability of the publisher for any error, omission, or delay for which the publisher may be held generally responsible shall not exceed the cost of the space paid for and occupied by an individual advertiser.

### Contract Cancellation:

If an advertiser fails to purchase sufficient ads to obtain a discount, the rate will revert to the amount specified for the actual number of ads run in that calendar year. Special positions require a 120-day/two issue notice of cancellation.

### Acceptability of Advertising:

CHALLENGE magazine reserves the right to refuse advertising deemed inappropriate for its publication. The advertiser and/or its representatives are solely responsible for ad content. Advertising in the form of editorial copy must be labeled as advertising to avoid confusion with text.
EDITORIAL HIGHLIGHTS & DEADLINES
FIND OUT JUST HOW EFFECTIVE TARGETED ADVERTISING CAN BE BY PLACING YOUR PRODUCTS OR SERVICES IN THE NEXT ISSUE OF CHALLENGE!

SPRING 2018

Sports How-Tos: Running/Track & Field, Power Soccer
Featured Events: Regional Multi-Sport Events
Other Features: Boston Bombing 5th Anniversary

Space Deadline: February 21
Art Deadline: March 9

SUMMER 2018

Sports How-Tos: Swimming, Sailing
Featured Events: DSUSA Golf Program with PING
Warfighter Sports: Veterans Affairs commitment to Adaptive Sports/Invictus Games

Space Deadline: June 19
Art Deadline: July 12

WINTER 2018

Sports How-Tos: Sled Hockey, Alpine Skiing
Featured Events: Ski/Snowboard Racing Opportunities
Other Features: Ski Spectacular

Space Deadline: October 5
Art Deadline: November 6

IN EVERY ISSUE

Perspective Chapter Events
Warfighter Sports Athlete Profile
Chapter Listing Marketplace

Call Patty Johnson 800-969-0200 ext. 103
Fax 414-354-5317 • E-mail patty@rspr.com
ADVERTISING AGREEMENT

PLEASE RESERVE THE FOLLOWING SPACE IN DSUSA CHALLENGE UNDER THE TERMS AND CONDITIONS DESCRIBED IN THE RATE CARD.

Number of insertions ____________________ Contract Term ____________________

Ad Size ____________________ Format ____________________

Rate per ad for contract term ____________________

Color(s) ___________ Special position/cover ____________________

Other instructions ____________________

Name ____________________

Company ____________________

Address ____________________

City ____________________ State ________ Zip ____________

Phone ____________________ Fax ____________________

Advertising Agency ____________________

Contact ____________________

Address ____________________

City ____________________ State ________ Zip ____________

Phone ____________________ Fax ____________________

Authorizing Signature ____________________

Print Name ____________________

Date ____________________

Challenge magazine is printed tri-annually and is the official publication of Disabled Sports USA.

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