



Cheer  
Professional™

Vaultmedia

Digital · Print · Web · Mobile · Promotional

INDEPENDENT.

UNBIASED.

EXPERIENCED.

[TheCheerProfessional.com](http://TheCheerProfessional.com)  
[facebook.com/cheerprofessional](https://facebook.com/cheerprofessional)  
[twitter.com/cheerproco](https://twitter.com/cheerproco)



# What is CheerProfessional?

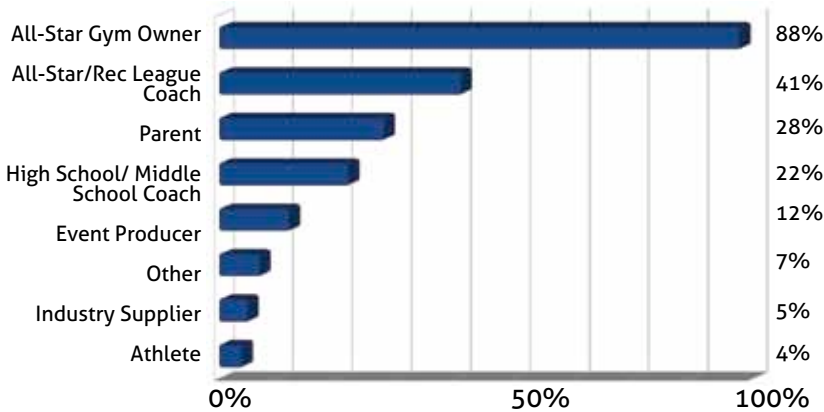
**CheerProfessional:** The mission of this quarterly print magazine is to foster the growth and success of today's cheer professional by providing an independent industry platform and the necessary business tools.

**TheCheerProfessional.com:** A dynamic content provider engaging cheer professionals through business advice, news and one-of-a-kind tool to help run your business. Heavy video utilization will be used to grow your brand.

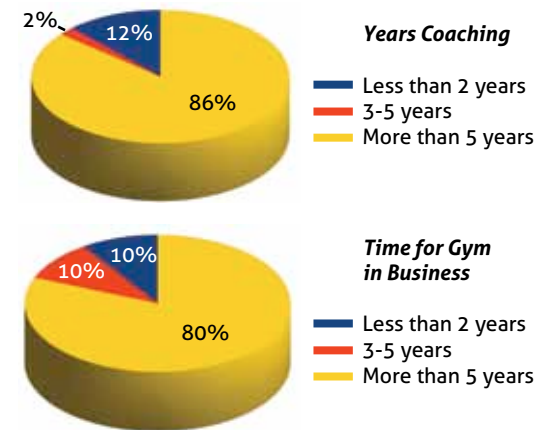
**CheerProfessional on Social Media:** Through Facebook, Twitter and other social media outlets, CheerProfessional will create a buzz as news in our community breaks, deliver content and offer support to our brand partners with exciting promotion and marketing opportunities.

## Who Reads CP?

A strong majority of CheerProfessional readers are gym owners with multiple roles, typically within their own gym.

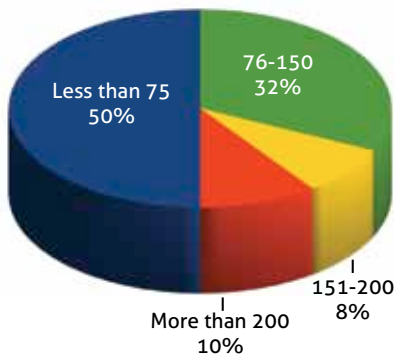


Most gym owners and coaches have significant experience and tenure



**Almost 75% of readers spend at least 30 minutes reading CheerProfessional**

Number of Athletes Enrolled in Program



**One-Half of CheerProfessional readers are from programs with more than 75 athletes enrolled**

**75% say CheerProfessional is THE industry publication used to obtain information for running their businesses.**



# Research to Prove It!

**CheerProfessional is the most read magazine for those employed in the cheer industry** (respondents were instructed to check all that apply).

