

MAKE

THE



TEAM

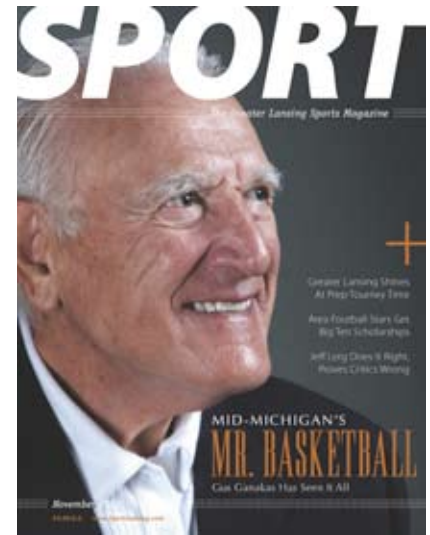
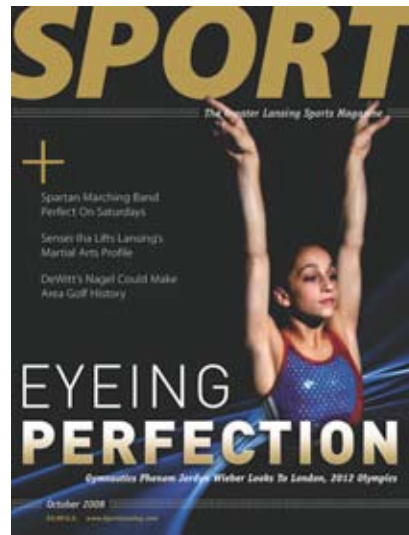
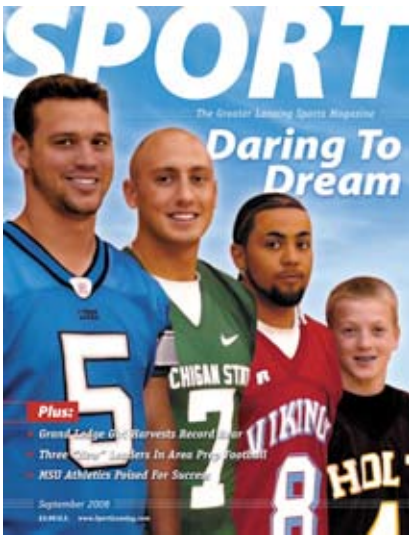
SPORTS MAKE A DIFFERENCE IN MID-MICHIGAN.

Always have and always will.

And that difference can't be measured by stats or standings.

The real story is the people, the pulse of a great community.

★ Jack Ebling, *Editor*



The Greater Lansing Sports Magazine

- ▶ A monthly, 48 page, full-color publication featuring the Mid-Michigan sport's stories beyond just scores and statistics.
- ▶ Community driven content. Feature stories, Greater Lansing News and Notes and spectacular photography, all submitted by readers.
- ▶ Focus on all aspects of Mid-Michigan athletics. Collegiate, high school, recreational and everything in between.

www.SportLansing.com



SPORT

The Greater Lansing Sports Magazine

Advertising Rates & Sizes

Advertising rates apply to price per insertion.

Publication Specifications

- **Published:** Monthly
- **Stock:** 80# Gloss Cover, 70# Matte Text
- **Press:** Sheet fed, Offset
- **Binding:** Saddle-stitched
- **Page Trim Size:** 8.5 x 11 inches
- **4-Color Process**

Deadlines

Mailing begins the first full week of the month. Space reservations are due by the first of the month prior to insertion. Ad copy deadline is the 10th of the month prior to insertion.

Payment

New advertisers must pay the first month insertion rate at signing of the contract. All others will be billed after each monthly insertion.

Production Charges

Advertisements not provided in electronic format (PDF files) are subject to design, typesetting and electronic key lining and color separation charges of \$125 per hour.

Note: *Incorrectly sized or ads supplied in any other way than those listed as the preferred method may be subject to additional charges.*

Additional Color Charges

- **Two color:** \$50 additional charge
- **Four-color process:** \$200 additional charge

Note: *"Perfect" registration or color matching will incur additional charges.*

Special Positions*

For the inside front cover, inside back cover, outside back cover or fixed positions, call the sales department at **(517) 455-7810** for rates.

Ad Rates

FREQUENCY	1-2 Mo.	3-5 Mo.	6-9 Mo.	10-12 Mo.
1/4 Page	\$600	\$575	\$550	\$500
1/3 Page	\$650	\$625	\$575	\$525
Half Page	\$750	\$695	\$625	\$575
2/3 Page	\$850	\$775	\$725	\$625
3/4 Page	\$875	\$825	\$750	\$650
Full Page	\$1000	\$925	\$875	\$825

*Special Positions Available

Ad Dimensions

TYPE	WIDTH (in.)	x	HEIGHT (in.)
Full Page (no-bleed)	7.125	x	9.75
Full Page (bleed)	8.75	x	11.25
3/4 Page (no-bleed)	7.125	x	7.25
3/4 Page (bleed)	8.625	x	8
2/3 Page (no-bleed)	4.75	x	9.75
2/3 Page (bleed)	4.75	x	11.25
Half Page (no-bleed)	7.125	x	4.75
Half Page (bleed)	8.625	x	5.5
1/3 Page (no-bleed)	2.3125	x	9.75
1/3 Page (bleed)	3.125	x	11.25
1/4 Page Vertical (no-bleed)	3.5	x	4.75
1/4 Page Horizontal (no-bleed)	7.125	x	2.25

For More Information:

Call: (517) 455-7810

or E-mail: ads@SportLansing.com

Electronic Ad Specifications

- **PDF files:** high-res/press-ready, with fonts embedded and raster images at 300 dpi.
- **EPS files:** with fonts converted to outlines and raster images at 300 dpi.
- **Rastor files:** Photoshop (PSD), TIFF, or EPS (300 dpi)

Note: All fonts and images must be included.

