

Martial Arts Professional Magazine Presents  
**Mastering the Martial Arts Business**  
 Magazine

# Advertising Rates, Specifications and Schedules

**CREDIT CARD CRISIS CRIPPLES INDUSTRY: NAPMA ANSWERS** 1  
**ARE SCHOOL OWNERS CHASING "SHINY TOYS" WITH MMA?** 16  
**MANAGE YOUR BUSINESS LIKE A FORTUNE 500 CEO WITH BRIAN TRACY** 20

Martial Arts Professional presents  
**Mastering the Martial Arts Business**  
 FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

Summer 2010 / \$47.97

---

**HUGE OPPORTUNITY WITH THE KARATE KID** 1  
**MAGAZINE GETS A FACELIFT** 11  
**DOUBLE THE CONTENT, 10X THE IMPACT!** 11  
**BLACK BELT BRIAN TRACY** 16

Martial Arts Professional presents  
**Mastering the Martial Arts Business**  
 FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

May 2010 / \$47.97

**INSIDE**  
 NEW FROM NAPMA: Advertising Free! Full and Exclusive Coverage for Your Martial Arts School! Page 31

**FEATURES**  
 NAPMA Creates an Exclusive Marketing Opportunity for Members with The Karate Kid ..... 1, 34  
 NAPMA's New Vision ..... 1, 33  
 Professionalism Does the Right Way With Brian Tracy ..... 20

**DEPARTMENTS**  
 Sound Off ..... 8  
 Industry Insider ..... 10  
 NAPMA News ..... 14

**COLUMNISTS**  
 Tony Miller ..... 24  
 Dan Kennedy ..... 24  
 Lee McInerney ..... 25  
 Stephen Oliver ..... 34

**The Karate Kid brings Massive Growth Opportunity for your School this June!**

You can't afford to miss the extraordinary opportunity we have arranged with the upcoming Karate Kid remake. Your National Association of Martial Arts Professionals (NAPMA) has negotiated an exclusive promotion opportunity with Sony Entertainment for an expansive promotional tie-in to Jackie Chan's latest sure-to-be blockbuster.

NAPMA has exclusive rights to an expanded package of collateral material for member schools. Keep in mind that all Karate Kid material and artwork is copyright protected.

**Your N Association and Ad Support in 2010**

The past year has been a whirlwind celebrating the publishing of "Magazine" and "Mastering the Martial Arts Business" as a new trade journal to our industry. As Martial Arts Professional Magazine becomes an in-depth, online Internet magazine, NAPMA is once again at the forefront of innovative thought with a trade journal aimed at the martial arts industry in general.

The new drive Stephen Oliver is to return the path roots of our ASSA magazine. Martial Arts Professional intended to support owners looking to grow and operate their schools, and not just of spectator sports.

The decision to make Martial Arts Professional an EVEN MORE robust online magazine will allow more than 25 columnists and contributors — and years worth of accumulated knowledge — to be available on demand 24/7.

While the re-envisioned Martial Arts Professional takes full advantage of NAPMA's unique expertise in interactive

**NEW INSIDE**  
 NEW FROM NAPMA: Development Ready! See page 31

**FEATURES**  
 Credit Card Processing Policies Crippling Martial Arts Schools Across the Nation ..... 1, 18  
 Great Results from "The Karate Kid" and Your Opportunity for Multiplying them with "The Last Airbender" ..... 15  
 The Best Deal on "Martial Arts" ..... 35  
 Interview with Brian Tracy ..... 1, 20

**DEPARTMENTS**  
 Sound Off ..... 8  
 NAPMA News ..... 14  
 Industry Insider ..... 10

**COLUMNISTS**  
 Tony Miller ..... 24  
 Lee McInerney ..... 25  
 and these columnists will be!

**There's no Nobility in Poverty**

By Stephen Oliver, MBA  
 CEO NAPMA

I read a fascinating article recently on the cover of the "Weekend Journal" section of the Wall Street Journal about the band "The Black Eyed Peas." The article was an "Spot on" for our industry that I read a couple of times and thought about the implications. Before I explain let me step back a second.....

