

# Challenge

A PUBLICATION OF DISABLED SPORTS USA

2020

## CHALLENGE MAGAZINE PROMOTES HEALTH AND INDEPENDENCE THROUGH ADAPTIVE SPORTS.

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

- Over 125 DSUSA Chapters nationwide (in 40+ states) serving 60,000-plus members of the disability community.
- 33,000-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 75,000 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](mailto:patty@rspr.com).

Celebrating **24** YEARS of Publishing

OFFICIAL PUBLICATION  
OF DISABLED SPORTS USA  
AND ITS CHAPTER NETWORK





# RATES (NET)

4-COLOR	1X RATE	2X RATE	3X RATE
Full Pg.	\$2,730	\$2,560	\$2,500
2 Pg.	4,800	4,590	4,500
Inside Back & Inside Front (L&R) Covers	3,200	3,100	3,000
Back Cover	3,200	3,100	3,000
1/2 Pg.	1,600	1,530	1,460
1/4 Pg.	900	820	720

## MARKETPLACE

Up to 100 words, plus a photo	600
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# MECHANICAL REQUIREMENTS

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

**TRIM SIZE:** 8.375" x 10.875"

## SIZE

2 Pg. Spread (Bleed)

2 Pg. Spread (Non-Bleed)

Full Pg. (With Bleed)

Full Pg. (Non-Bleed)

1/2 Pg.

1/3 Pg.

1/4 Pg.

## DIMENSIONS

16.75" x 10.875"

14.75" x 9.875"

8.625" x 11.125"

7.875" x 10.375"

7.875" x 5"

5" x 5"

3.5" x 5"



## 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 2020 (APRIL 1 - AUG 15)

Feature Sports Article:	Wheelchair Racing/Handcycling
Sports Article:	Shooting Sports (aka Air Rifle)
Warfighter Sports:	Summer Warfighter Sports Calendar
Other Features:	Regional Multi-Sport Events /Endeavor Games promo
Athlete Profile:	TBD
Youth Athlete:	Casey Followay, wheelchair racer (tentative)

Space Deadline:	February 1
Material Deadline:	March 5

## SUMMER/FALL 2020 (AUGUST 15 - NOVEMBER 30)

Feature Sports Article:	Golf
Sports Article:	Wheelchair Rugby
Warfighter Sports:	Veterans Affairs commitment to Adaptive Sports/Invictus Games
Other Features:	DSUSA Golf Program with PING/Reader Demographic Survey
Athlete Profile:	Michael Kacer, judo (tentative)
Youth Athlete:	TBD

Space Deadline:	June 1
Material Deadline:	July 10

## WINTER 2020 (DECEMBER 1 - MARCH 31)

Feature Sports Article:	Nordic Skiing
Sports Article:	Wheelchair Fencing
Warfighter Sports:	Winter Warfighter Sports Calendar
Other Features:	Ski Spectacular/Ski & Snowboard Racing Opportunities/Elite Team Roster
Athlete Profile:	TBD
Youth Athlete:	TBD

Space Deadline:	October 1
Material Deadline:	November 5

## 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](mailto: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.*