



Triangle Edition Market Media Guide

- ▶ 61 High Schools
 - ▶ 20,000+ Student Athletes
 - ▶ 40,000+ Parents
 - ▶ 80,000+ Monthly Readers
 - ▶ 1 Magazine

VTYPE
HIGH SCHOOL SPORTS MAGAZINE

How Can VYPE High School Sports Magazine Get You In the Game?

VYPE High School Sports Magazine provides your local teams, players and games with positive coverage, relevant to today's high school athletic community.

Fast Facts

- ▶ 20,000 copies delivered to hundreds of locations around the area and directly to local public and private high schools.
- ▶ Average readership of 80,000+ per month.
- ▶ Two-thirds of our readers buy products they see advertised in VYPE High School Sports Magazine.
- ▶ 8 out of 10 VYPE High School Sports Magazine readers report that teens in their household regularly read VYPE High School Sports Magazine.
- ▶ 66% of VYPE School High Sports Magazine readers keep the magazine longer than one month, giving your target audience extra time to see your advertising.

Online

- ▶ Additional coverage, game scores and photo highlights make www.vype.com/raleighdurham the place where high school athletes get their news about local sports.
- ▶ Average time on site is nearly five minutes.
- ▶ Linked to VYPE NC Facebook page.
- ▶ 10,000 unique visitors a month.

Digital Magazine

- ▶ 750+ visitors each month. 500+ unique readers.
- ▶ 12,500 page views.

"As a new business, VYPE has increased the breadth and depth of awareness about VERT. Our partnership with VYPE has resulted in an influx of new clients that can benefit from our unique service. VYPE has helped us hit the ground running!!"

Niall Anghie
VERT Physical Therapy
and Sports Performance



"VYPE has been a welcome addition to the high school sports scene. Its attention to all sports and its positive approach help to convey just some of what makes high school athletics so special. The magazine has really made an effort to be involved with the North Carolina High School Athletic Association since its inception in the state, seeking information and covering championships, and there is nothing else out there right now like this publication, both in print and online."

Rick Strunk
North Carolina High
School Athletic
Association Associate
Executive Director



VYPE HIGH SCHOOL SPORTS MAGAZINE
3211 ROGERS, RD. SUITE 206 • WAKE FOREST, NC 27587
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EDITOR: TERI SAYLOR
ADVERTISING EXECUTIVE: JOHN ANDERSON
GRAPHIC DESIGNER: KATHLYN VINCENT

PART OF THE VYPE NATIONAL NETWORK





"I have been reading the magazine and it looks like you are all doing a great job. I've seen a lot of kids with your magazine walking around school."

Brian Schneidewind

Cross Country and Track Coach, Millbrook High School

Every month VYPE highlights athletes you know. We also include great features like Triple Play, Hot Eats/Cool Seats and Game Plan Health.

How We Rate

VYPE

Circulation: 20,000
 Frequency: Monthly
 FP4C Rate Card: 12x @ \$1,850
 Distribution: Wake, Durham, Orange
 Audit: Yes
 Digital Magazine: Included

Cary Magazine

Circulation: 25,000
 Frequency: Bi-monthly
 FP4C Rate Card: 12x @ \$3,938 (local rates)
 Distribution: Cary, Apex, Morrisville, RTP, Holly Springs, Fuquay-Varina
 Audit: No
 Digital Magazine: No

Wake Living

Circulation: 40,000
 Frequency: Quarterly
 FP4C Rate Card: 4x @ \$2,940
 Distribution: Wake
 Audit: No
 Digital Magazine: No

The News & Observer (Sunday Edition)

Circulation: 245,500 (Sunday/Sports)
 Frequency: Weekly
 FP4C Rate Card: 52 x \$1,878 (weekly)
 Distribution: Area Wide
 Audit: Yes
 Digital Magazine: No

Metro

Circulation: 40,000
 Frequency: Monthly
 FP4C Rate Card : 6x @ \$2,380
 Distribution: Raleigh, RTP, Eastern NC
 Audit: Yes
 Digital Magazine: No

Fifteen 501

Circulation: 30,000
 Frequency: Quarterly
 FP4C Rate Card: 4x @ \$2,195
 Distribution: Chatham, Orange, Durham
 Audit: No
 Digital Magazine: No