**The Last Airbender Offers Yet Another Promotional Opportunity for NAPMA Members**

Story and photos on page 15

**The Karate Kid Grosses \$106,284,000; NAPMA Strategies Drive Record Numbers Into Martial Arts Schools**

By Stephen Oliver, MBA

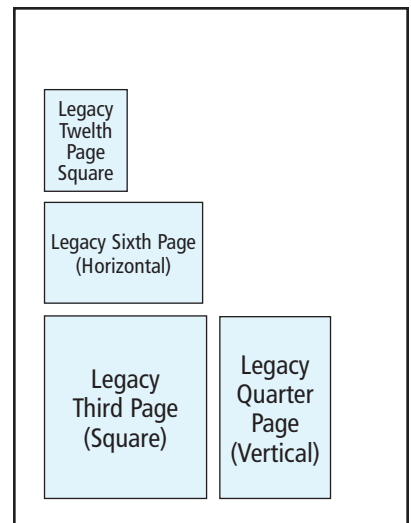
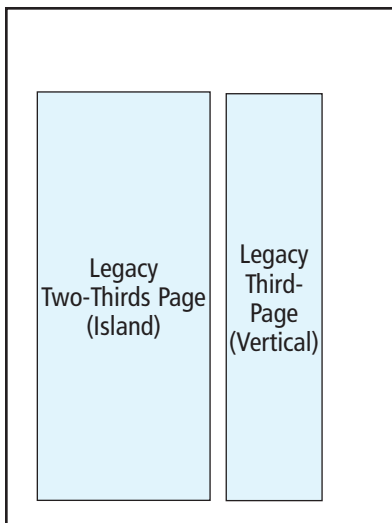
