



2017 MEDIA KIT

Featuring a Wide Print and Digital Pool Audience!



Who is Sneaky Pete Mafia?

Sneaky Pete Mafia is a phenomenon sweeping the pool community worldwide at an unprecedented level. We connect merchants, amateur players, and top level professionals via our Facebook page, website, (www.sneakypetemafia.com) and quarterly magazine (Sneaky Pete Mafia Magazine), in both digital and hard copies.

Why Sneaky Pete Mafia Magazine?



Our goal is to celebrate pool players and the game of pool by helping beginners and professionals take their game to the next level. We do this by introducing players to the most innovative products and enriching information available. The magazine and website features the latest news on pool-related events including in-depth player interviews with the most prominent people in our sport. Additional features include product reviews and the finest in pool-related merchandise.

Through our Facebook page, our merchants can communicate directly to thousands of well-informed potential clients, providing valuable market data and feedback. Let us help you reach an audience with BUYING POWER. Our subscribers attend tournaments, events, leagues, and expos to learn about products and share knowledge. We invite you to join our community, make that connection, and reach those who love pool.

In case you haven't seen the latest issue here is a link to a sample.

[SPM Magazine Sample - Sneaky Pete Mafia](#)

Why Advertise with SPM Magazine?

Our advertisers--such as Jacoby, Delta 13, Simonis, Aramith and Kamui--enjoy having their name and products seen by both experienced and recreational players who read our webzine, enjoy our website and blog, frequent our Facebook page, and meet up for some stick! Our contributors teach and host clinics all around the world.

And, we donate 5% of our revenue back to the Billiard Education Foundation to help develop and teach future players.

When you advertise in our webzine you have access to our quickly-growing reader base of players.

70% of our readers are in the key demographic of 25-54 year old males.



Sneaky Pete Mafia
Website: SneakyPeteMafia.com
Address: 851 Bolen Drive, Paso Robles, CA 93446
Phone: 541-727-2996
Email: MarketingDirector@SneakyPeteMafia.com

SNEAKY PETE MAFIA ADVERTISING RATES

DIRECTORY AD

The Directory is in the front of each issue and grouped into categories, such as Cues, Poolrooms, etc.

CLASSIFIED ADS

Classifieds may be up to 45 characters per line, and up to seven lines.

Headlines may take up two or more lines at our discretion.

\$5 for each additional line.

BUSINESS CARD AD

Insert your business card as an ad for as low as \$150 per quarter.

AD INSERTS

Rates for separate (loose or bound-in) advertising inserts contracted to accompany each issue are quoted based on size, number of pages, weight and frequency. Samples required to quote. Polybag inserts are available.

ADVERTISING AGREEMENTS

An Advertising Agreement is included with this kit for your convenience.

Signed agreements must be faxed or mailed to our office before being eligible for Agreement rates.

PRODUCTION COSTS

Text and graphics layout, photography, match prints, etc., are charged at competitive market prices. Quotes available upon request.

FOUR COLOR or B&W - SAME PRICE. ALL QUOTES ARE FOR EACH ISSUE:

Ad Size	8x Rate	4x Rate	2x Rate	1x Rate
Full Page	\$425	\$450	\$475	\$500
1/2 Page	\$325	\$350	\$375	\$400
1/3 Page	\$225	\$250	\$275	\$300
1/4 Page	\$125	\$150	\$175	\$200
1/6 Page	\$120	\$130	\$140	\$150
1/8 Page (Biz Card)	\$70	\$80	\$90	\$100
CLASSIFIEDS	\$75	\$90	\$115	\$125
DIRECTORY	\$20	\$30	\$40	\$50
CALENDAR	(1x = \$100, \$135 if you want choice of month or pro, on 1st come basis.)			

