

PRO PULSE

THE OFFICIAL MAGAZINE OF PRO CLUB

ADVERTISING SPECIFICATIONS

EFFECTIVE JANUARY 2020

PRO Club offers advertisers the opportunity to reach a great audience through the PRO Pulse magazine.

DISTRIBUTION

Published six times per year, PRO Pulse features articles related to health, fitness, sports medicine, nutrition, lifestyle, spa, and health success stories. Quarterly circulation includes a readership of 120,000+, with a distribution to 36,000 PRO Club member households, 4,000 distributed to medical clinics on the Eastside and Seattle, Microsoft campus at New Hire Orientation, and various real estate agencies. Subscription is complimentary to PRO Club members.

DEMOGRAPHICS

Membership

Members.....	36,000+
Family Memberships	22%
Single Memberships.....	78%
Corporate Memberships	91%
Average Household Income	\$100,000
Millionaires	5,000+
Ages 1-17 years old*	26%
Ages 18-29 years old*	15%
Ages 30-50 years old*	52%
Ages 51+ years old*	7%

*Information based on 26,182 members known birthdates.

Where They Live

Redmond/Bellevue/Kirkland.....	52%
Seattle	18%
Issaquah/Sammamish/Newcastle	10%
Woodinville/Bothell	8%
Medina/Clyde Hill/Mercer Island.....	2%
Other.....	11%

*Information based on 27,862 known addresses.

Interests

Weight/Nutrition Management	80%
Group Fitness	63%
Personal Training.....	60%
Swimming.....	58%
Spa & Salon	50%
Yoga/Pilates	35%
Bicycling/Running.....	30%
Racquetball/Squash/Tennis	29%
Youth & Family Camps/Classes	26%
Soccer/Badminton/Table Tennis/Volleyball.....	20%
Basketball.....	16%
Triathlon/Marathon Training.....	15%
Outdoor Sports	13%

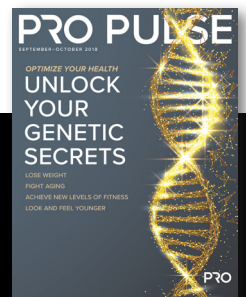
*Information based on 13,412 registered proclub.com members.

RATES

All rates are listed per issue. Ads are positioned at Publisher's discretion with requests honored where possible. Placement preference is accommodated according to advertiser's longevity with the publication. Guaranteed placement available for ad sizes 1/2 page or larger for an additional 15%.

Frequency	1x-2x	3x-4x
2-page Spread (Double Truck).....	\$4,380	\$3,500
Back Outer Cover.....	\$3,130	\$2,500
Back Inside Cover.....	\$2,880	\$2,300
Front Inside Cover.....	\$2,880	\$2,300
Full.....	\$1,900	\$1,700
2/3.....	\$1,800	\$1,600
1/2.....	\$1,500	\$1,300
1/3.....	\$1,050	\$850
1/4.....	\$900	\$700

PRO Club Members receive a 10% discount off published rates.



Victor Varakitsomboon
 PRO Pulse Advertising Representative
 4455 148th Avenue NE Bellevue | WA 98007
 Phone (425) 895-6553 | Fax (425) 861-6245
 victorv@proclub.com

AD PRODUCTION SERVICES

Creative Design and Complete Ad Production*

2-page spread.....	\$750
Full page.....	\$400
2/3 page.....	\$300
1/2 page.....	\$200
1/3 page.....	\$150
1/10 page.....	\$50

*Minimum production for any type changes or typesetting is \$50.

Photo/Image Retouching

\$50/hour (1 hour minimum)

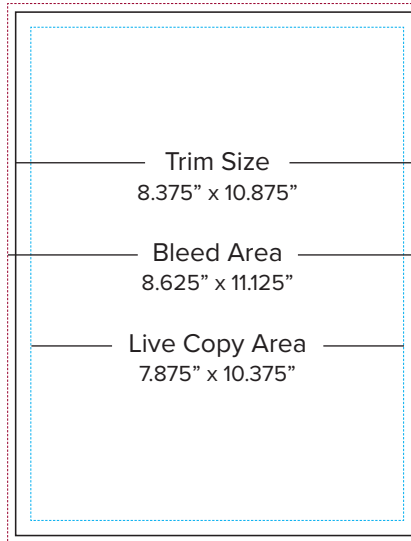
Design/Logo Creation

\$500 (3 concepts with 1 revision)

MECHANICAL SPECIFICATIONS

Advertisement Dimensions (width x height inches)