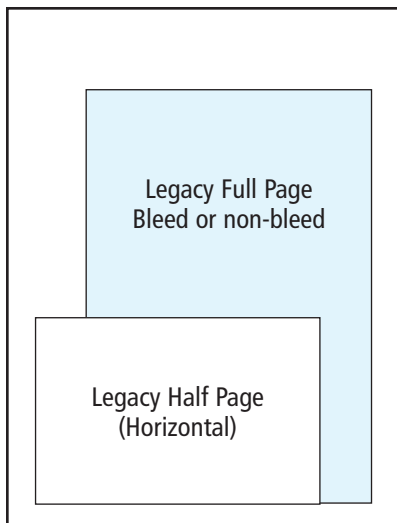
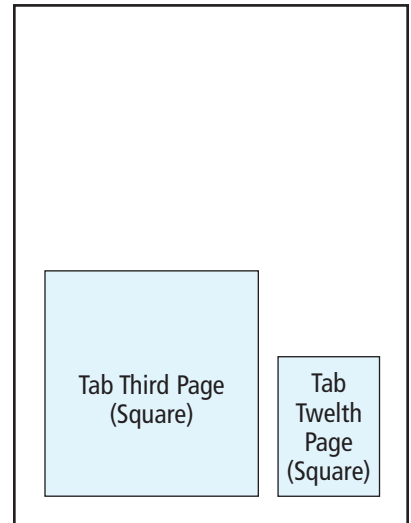
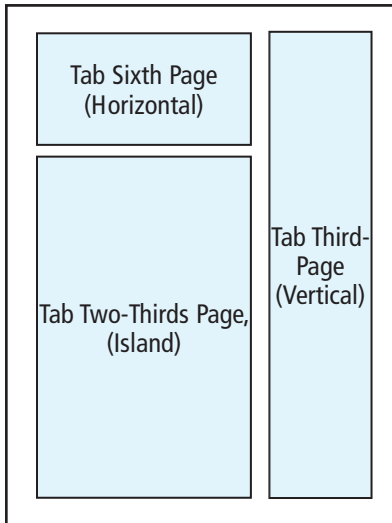
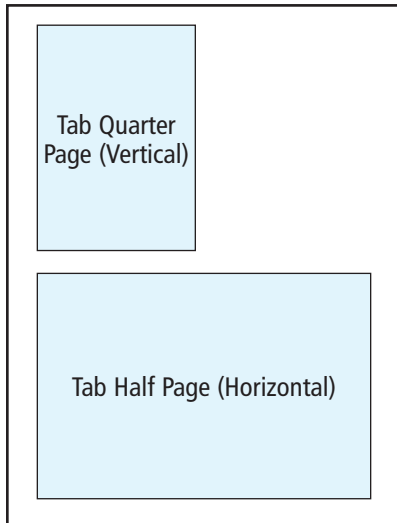
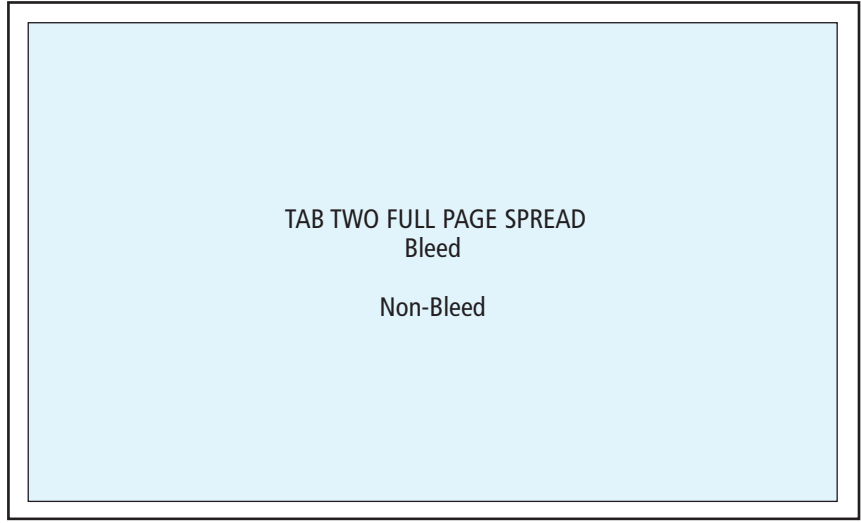
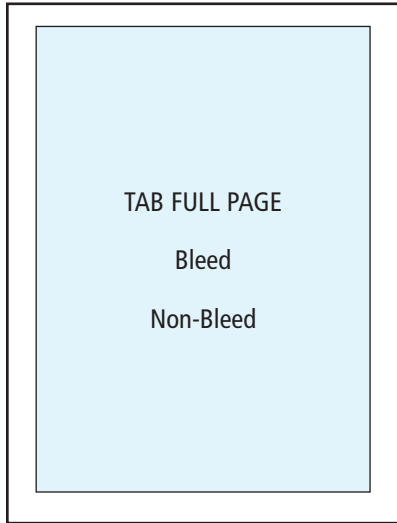
NAPMA Members Focused on Results Generate as Many as 263 Inquiries for New Students in a Single Weekend!