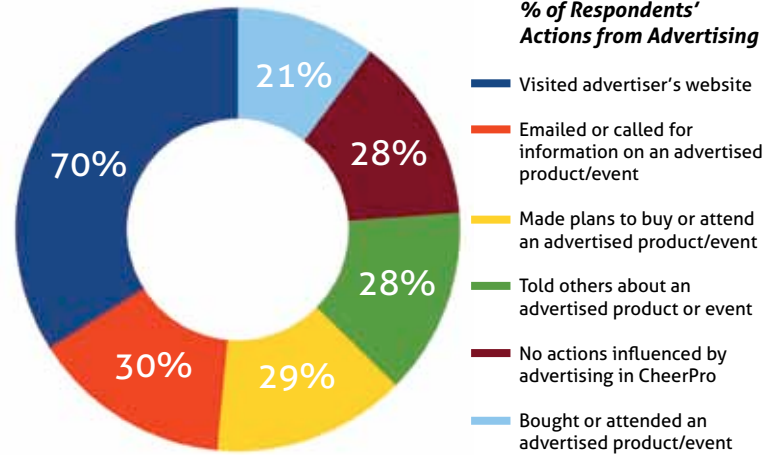
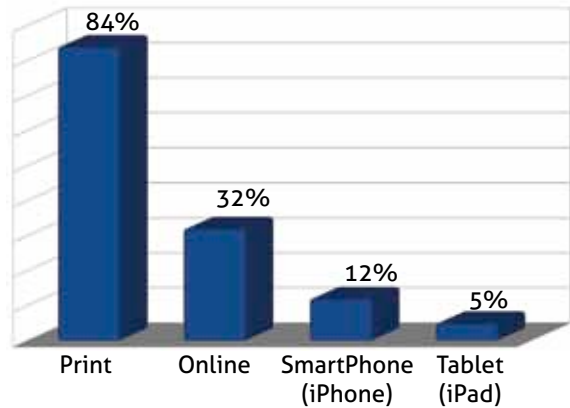
**CheerProfessional - 65%**

**Cheer Biz News - 54%**

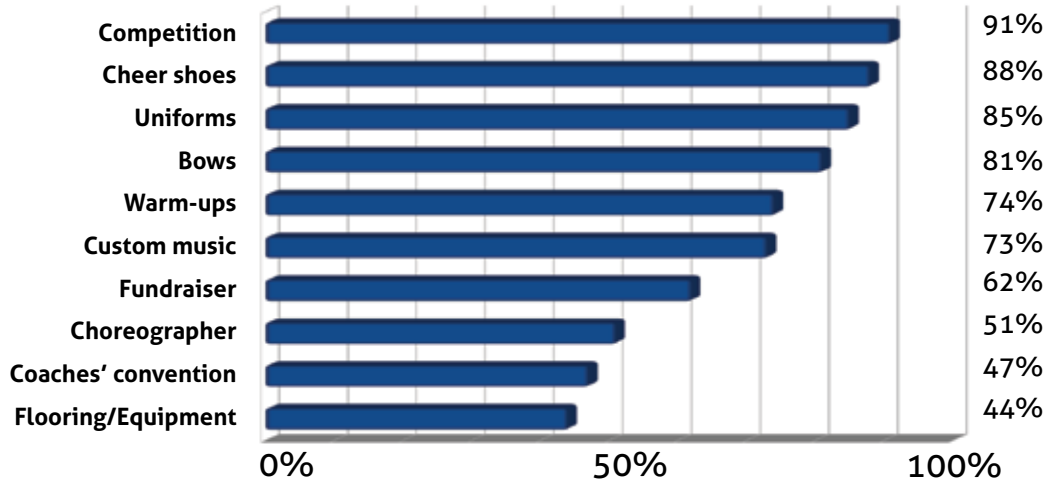
**Cheer Coach and Advisor - 29%**

## How they find us.

Format Used to Read CheerProfessional



% of respondents who expect to purchase in the next 6 months



Source: 2013 Reader Study conducted by Cheer Industry Insights



# Editorial Calendar 2015

## Winter:

Ad Closing:  
12.12.14

Material Deadline:  
12.19.14

Mail Date:  
1.9.15

## Spring:

Ad Closing:  
3.13.15

Material Deadline:  
3.20.15

Mail Date:  
4.9.15

## Summer:

Ad Closing:  
6.2.15

Material Deadline:  
6.9.15

Mail Date:  
6.29.15

## Fall:

Ad Closing:  
8.20.15

Material Deadline:  
8.27.15

Mail Date:  
9.15.15

Print Distribution: **5,000 to cheer coaches and gym owners**

Print Commitments also may include:

