

**Don't Miss This Chance!**

# Advertise in the next edition of the best-selling Tennis Court Manual!

- 1 Rate for 2 Years
- Target Marketing
- Sold by ASBA  
and on Amazon.com
- Also distributed by USTA



## TENNIS COURTS A Construction and Maintenance Manual

A Joint Publication from  
the American Sports Builders Association &  
the United States Tennis Association

The sixth edition of **Tennis Courts: A Construction and Maintenance Manual**, published jointly by the American Sports Builders Association (ASBA) and the United States Tennis Association (USTA) is scheduled for publication in Spring 2012. The press run will be not less than 3,000 copies for distribution over a period of two years. This useful reference is sold not only by ASBA and USTA, but also by [Amazon.com](http://Amazon.com). Moreover, over the last two years, USTA and NRPA have purchased and distributed more than 1,000 copies to USTA volunteers and Sections, and to grant applicants in USTA's Public Facility Assistance program.

### ADVERTISING RATES

All rates are net, non-commissionable.

#### Inside Cover Placement:

Note: Full-color, full-page ads only

Inside Front Cover*	\$3,875
Inside Back Cover*	\$3,275

#### Chapter Divider Pages:

Note: Full-color, full-page ads only

Chapters*	\$2,350
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\*Confirmed on a first-come, first-served basis.

#### Chapter Advertising:

(Black and white advertising; random placement within specified chapters.)

Full Page	\$1,900
Half Page	\$1,050
One-eighth page	
Business Card	\$195
(Contractors Only)	

Need another reason to advertise? How about reduced rates? To encourage more manufacturers, designers and builders to advertise in this special manual, we have reduced the rates for full color ads on non-preferred chapter divider pages and for all black and white advertising. The one-eighth page "business card" ads for contractors are just \$195.

This manual is an invaluable resource to anyone planning, building or even considering a tennis facility. It contains 300+ pages of text and approximately 60 original drawings. It's a must-have for the informed industry member or for the interested consumer. Purchasers include builders, design professionals, specifiers, contractors, suppliers, and owners/users, including schools, colleges, parks and recreation departments, club owners and managers, and current and prospective owners of residential tennis courts. Talk about targeted marketing! For the most part, purchasers of this manual are planning projects for the very near future.

Your advertisement in this valuable reference will expose your business to potential customers time and again. The book will be kept on the shelf and consulted over and over by customers - from clubs contemplating resurfacing jobs, to homeowners looking to build a backyard tennis court, to parks departments looking for a new facility design. And you can make sure that your company's name is seen by all of them.

Advertising space is limited, so please make your reservations now. For added visibility, select one of the premium placements. See page 2 for details.



UNITED STATES TENNIS ASSOCIATION



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## ASBA/USTA PUBLICATION RULES

### Advertising Guidelines

- All advertisements must be fully paid prior to insertion.
- No advertisement may make any specific reference, whether favorable or unfavorable, to any other designer, builder, manufacturer, or distributor or to any other builder's, designer's, manufacturer's or distributor's advertisement, product, service or business practice.
- No advertisement may contain specific information relating to price, credit terms or warranty terms.
- Since all advertisements reflect upon the professional stature of the ASBA and its members, advertisers are urged to conform to normal standards of good taste in preparing advertisements.
- All advertisements are subject to preview and approval prior to acceptance.
- Should an advertiser place a deposit on advertising space, and then fail to pay the balance, and/or to produce camera-ready copy by the stated deadline, that advertiser forfeits his/her space in the book, as well as his/her right to any refund.
- No advertising space will be held without a deposit, and no phone reservations may be used to hold space. Deposit and balance must be paid via check or money order.

### CHAPTERS AVAILABLE:

(Ad space for preferred placement confirmed on a first-come, first-served basis from among contracts in hand on January 31, 2012.)