According to NAPMA CEO Stephen Oliver, "Schools that followed our plan will likely sold from 100 to 200 or more new active students this summer, at minimal cost. NAPMA truly created a \$1,000,000 summer for many schools! And, frankly it's not too late to get on this bandwagon." During what many think of as a slow time for enrollments, our schools are enrolling 15, 20, or more (often many more) new students every week! Our marketing program tied to Karate Kid has many pillars and we have a complete "Partnership" of activities that will make sure you capitalize on this explosion of interest.

For those who remember 1984 through 1996 was a major "infection point" for the Martial Arts Industry. The original Karate Kid grossed a total of \$90,833,55 and a peak played on 1,111 theaters. Karate Kid II, which producers of The Karate Kid are in the planning stages for the sequel, which means more promotional opportunities, grossed a total of \$115,103,979, played at its peak in 1,610 theaters. Together, they changed our industry. Suddenly martial arts lessons for kids and teenagers was in HUGE demand. Schools with 1,200

**NAPMA EXCLUSIVE**  
 The Karate Kid Ad Campaign for NAPMA members only! See page 31

# Advertising Sizes, Rates & Schedule



|                                      | 1x     | 3x     | 6x     | 10x    |
|--------------------------------------|--------|--------|--------|--------|
| Inside Front Cover                   | \$1944 | \$1931 | \$1869 | \$1744 |
| Inside Back Cover                    | \$1944 | \$1931 | \$1869 | \$1744 |
| Back Cover                           | \$2244 | \$2181 | \$2056 | \$1944 |
| <b>Four Color</b>                    |        |        |        |        |
| Full Page, Tab (10-1/2" x 13")       | \$1669 | \$1606 | \$1544 | \$1419 |
| Full Page, Legacy (8-1/8" x 10-1/2") | \$1640 | \$1590 | \$1490 | \$1390 |
| 1/2 Page                             | \$1424 | \$1361 | \$1294 | \$1169 |
| 1/4 Page                             | \$1169 | \$1106 | \$1044 | \$919  |
| 1/3 Page                             | \$1035 | \$940  | \$875  | \$790  |
| 1/6 Page                             | \$924  | \$861  | \$799  | \$736  |
| 1/12 Page                            | \$674  | \$624  | \$561  | \$499  |
| <b>Black &amp; White</b>             |        |        |        |        |
| Full Page                            | \$1369 | \$1306 | \$1244 | \$1119 |
| 1/2 Page                             | \$1124 | \$1061 | \$994  | \$869  |
| 1/4 Page                             | \$869  | \$806  | \$744  | \$619  |
| 1/6 Page                             | \$624  | \$561  | \$499  | \$436  |
| 1/12 Page                            | \$374  | \$324  | \$261  | \$199  |

### Classified Ad Rates and Specifications

Classified ad orders and text must be received 30 days in advance of publication dates, which are typically the last week of every month. Payment is due with orders. Rates are \$50 for the first 30 words and \$1 per each additional word, with a maximum of 50 words per ad.

**All ad rates are based upon on-time submission of completed digital ads on disk.**

Agency commission (15%) is paid only to recognized agencies on gross billing of display space and color. Mechanical or production work performed by Mastering the Martial Arts Magazine is not commissionable.

### Display Advertising Closing and Materials Due Dates

*Mastering the Martial Arts Business Magazine* is published 10 times per year.

| Issue Date       | Ad Reservations Due | Materials Due | Mail Date    |
|------------------|---------------------|---------------|--------------|
| January/February | November 1          | November 26   | December 20  |
| March            | January 1           | January 25    | February 15  |
| April            | February 1          | February 25   | March 15     |
| May              | March 2             | March 25      | April 12     |
| June/July        | April 1             | April 25      | May 17       |
| August           | June 1              | June 25       | July 12      |
| September        | July 1              | July 25       | August 16    |
| October          | August 1            | August 25     | September 13 |
| November         | September 1         | September 25  | October 11   |
| December         | October 1           | October 25    | November 15  |

These deadlines represent the date artwork must be received and are subject to change.