Premium Positions, Reserved on a First Come Basis, Others on a Waiting List:

Ad Size	8x Rate	4x Rate	2x Rate	1x Rate
Back Cover	\$675	\$700	\$725	\$750
Inside/Facing	\$575	\$600	\$625	\$650
Sponsored Page	\$325	\$350	\$375	\$400

(A Sponsored Page means your ad will always be on the page of the topic you choose.)

EXTENDED DIGITAL SERVICES – OFFERED ONLY ON FULL PAGE ADS

GOLD PACKAGE - ADD \$250

The Gold package includes **HOT LINKS** to your website, **SOCIAL MEDIA PLUG-INS** and **SLIDE SHOW** capabilities. This is an extended service and has a much greater value than a static page.

PLATINUM PACKAGE – ADD \$500

This package offers the most interactivity that you can get. Your company will have **HOT LINKS** in the ad so when you click on it the customer is taken directly to your website, **SOCIAL MEDIA PLUG-INS** (takes you to any social media site that your company has available), a **SLIDE SHOW** in the ad itself where you can display pictures of your showcased item right in the ad, **GIFs** of the item showcasing performance of the item, plus **VIDEO** via YouTube embedded in the ad.

DISCOUNTS

- 4x and 8x Paid Upfront and In Full Receive a 10% Discount
- Multiple Ads In The Same Issue Receives Additional 10% Off Agreement Rate
- Unfulfilled Agreements are Re-Invoiced at Applicable Rate

BILLING TERMS

Accounts without established credit are subject to pre-payment. Unfulfilled agreements are re-billed at applicable rates. A 2% service charge is charged on past due amounts. We accept checks, money orders, credit cards, PayPal and bank wire transfers.

COPY REQUIREMENTS

Trim Size: 8.25" Wide x 11.00" High

		AD SIZE	WIDTH x HEIGHT	W x H (CM)
	1/3 VERT.	Full Page Bleed	8 1/2" x 11 1/4"	(21.6 x 28.6)
	2/3 VERTICAL	Full Page Non-Bleed	7" x 10"	(17.8 x 25.4)
	1/6 HORIZONTAL	1/2 Page Island	4 5/8" x 7 1/4"	(11.75 x 18.4)
	1/3 SQUARE	1/2 Page Vertical	3 3/8" x 10"	(8.6 x 25.4)
	1/3 HORIZONTAL	1/2 Page Horizontal	7" x 4 7/8"	(17.8 x 12.4)
	1/2 HORIZONTAL	1/3 Page Square	4 5/8" x 4 7/8"	(11.75 x 12.4)
	1/4 STANDARD	1/3 Page Vertical	2 1/4" x 10"	(5.7 x 25.4)
	1/2 VERTICAL	1/3 Page Horizontal	7" x 3 1/4"	(17.8 x 8.3)
	1/6 VERT.	1/4 Page Vertical	3 3/8" x 4 7/8"	(8.6 x 12.4)
	1/2 ISLAND	1/4 Page Horizontal	7" x 2 1/4"	(17.8 x 5.7)
	1/6 SQUARE	1/6 Page Square	3 3/8" x 3 1/4"	(8.6 x 8.3)
	1/2 VERTICAL	1/6 Page Vertical	2 1/4" x 4 7/8"	(5.7 x 12.4)
	1/12 SQUARE	1/6 Page Horizontal	4 7/8" x 2 1/4"	(12.4 x 5.7)
	1/8 BIZ CARD	1/8 Page "Business Card"	3 1/2" x 2"	(8.9 x 5.0)
		CALENDAR	1" x 8" Banner	(2.54 x 20.32)

FIRST TIME ADVERTISERS: Our art department can assist with your ad design. Call for quotes. Materials must be in-house one week before the materials deadline. Allow additional time for requests other than simple layout.

ACCEPTED MEDIA: Ads may be sent by email as PDFs or high-resolution (300 dpi) JPGs/TIFs/EPS/Alor In-Design. Please include all fonts and graphics. Email to MarketingDirector@SneakyPeteMafia.com. You can send larger size via YouSendit.com or Dropbox.com for free in order to bypass email size limitations.