2-page spread (bleed).....	17" x 11.125"
2-page spread (non-bleed).....	16" x 10.125"
Full page (bleed).....	8.625" x 11.125"
Full page (non-bleed).....	7.625" x 10.125"
2/3 page vertical.....	4.625" x 9.875"
1/2 page vertical.....	3.75" x 9.875"
1/2 page horizontal.....	7.375" x 4.625"
1/3 page square.....	4.625" x 4.875"
1/3 page vertical.....	2.25" x 9.875"
1/4 page vertical.....	2.25" x 7.25"
1/6 page vertical.....	2.25" x 4.875"
1/10 page horizontal.....	3.6" x 1.8"



Trim size:

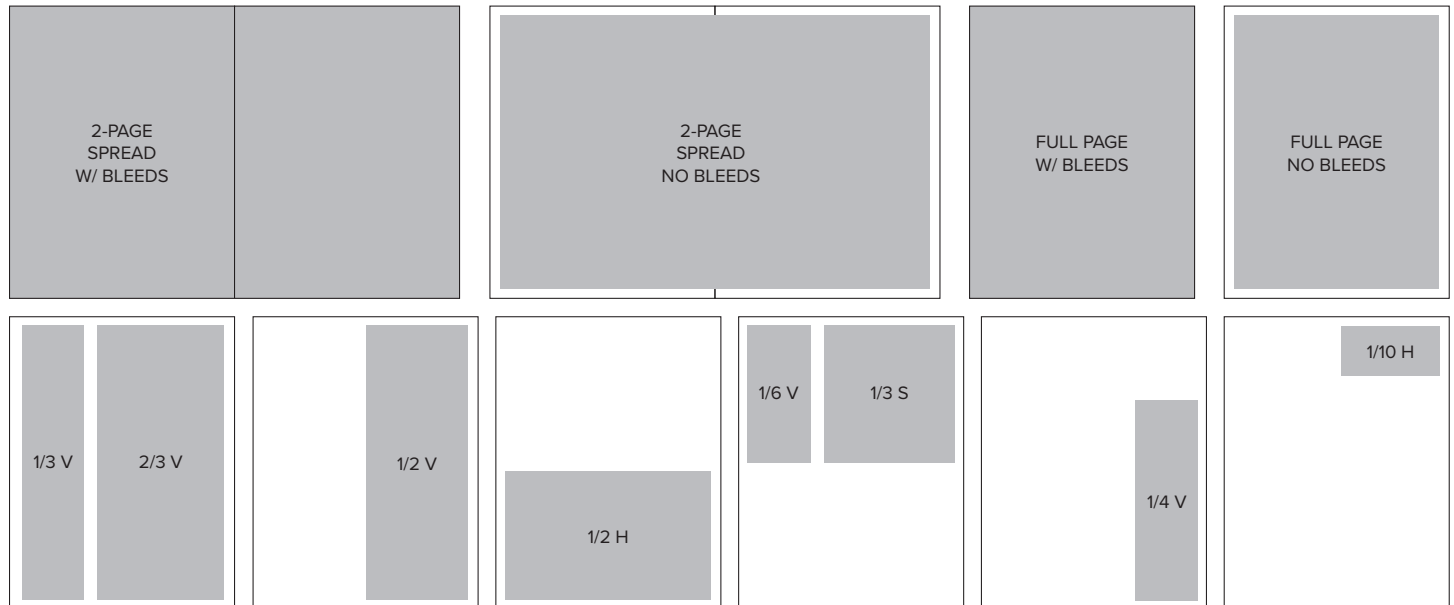
The finished magazine is trimmed to 8.375" x 10.875"

Bleed area:

A 0.125" bleed should be left on all sides for ads that bleed resulting in a bleed size of 8.625" x 11.125"

Live copy area:

On a full bleed ad, all live materials should be 0.25" from the trim on all sides to ensure that they appear in the trim-safe or print-safe zone. This results in a safe zone size of 7.875" x 10.375"



DEADLINES

Issue	Theme	Space Reservation	Artwork Submission
January-March	Winter.....	December 1.....	December 10
April-June	Spring.....	March 1	March 10
July-September.....	Summer	June 1.....	June 10
October-December.....	Fall	September 1.....	September 10

If digital artwork is not received by the due date, PRO Club reserves the right to pick up advertiser's previous ad or charge the advertiser for the reserved space unless special arrangements have been made with our PRO Pulse Advertising Representative.