**Exclusive category sponsorship of one of our interactive, user sections (with full page ads).**

**Banners** Throughout the run of site.

**Blogs** Quarterly blogs at [www.thecheerprofessional.com](http://www.thecheerprofessional.com)

**Polls** The opportunity to ask users questions and collect data for market research.

**Tweets** From CheerPro as news is available.

**Instagram** Connect with the industry's preferred social media outlet.

**Facebook** CheerPro will mention as news is available.

**Video** On our home page.CP produced Video advertorials available. (Ask for pricing.)

Forced video play ads available in :15 and :30 lengths. (Free for all advertisers.)



Ad Rates 2015: **(Effective November 1, 2014)**

Print Commitments also may include:

**Exclusive category sponsorship of one of our interactive, user sections (with full page ads).**

Full page one year deals receive:

**Free annual social media poll | Quarterly email blasts | 15% discount on video production services | 15% discount on print marketing and large format signage | 5 hours of free SEO and keyword analysis**

	1x	2x	4x	8x
Full Page	\$3500	\$3225	\$2975	\$2500
1/2 Page	\$2500	\$2250	\$2125	\$1750
1/3 Page	\$1750	\$1600	\$1485	\$1225
1/6 Page	\$1000	\$895	\$750	\$675

\* Discount available for handling additional media service with Vault Media.



# Contacts:

## Advertising:

Chris Quarles

chris@vaulteventmedia.com | 314.620.3654

## Specs:

### Live area and bleed requirements:

- Ads should be built to the final trim size of the target publication with .125 bleed and .25 trim margin for non-bleed elements. **Note: Include the bleed on the TRIM edges only.**
- Ads should include a .25 type safety margin.

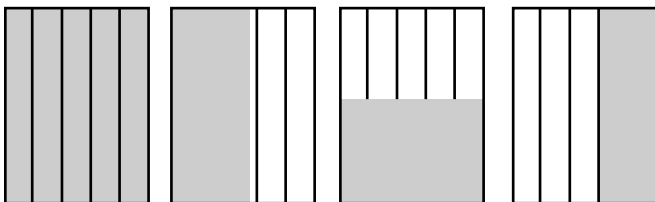
### Digital Specifications: (PDF/X-1a files recommended)

- All furnished PDF files should comply with PDF X-1a specifications (detailed at pdf-x.com)
- Online assistance for creating PDF X1-a files can be found at [www.adfixer.com](http://www.adfixer.com)
- The PDF version should be either 1.3 or 1.4.
- Images must be SWOP (CMYK or Grayscale), TIFF or EPS with a minimum of 1/4" from the trim on all sides.
- Please provide all support files, fonts and images.
- For full page ads, all critical copy and art should be placed a minimum of 1/4" from the trim on all sides.
- A proof must be submitted with all ads. CheerProfessional will not be held responsible for color inconsistencies or inaccuracies if a client approved color proof is not provided.

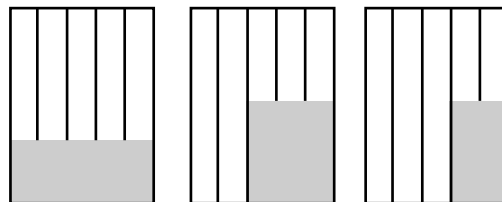
Submit to: [chris@vaulteventmedia.com](mailto:chris@vaulteventmedia.com)

Ad Size	Trim (w x h)	Bleed (w x h)
Full Page	9 x 10 7/8	9 1/4 x 11 1/8
1/2 Vertical	4 3/8 x 10 7/8	4 1/2 x 11 1/8
1/2 Horizontal	9 x 5 5/8	9 1/4 x 5 3/4
1/3 Vertical	3 1/8 x 10 7/8	3 1/4 x 11 1/8
Ad Size	Non-Bleed (w x h)	
1/3 Horizontal	7 7/8 x 3 7/8	
1/3 Square	5 1/4 x 5 1/8	
1/6 Vertical	2 1/2 x 4 7/8	

### Bleed Sizes



### Non-Bleed Sizes



7533 Forsyth Blvd.  
 Clayton, MO 63105  
 314.261.4300 | Fax 314.725.2416

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