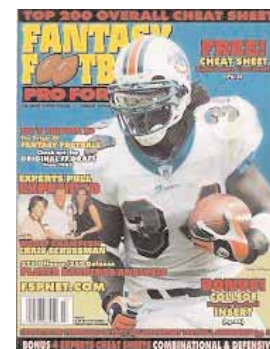


How to advertise with the Fantasy Football Pro Forecast



2004 ON-SALE DATE

The on-sale date is July 6, 2004 staying on the newsstand until November.

TARGETING YOUR MARKET

The Fantasy Football Pro Forecast provides the complete football package for the beginner to the expert enthusiast, giving you, the advertiser, the **ultimate target market**, for your product or service.

GENERAL DESCRIPTION OF MAGAZINE STRUCTURE

8 1/4"x 10 7/8"—176 pages on semi glossy white stock, utilizing 4/color & b/w.
Plus 3 4/color pages on cover stock.

PRODUCTION DUE DATES

Advertisement closing date, April 30, 2004.

400,000+ DISTRIBUTION

Kable News Company, Inc. is set to distribute 400,000 plus copies to over 100 nationwide wholesalers. This distribution covers all fifty states including Waldenbook and B. Dalton Stores.

■ General Description of Ad sizes

Width x Depth	4/color	red/black	black/white
Full Page w/bleed	\$3400	\$2730	\$2240
Full Page no/Bleed	\$3330	\$2660	\$2200
1/2 Page Vertical 3.3"x10"	\$2165	\$1600	\$1250
1/2 Page Horizontal 7"x4.93"/42picas x 29.6picas	\$2165	\$1600	\$1250
1/4 Page Horizontal 4.6"x3.27"/27.6picas x 19.6picas	■	■	\$830
1/4 Page Vertical 3.3"x4.93"/20picas x 29.6picas	■	\$1120	\$830
1/3 Page Vertical 2.17"x10"/13picas x 60picas	\$1530	■	\$900
Insert into a standard article	All ad sizes and colors		5% more

■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$6530
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$5865
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$4400
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3700
Page 3 (across from Letter-from-Editor)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3600
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3600
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3570

Prices subject to change without notice at discretion of Publisher.

Pro Forecast's
15th Year

6%
Early Bird
Discount

All
Advertisers
can
provide a
brief Summary
about their
Business

Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509

How to advertise on our Internet site



(www.fspnet.com & www.tflreport.com)

■ Internet Banner rates

Timeframe	Weekly Rates	Monthly Rates
May	\$150	\$500
June	\$275	\$880
July	\$400	\$1280
August	\$950	\$3040
September	\$450	\$1440
October	\$250	\$800

■ Banner Specs

Banner ads should meet the following criteria:

- gif, animated gif, jpg, java applet "ad panel" negotiable
- Graphic size 468X60 at 72 dpi at true size with no more than 20k size

■ Banner Design

We can design your banner for you at the cost of \$25 for a standard design. Designs will be done by the award-winning Web development firm THE FOUNDRY.

- Design is yours to keep and use anywhere

■ Internet Est. Views (includes tflreport.com & fspnet.com)

Location	June	July	August	Septemeber
Home Page	250,000	450,000	800,000	700,000
Headline News	275,000	500,000	850,000	775,000

A proven track record on the web

FREE!
PreSeason Update given away on our site

Excellent fantasy knowledge updated daily (seasonal)

The web site is publized in several magazines

Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509

How to advertise with the Fantasy Football CheatSheets



2004 ON-SALE DATE

The on-sale date is June 29, 2004 staying on the newsstand until November.

PRODUCTION DUE DATES

Advertisement closing date, April 30, 2004.

GENERAL DESCRIPTION

OF MAGAZINE STRUCTURE

8 1/4"x 10 7/8"—112 pages on white stock, utilizing 4/color & b/w.

Plus 3 4/color pages on cover stock.