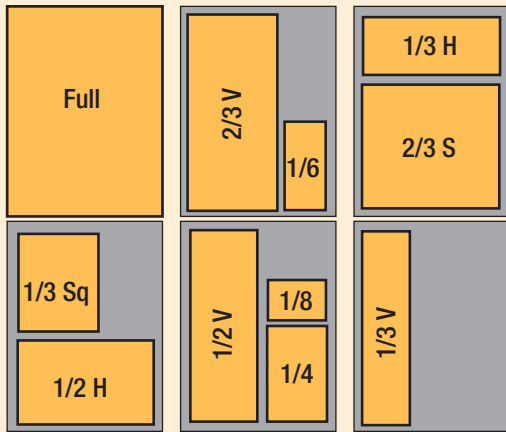
"The NCISAA office always looks forward to each edition of VYPE. I especially appreciate the focus on the NCISAA schools and the students who participate in the school's athletic offerings. Thank you to VYPE for covering our association."

Chappell Carter

Director of Communications, NCISAA



Mechanical Requirements



Full Page	7.875 x 10.875
2/3 Page Square	6.9 x 6.6
2/3 Page Vertical	4.6 x 9.9
1/2 Page Horizontal.....	6.9 x 4.95
1/2 Page Vertical	3.45 x 9.9
1/3 Page Horizontal.....	6.9 x 3.3
1/3 Page Vertical	2.3 x 9.9
1/3 Page Square	4.6042 x 4.95
1/4 Page Standard.....	3.45 x 4.95
1/4 Page Horizontal.....	6.9 x 2.475
1/6 Page	2.3 x 4.95
1/8 Page.....	3.45 x 2.475
Online Ad.....	300 x 250 pixels

Submission Requirements

Page Trim Size: 7 7/8" x 10 7/8"

Ads Material Requirements:

Finished camera-ready ads must be provided in an approved electronic format to avoid handling or processing charges.

PDF:

The preferred method of receiving digital ads is a high-resolution, press-ready PDF file. Other methods may incur processing charges. The following requirements must be met to accept a PDF file:

All images embedded in the PDF must be saved in one of these file formats and resolutions: CMYK images 300 dpi @ 100%; Grayscale images 300 dpi @ 100%; Bitmap images 600 dpi @ 100%

PDF's submitted that do not follow the above stated requirements may be returned to client for re-submission. PDF files are

uneditable. It is the client's responsibility to provide a correct file.

Illustrator, Freehand, CorelDraw, Quark Xpress, InDesign or Pagemaker - Must be output to PDF. Follow PDF requirements mentioned above.

Photoshop:

Files saved in native Photoshop format, TIFF or EPS are accepted (native file is preferred) if the following requirements are met but may incur processing charges if problems arise. Consider exporting to PDF to avoid technical difficulties.

- Layers must be flattened
- CMYK images 300 dpi at 100%
- Grayscale images 300 dpi at 100%
- Bitmap images 600 dpi at 100%

An ad produced in Photoshop

should be designed to the specific advertising size.

MS Publisher & Word: These files are not accepted.

Fonts:

Include all fonts with PDF's or submitted files. It is the responsibility of the client to ensure font flow and sizing is accurate in submitted ads.

Proofs:

All ads must be accompanied or followed with a color proof. This is for the protection of the client. If the client does not include a color proof with the ad, HSSTM cannot be held responsible for how the ad prints.

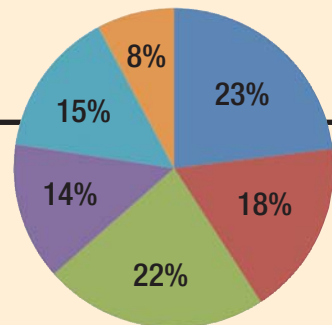
Delivery of ad files/proofs: All advertising materials should be given to your representative.

Online Ad:

All ads must be saved as a JPEG and be less than 100kb.

VYPE Distribution

- ▶ Local Restaurants, Retail and Businesses
- ▶ Schools
- ▶ Sports Stores/Plexes/Gyms
- ▶ Grocery Stores
- ▶ Libraries
- ▶ Doctors' Offices



Why VYPE?

With VYPE you will be able to capture the attention of the entire high school sports community because we focus on what's happening here in the Triangle. That's because we showcase the kids you know in the sports they love.

Contact us today for advertising rates and information at info.triangle@vype.com.

3211 Rogers Rd., Suite 206
Wake Forest, NC 27587
919-453-2505

"The YMCA is happy to support local sports and VYPE High School Sports Magazine. We're excited to be a part of this quality publication celebrating high school athletes!"



Elaine Kennedy
Director of Marketing Services
YMCA of the Triangle

**Are You On The Sidelines?
Don't Be Left Out of the Game!**