



Activate! your sales.

Reach 20,000 of Berks County's most affluent consumers

- Home values of \$150,000+
- Household incomes of \$75,000+
- 20,000 circulation (Includes 4,000 Body Zone members)

Take advantage of 40,000 member-visits per month at our complex

Activate! is the energetic newspaper and program guide from Body Zone Sports and Wellness Complex that creates a whole new venue to reach Berks residents with buying power.

Activate! covers our vast array of fitness programs as well as our ice sports and other indoor sports, summer camps and birthday parties. There are also feature/cover stories, human interest stories, and a large education component built around the pursuit of a healthy lifestyle and how to achieve it. And, because it includes schedules and other important information relative to Body Zone, readers will keep their issues, and see your ad, for months.

Activate! is targeted toward adults, especially those with children and grandchildren, and is published 5 times a year: January/February; March/April; May/August; September/October; and November/December.

If you're looking to increase your business with the affluent in Berks, contact *Activate!* today.

How Does *Activate!* Stack Up Against Other Publications?

	Total Circulation	Full Page Open Rate	CPM
<i>Activate!</i>	20,000	\$1,700	\$ 85.00
Merchandiser Western Berks Edition *	38,328	\$1,112	\$ 29.00
WestSide Weekly *	4,600	\$2,589	\$562.82

**Source: Publication Media Kit*

CONTACT: Ted Kolva
 Body Zone Sports & Wellness Complex
 3103 Paper Mill Road
 Wyomissing, PA 19610
 610-376-2100 x227
 tkolva@bodyzonesports.com

BODYTM
ZONE
 Sports and Wellness Complex

www.bodyzonesports.com



Advertising Specification Information

The following formats are accepted:

PhotoShop (*.psd, *.tif, *.jpg, *.eps)

Illustrator (*.ai)

Adobe (*.pdf)

Changes cannot be made to these files once received. Files must be sent to scale.

All images must be Black & White or Grayscale.

Images should have resolution of at least 300dpi at 100% of actual print size.

Submit ads to jrowe@bodyzonesports.com

Activate! 2008 Advertising Rate Information

	1 x	3x	5x
Back Cover	-	-	\$1,700
Full Page	\$1,700	\$1,600	\$1,500
Half Page	\$ 900	\$ 850	\$ 750
Quarter Page	\$ 475	\$ 450	\$ 400
Business Card	\$ 250	\$ 225	\$ 200

(Rates are net)

Dimensions	Full Page 10.25"W x 14.75"H	Half Page 10"W x 6.25"H	Quarter Page 5"W x 6.25"H	Business Card 5"W x 2.75"H
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General Rate Policy

- Body Zone reserves the right to edit, revise or reject any advertising. No liability shall attach to the publisher of Activate! for interruption of publication or limitation of size and/or number of pages printed due to a shortage of material, failure of transportation, flood, fire, riots, strikes, acts of God, or other causes beyond its control.
- Body Zone does not guarantee any given level of circulation or readership for an advertisement.
- The advertiser assumes liability for all content (including text representation and illustrations) of advertisements published and also assumes responsibility for any claims arising there from made against Body Zone, including costs associated with defending against such a claim.
- The Publisher reserves the right to change advertising rates upon thirty (30) days written notice.
- No brokered spaces allowed.
- Advertising that might be mistaken by a reader as news, feature or other non-advertising materials must clearly be marked "advertisement."
- All positions are at the option of Body Zone, unless purchased. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. Body Zone will seek to comply with position requests and/or other stipulations that appear on insertion orders, but cannot guarantee that they will be followed.
- Except where specifically noted in the rate card, the Publisher neither sells nor guarantees position. Every effort will be made to accommodate reasonable position requests.
- Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- Body Zone shall be under no liability for its failure for any cause to insert an advertisement.

Advertiser hereby warrants and represents that the advertisement is neither false nor defamatory. Advertiser agrees to indemnify and hold harmless the publisher from and against any cost or expense, including legal fees and court costs, which are incurred as a result of or in connection with any claim or action brought against the publisher which arises out of any alleged false or defamatory matter.

Contract and Copy Regulations

Body Zone will exercise due care to prevent omissions and mistakes; but, its total liability for any published error shall not exceed the space in which the error occurred. Credit, when allowed, will apply to the first insertion only. Advertisers should check the paper for the accuracy of their advertising. Body Zone will not be responsible for more than one incorrect insertion. Please call to inform of any errors. There will be no adjustments made for ads published in reverse type or with screen overlays. Body Zone does not assume any liability for the return of printing material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding thirty (30) days. Claims for errors must be made within thirty (30) days following publication date. Body Zone reserves the right to rebill advertisers at the appropriate rate for failure to meet contract requirements. A signed contract is required to earn a frequency discount. Upgrades are the responsibility of the advertiser.

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