Electronic File Delivery

Please label each disk and/or electronic file transfer with name of advertiser, platform (Mac or Windows), file type and file name. All submissions must include a hard copy and 4-color ads must have a color page proof.

- Electronic files under 10MB can be sent to:
ads@SportLansing.com
- **Files larger than 10MB must be submitted on disk or through FTP.** Contact your sales representative for user name and password.
- **Preferred Methods:** CD, DVD, E-mail, FTP

Note: Files must be compressed prior to submission via e-mail or FTP.

Advertising Policies

Copy changes must be received by deadline day or previous ad will run.

The publishers reserve the right to refuse any advertising and shall not be liable for damages if for any reason they fail to publish the advertisement. The publishers are not responsible for any errors, key numbers, or other type set by the publishers.

The publishers reserve the right to place the word "advertisement" with copy that in their opinion resembles editorial matter.

Advertising rates are subject to change. The publishers will protect contract advertisers' rates for 90 days following the institution of new rates.

All advertisements are accepted and published by the publishers upon representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publishers' acceptance of such advertisements for publications, the agency and/or advertiser will indemnify and save the publishers harmless from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

1/4 PAGE VERTICAL AD
3.5 x 4.75 (no bleeds)

1/8 PAGE AD
3.5 x 2.25 (no bleeds)

1/8 PAGE AD
3.5 x 2.25 (no bleeds)

1/2 PAGE HORIZONTAL AD
7.125 x 4.75 (no bleeds)

1/3 PAGE VERTICAL AD
2.3125 x 9.75 (*no bleeds*)

2/3 PAGE VERTICAL AD
4.75 x 9.75 (*no bleeds*)

1/4 PAGE HORIZONTAL AD
7.125 x 2.25 (*no bleeds*)

3/4 PAGE VERTICAL AD
8.625 x 8 (*with bleeds*)

tremendous package.”

Slamer has great respect for the job Smith and his staff did at Holt and he kept two of Smith’s assistants, Jack Rairick and Don Green.

He got to know the Holt coaches quite well because Battle Creek Central met the Rams four times in the last seven postseasons.

The transition isn’t quite complete. Slamer caught himself while talking about the playoff battles between the Rams and the Bearcats.

“We split the four games with them—I don’t want to say ‘we’. It’s ‘them’ now,” Slamer said. “I have to catch myself.”

Fans are likely to see Holt’s players with shirts carrying the letters “AMTD.” That’s an acronym for one of Slamer’s three axioms for success.

“One of the things we like to build our program on is that ‘Attitude Makes The Difference,’” Slamer said. “You have no control over what happens to you in life. What you have control over is how you respond to what happens. It’s a great lesson for life, but it’s also a great lesson for what happens out on the football field.

“How you respond and react to all the inevitable adversities that happen on the

field is the difference between being a great team and an average team. You need to make a conscious commitment to excellence whether in the weight room, the classroom or your home.”

That’s not the only axiom of Slamer’s that the Holt players will become familiar with.

“In the face of inevitable adversity, are you going to get better or are you going to get bitter? Bad things are going to happen, and they can make you better or they can make you bitter,” Slamer said. “The great teams and people just say ‘I’m going to get better.’”

“Our theme all summer has been, ‘it’s all about team.’ We have to sacrifice some individual needs for the good of the team. TEAM is an acronym for ‘Together Everyone Achieves More.’ These are the things I believe in as a culture of success.”

That philosophy of TEAM even affects the coach. Slamer’s offensive background is in the option and wing-T, but he’s thinking of making some adjustments.

“In the course of preparing for teams in the playoffs and for the tough teams in our league at Battle Creek, I always thought Holt was the toughest to prepare for,” Slamer said.


“They did a tremendous job of running the college-style offense. I’m not going to make the kids and staff adjust to me. I’m going to adjust to a great football system. We’re going to run the inside-outside zone.”

Defensively, Slamer won’t have to make any adjustments. Holt has run the 4-3 defense for years, and that’s the system that Slamer is bringing over from Battle Creek.

After a fine high school career at Wayne Memorial, Slamer was a four-year starter at defensive tackle at Eastern Michigan, and after graduating he signed with the Toronto Argonauts of the Canadian Football League. His pro career was cut short by a neck injury he suffered in training camp and a successful coaching career was born.

Slamer is the winningest football coach in Battle Creek Central history with a 128-73 record that included 10 league championships and two undefeated seasons.

Slamer is a fanatic about strength and conditioning, and the excellent facilities at the new high school should only make it easier for him to make the players see his point of view.

“How can you not want to get in that weight room? It’s air-conditioned,” the new coach said with a laugh. 

1/2 PAGE HORIZONTAL AD
8.625 x 5.5 (with bleeds)