SUBMISSION REQUIREMENTS

Magazine Specifications

Printing process.....	Web Offset
Binding.....	Perfect Bound
Trim size.....	8.375" x 10.875"
Live copy area.....	7.875" x 10.375"
Bleed area.....	8.625" x 11.125" (0.125" on each side)
Color	4-color process (GATF/SWOP/CMYK)
Resolution.....	300 dpi @ 100%

Digital Ads

Advertisers are required to submit digital files in the following formats (listed in order of preference). Both PC and Macintosh platforms are accepted:

- Acrobat PDF (PDF/X-1a:2001), with bleeds and crop marks included
- InDesign CC (or previous)
- Illustrator CC (or previous)
- EPS (Encapsulated Post Script)

Electronic ads must include all graphic files and all fonts preferably converted to paths/outlines. Pantone colors must be converted to CMYK. Do not supply JPEG files. If submitting ads by disk, please provide a printed disk directory that includes a list of all files, and a separate proof sheet printed at actual size. Ads may be submitted in a compressed or PDF file via e-mail to propulseads@proclub.com, or share a folder

PROOFS

As a general rule, proofs are not provided except when production is contracted through PRO Club/PRO Pulse. If an advertiser requires PRO Club to make copy changes, proofs will be provided only when requested and if time permits. Production charges will be charged accordingly. PRO Club will not be held liable for errors in copy changes and errors or omissions from supplied advertiser art. PRO Club accepts no responsibility for the quality of reproduction of artwork not meeting specified standards.

Please note: To avoid additional charges, ads must be supplied in sizes and formats specified above. Alterations or additional preparation of artwork will be charged at cost.

TERMS AND CONDITIONS

Rates and Placement

All rates are listed per issue. Ads are positioned at Publisher's discretion with requests honored where possible. Placement preference is accommodated according to advertiser's longevity with the publication. Guaranteed placement available for ad sizes ½ page or larger for an additional 15%.

BILLING AND PAYMENT

Advertiser acknowledges receipt of the current rates for each publication. PRO Club will bill for advertising and related production services in accordance with the current rates. Advertiser agrees to a personal guarantee for advertising payment and understands that they are liable and responsible for advertising and production charges incurred under the terms of the agreement.

First-Time Advertisers: Payment options are limited to recurring credit card or pre-payment, received by the Ad Space Reservation deadline date, for the duration of the initial contract. If payment is not received by this date, PRO Club reserves the right to withhold the start date of the advertising until payment is received. Upon signing a subsequent advertising agreement, the advertiser will then be regularly invoiced per issue.

Invoices: Due and payable upon receipt. Invoices will be considered delinquent and will be subject to a monthly 1.5% (18% APR) finance charge after 30 days from the invoice date. Any advertisers with an invoice 45 days old will not be allowed to run in future issues until the delinquent balance is paid in full. All accounts are assessed and turned over to a collection agency at or before 90 days from the invoice date. The advertiser agrees to pay all collection costs and attorney's fees incurred as a result of our collection efforts on the advertiser's delinquent balance. Once full payment is made, the advertiser will be subject to review by PRO Club for consideration to continue advertising in future issues. Advertiser may be required to provide pre-payment per issue for advertising insertion, and will be due by the published space reservation date for each issue. Check, Discover, Visa, MasterCard, and American Express are acceptable forms of payment.

FREQUENCY DISCOUNTS

Advertiser agrees to insert advertisement(s) per frequency contracted. If, for any reason, this frequency is not met, Advertiser will be charged a short-rate to fulfill its frequency discount level. This may be attributed to cancellation, non-payment, or not receiving artwork or an advertising contract prior to deadline.

RESERVATION OF RIGHTS

PRO Club reserves the right to refuse any advertising material in its sole discretion for any reason at any time. Advertisements in competition with PRO Club or PRO Club Activities/Services are not accepted. All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter and that such publication will not violate any law or infringe on any party.

CANCELLATION

Cancellations are not accepted after published space reservation dates. Cancellations must be made in writing and submitted 10 days prior to the space reservation date of that issue. The advertiser will be charged the frequency discount allowed, less the frequency discount earned, for orders cancelled before the expiration date of a sales agreement ("short-rate"). If a written cancellation is not received prior to the space reservation date, the ad will run in the contracted issue and the advertiser will be responsible for payment.

CAMERA READY ARTWORK

All advertising must be submitted as camera-ready and correct size. Advertiser must pay any production charges required to bring the ad up to publication standards. PRO Club accepts no responsibility for the quality of reproduction of artwork or photos that are supplied by Advertiser and do not meet stated specifications. If an advertiser fails to provide art and/or copy in time to meet the artwork submission date, PRO Club reserves the right to pick up Advertiser's previous ad or charge Advertiser for the reserved space at the contracted rate.