STANDARD COMMERCIAL SOFTWARE: We cannot use home software, such as Print Master, graphics in MSWord, etc. Send all fonts & graphics with your ad or embedded in the PDFs. Text files: MS Word for Macintosh or Windows. Other word processor files accepted: Save as .rtf (Rich Text Format).

SIZE SPECIFICATIONS: Page Size Trims to 8 1/4 x 11 inches. (20.955 cm x 27.94 cm). Bleeds: Minimum bleed size is pre-trim 8.5 inches (21.59 cm) x 11.25 (28.575 cm). Note: Keep "live material" (everything other than background) a minimum of 1/4 or .25 inch (.635 cm) inside the trim size unless your design/graphic should bleed/trim. **CALENDAR sizes are 1"x8" banners running underneath the calendar photo.**

COPY REGULATIONS: *Sneaky Pete Mafia Magazine* reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged and accepted.

PLEASE NOTE: The advertiser and the advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against *Sneaky Pete Mafia Magazine*. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold *Sneaky Pete Mafia Magazine* harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from publication of any advertisement placed by the advertiser or the advertising agency.

ADVERTISING AGREEMENT: **SNEAKY PETE MAFIA MAGAZINE**

Company Name: _____ Contact Person: _____
 Address: _____ City: _____ ST: _____ Zip: _____
 Phone: _____ Fax: _____ E-Mail: _____

You are hereby authorized to insert our advertisement in Sneaky Pete Mafia Magazine for the issues indicated below, beginning with _____ (cover month /year) and ending with _____ (cover month /year) .

Authorized Signature _____ Date _____

Indicate the issues and sizes you wish to run below, and agreed upon price:

ISSUE MO./YR.	MATERIALS DUE	AD SIZE	PRICE W/O DISCOUNT	PRICE W/DISCOUNT	NOTES
February	Jan 15				
May	April 15				
August	July 15				
November	Oct. 15				

Calendar	Nov. 1	1"x8"	\$100	Banner ad on one month.\$135 to specify pro or month.	
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We understand that this agreement will entitle us to a multiple insertion discount (except for calendar). Copy Changes/Cancellations: It is the advertiser's responsibility to submit any changes to an ad, no later than the 1st of the month prior to the issue month in writing, by mail or email. (Example: January issue changes must be received by Dec. 1.) Without additional instructions, in writing, the same ad will run as the previous month. Canceled agreements require 30 days' notice and ads already run will be re-billed at the applicable term rate. We agree that as an advertiser we have a reasonable basis for all claims made within the Creative, possess appropriate documentation to substantiate such claims and shall fulfill all commitments made in our campaigns. We warrant that product information we provide *Sneaky Pete Mafia Magazine* is truthful, accurate, and complete, and is not misleading in any way.

We further agree that this current rate card outlining terms, discounts, copy regulations and penalties is part of this agreement and subject to the terms of this agreement. Upon receipt of this agreement, I understand that *Sneaky Pete Mafia Magazine* will contact me to confirm my order.

PAYMENT INFORMATION—We accept debit and credit cards (Visa, Mastercard, American Express, and Discover), Checks, and PayPal. Use the name Sneaky Pete Mafia, LLC and the address below for checks. Allow 2 extra weeks before deadline when paying by check. For PayPal, use the email address SneakyPeteMafia@yahoo.com. For debit and credit cards, please fill out the blanks below.

Name on card _____ Card is (Circle one) Visa Mastercard American Express Discover
 Card # _____ Expiration Date _____ CCV # _____
 Billing Address _____ City _____ ST _____ Zip _____
 Billing Phone Number _____ Circle One: Paid in Full Automatically debit quarterly Amount \$ _____ Times
 Your Email _____ Your receipt will be emailed to you. Thank you.

SNEAKY PETE MAFIA MAGAZINE: Successfully reaching thousands of buyers for the billiard and home recreation industry. We look forward to sharing your message with them!

2017

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