- Getting Started
- The Facility Development Process
- The Tennis Court
- Facility Types
- Facility Design
- Types Of Courts and Surfaces
- Soft Courts
- Grass Courts
- Hard Courts - Asphalt
- Hard Courts - Post Tensioned Concrete
- Surfacing Systems For Asphalt and Concrete Courts
- Fencing
- Net Posts and Nets
- Lighting
- Indoor Tennis
- Accessories and Amenities
- Care and Maintenance
- Repair, Reconstruction, and Renovation

### MECHANICAL REQUIREMENTS

**Trim Size:** 8-1/2" x 11"

Standard Unit Sizes Only -- No Exceptions

	Width	Height
<b>Full Page Bleed:</b>	8-1/2"	11"
<b>Full Page:</b>	7-1/2"	10"
<b>Half Page:</b>	7-1/2"	5"
<b>Business Card (1/8 page)</b>	3-3/4"	2-1/2"

**Material:** Prefer Acrobat PDF. Also acceptable .eps or .tif. Native applications (Adobe Indesign, Illustrator, Photoshop or Quark, Freehand, Publisher) accepted with fonts and graphics packaged with the original file. Additional charges are incurred when native files are sent. Resolutions should be 800 dpi for line art and 300-400 dpi for photos.

No proofs will be provided. Files will be held for twelve (12) months and then destroyed unless otherwise requested.

The black and white ads within the chapter sections will be Docutech-reproduced. The quality of reproduction depends on the format supplied and on the advertising content and cannot be guaranteed.

Note that ASBA is unable to make changes to ads. Ad copy must be camera-ready.

Reserve space now by completing the space reservation form enclosed and returning it with your non-refundable deposit of \$300.00. (Note: Special placements will be awarded on a first-come, first-served basis. If requesting a special placement, please contact ASBA headquarters to determine if location is available, and/or indicate a 2nd choice as a precaution). Please make checks payable to ASBA and mail to:

**ASBA**

**8480 Baltimore National Pike #307, Ellicott City, MD 21043**

**Call 410-730-9595 with any questions or e-mail**

**Cynthia at [cjordan@sportsbuilders.org](mailto:cjordan@sportsbuilders.org)**

## Advertising Contract

Name of Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

I have read all the Advertising Guidelines and agree to adhere to them. I understand that if my camera-ready files/disk and/or payment is not received by the advertising deadline, I forfeit my ad space along with my advertising deposit. I understand that all requests for special placement will be confirmed on a first-come, first-served basis from among contracts in hand as of January 31, 2012 and that if I am awarded a space of lesser value, any excess amounts paid will be refunded.

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Please note that camera-ready or electronic art is:

\_\_\_\_\_ enclosed \_\_\_\_\_ to be sent on or by 1/31/12

If paying by credit card:	<input type="checkbox"/> MASTER CARD	<input type="checkbox"/> VISA	<input type="checkbox"/> AMEX
Cardholder Name:	_____		
Card Number:	_____	Expires:	_____
Signature	_____		
Billing Address:	_____		
<b>Fax to: 410-730-8833 / e-mail: <a href="mailto:cjordan@sportsbuilders.org">cjordan@sportsbuilders.org</a></b>			

**Please indicate ad space preference(s) by number below** (1st choice, 2nd choice, etc.):

**Inside Cover Placement:** (Full-color, full-page ads only, confirmed on a first-come, first-served basis from among contracts in hand on January 31, 2012.)

- \_\_\_ Inside Front Cover \$3,875
- \_\_\_ Inside Back Cover \$3,275

**Chapter Divider Pages:** (Full-color, full-page ads only, confirmed on a first-come, first-served basis from among contracts in hand on January 31, 2012.)

**Chapters:** \$2,350

- |   |   |
|---|---|
| ___ Getting Started                       | ___ Surfacing Systems For Asphalt and Concrete Courts |
| ___ The Facility Development Process      | ___ Fencing   |
| ___ The Tennis Court                      | ___ Net Posts and Nets                                |
| ___ Facility Types                        | ___ Lighting  |
| ___ Facility Design                       | ___ Indoor Tennis                                     |
| ___ Types Of Courts and Surfaces          | ___ Accessories and Amenities                         |
| ___ Soft Courts                           | ___ Care and Maintenance                              |
| ___ Grass Courts                          | ___ Repair, Reconstruction, and Renovation            |
| ___ Hard Courts - Asphalt                 |   |
| ___ Hard Courts - Post Tensioned Concrete |   |

### Chapter Advertising:

(Black and white advertising; random placement within specified chapters)

- \_\_\_ **Full Page** \$1,900
- \_\_\_ **Half Page** \$1,050
- \_\_\_ **One-eighth page ad** \$195 - Business Card (Contractors only)

- |   |   |
|---|---|
| ___ Getting Started                       | ___ Surfacing Systems For Asphalt and Concrete Courts |
| ___ The Facility Development Process      | ___ Fencing   |
| ___ The Tennis Court                      | ___ Net Posts and Nets                                |
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