**To Reserve Display or Classified Advertising:**  
 Contact [TobyMilroy@NAPMA.com](mailto:TobyMilroy@NAPMA.com)

# Mechanical Specifications

| Size                      | Width   | Depth   | Legacy Sizes H x W (8.125" x 10.5" trim size) |
|---------------------------|---------|---------|---|
| Spread (Two Full Pages)   |         |         |   |
| Non-Bleed (Live Area)     | 19-1/4" | 12"     | 15-1/4" x 9-1/2"                              |
| Trim                      | 21"     | 13"     | 16-1/4" x 10-1/2"                             |
| Bleed                     | 21-1/4" | 10-1/4" | 16-1/2" x 10-3/4"                             |
| Full Page                 |         |         |   |
| No-Bleed (Live Area)      | 9-1/2"  | 12"     | 7" x 9-1/2"                                   |
| Trim                      | 10-1/2" | 13"     | 8-1/8" x 10-1/2"                              |
| Bleed                     |         |         | No Bleed allowed on legacy size               |
| Two-Thirds Page, Vertical | 4-3/4"  | 12"     | 4-1/2" x 9-1/2"                               |
| Half Page, Island         | 6"      | 8-3/4"  | 7-1/4 x 4-1/2"                                |
| Half Page, Horizontal     | 9-1/2"  | 5-3/4"  | 4-1/2" x 7"                                   |
| Third Page, Square        | 6"      | 5-3/4"  | 4-1/2" x 4-5/8"                               |
| Third Page, Vertical      | 2-3/4"  | 12"     | 2-1/2" x 9-1/2"                               |
| Quarter Page, Vertical    | 5-3/4"  | 5-3/4"  | 3-3/8" x 4-5/8"                               |
| Sixth Page, Horizontal    | 6"      | 2-7/8"  |   |
| Twelfth Page, Square      | 2-3/4"  | 2-3/4"  | 2-1/8 x 2-5/16"                               |

*Live matter on pages (type, critical areas of photos or graphics) MUST be kept 1/4" from the edge of the page.*

## Digital Production Specifications:

Advertising rates are based on the advertiser providing materials as specified.

**Preferred:** Adobe Acrobat PDF/X-a1 compliant PDF

**Accepted:** Adobe Illustrator CS2 EPS, Adobe Photoshop CS2 TIFF (300 dpi), Adobe InDesign CS2-CS5. All supporting files must be included: logos, artwork, scans, screen and printer fonts. Scans must be CMYK TIFF 300 dpi format. For Adobe Illustrator EPS files: include any placed images unless embedded in file; convert type to outlines or include all fonts.

**PC/Windows Files:** Not accepted in native format (Quark, InDesign, Corel, etc.). If ads are created on a PC, please supply PDF/X-1a files.

## Submitting Digital Materials:

Ad files may be sent on CD or DVD to:

Mastering the Martial Arts Magazine, Production Department, Wells-Smith Partners, 4737 Nantucket Dr., Lilburn, Georgia 30047

Ad files may also be sent via e-mail, FTP or Web:

Web: <http://dropbox.yousendit.com/GarySmith675134>

E-mail: [napma@wells-smith.com](mailto:napma@wells-smith.com) (up to 10 megs)

FTP: HOST: [ftp.wells-smith.com](ftp://ftp.wells-smith.com)  
 USER: [files@wells-smith.com](mailto:files@wells-smith.com)  
 PASS: files

Technical or production questions may be directed to: Gary Smith, 770-713-0770, [garysmith@napma.com](mailto:garysmith@napma.com)

**Ad Alterations and Copy Changes:** All copy changes must be made in writing via fax or e-mail and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk of possible errors. Publication will exert its best effort, but cannot assume liability for errors or copy changes.

**Materials:** Any material not requested to be returned will be archived and stored as a convenience to advertisers; publisher assumes no liability for the safekeeping of materials.

**Compliance with Specifications:** Ads that do not meet the proper size specifications will be handled as follows:

Ads that are larger or smaller than specified will be reduced or enlarged to fit our standard space for that ad, including disproportionate reduction or enlargement.

Please submit correctly sized ads to avoid problems with type compression or expansion or lowered resolution.

Ads that do not pass our preflight for compliance with PDF/X-1a standard may be returned to the advertiser; or, at the publisher's option, repairs may be attempted. Additional charges may apply in this event. We will notify the advertiser/agency of preflight problems and accept replacement files if submitted prior to relevant production deadlines.

## Mailing Address:

Mastering the Martial Arts Business Magazine  
 2578 Enterprise Road, Ste. 344  
 Orange City, FL 32763