TARGETING YOUR MARKET

The Fantasy Football CheatSheets gives the reader a unique tool to prepare for their draft. With multiple expert opinions the readers can look for validation of players or look for longshots too. Fantasy Football Field named the 1998 & 1999 CheatSheets magazine as "Our choice for Magazine of the Year."



6%
Early Bird
Discount

350,000+ DISTRIBUTION

Kable News Company, Inc. is set to distribute 350,000 plus copies to over 100 nationwide wholesalers. This distribution covers all fifty states including Waldenbook and B. Dalton Stores.

All
Advertisers
will be listed
in the
Advertisor
Directory

FREE!
PreSeason
Update

■ General Description of Ad sizes (Net)

Width x Depth	4/color	red/black	b/w
Full Page w/bleed	\$3,000	\$2,400	\$2,000
Full Page no/Bleed	\$2,960	\$2,360	\$1,950
1/2 Page Vertical 3.3"x10"/20picas x 60picas	\$1,925	\$1,425	\$1,100
1/2 Page Horizontal 7"x4.93"/42picas x 29.6picas	\$1,925	\$1,425	\$1,100
1/4 Page Horizontal 4.6"x3.27"/27.6picas x 19.6picas	■	■	\$740
1/4 Page Vertical 3.3"x4.93"/20picas x 29.6picas	■	\$1000	\$740
1/3 Page Vertical 2.17"x10"/13picas x 60picas	\$1360	■	\$800

Insert into a standard article: All ad sizes and colors are 5% more

■ Premium Advertisement Placements (Net)

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$5,700
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$5,100
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3,800
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3,200
Page 3 (across from Letter-from-Editor)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3,150
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3,150
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3,100

Prices subject to change without notice at discretion of Publisher.



Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509

How to advertise in the DraftBook



2004 ON-SALE DATE

The on-sale date is July 13, 2004.

PRODUCTION DUE DATES

Advertisement closing date is May 15, 2004.

200,000+

DISTRIBUTION EACH ISSUE

Kable News Company, Inc. is set to distribute 200,000 plus copies to over 100 nationwide wholesalers. This distribution covers all fifty states including **Waldenbook** and **B. Dalton** Stores.

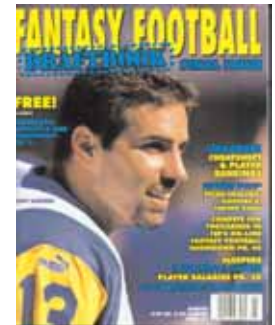
TARGETING YOUR MARKET

The Fantasy Football DraftBook is entering its ninth year - emphasizes the NFL draft and gets information into the readers' hands quickly. The Draftbook has an excellent mix of player analysis, stats and draft preparation.

GENERAL DESCRIPTION

OF MAGAZINE STRUCTURE

8 1/4"x 10 7/8"— 96 pages on white stock, utilizing 4-color & b/w. Plus 3 4-color pages on cover stock.



■ General Description of Ad sizes

Width x Depth	4/color	red/black	b/w
Full Page 7 1/4"x10"	\$1700	\$1370	\$1120
1/2 Page Vertical 3.3"x10"/20picas x 60picas	\$1080	\$800	\$625
1/2 Page Horizontal 7"x4.93"/42picas x 29.6picas	\$1080	\$800	\$625
1/4 Page Horizontal 4.6"x3.27"/27.6picas x 19.6picas	■	■	\$415
1/4 Page Vertical 3.3"x4.93"/20picas x 29.6picas	■	\$650	\$415
1/3 Page Vertical 2.17"x10"/13picas x 60picas	\$770	■	\$450

■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$3275
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$2935
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$2200
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1850
Page 3	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1800
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1800
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1750

Prices subject to change without notice at discretion of Publisher.

■ 6% Early Bird Discount

All ads placed and paid for before March 30, 2004 will receive the Early Bird Discount.

All Advertisers must adhere to the Copy Regulations

6% Early Bird Discount

888-372-3836

Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509

How to advertise in the Experts Poll



2004 ON-SALE DATES

The on-sale date is July 6, 2004.

TARGETING YOUR MARKET

The 2004 XPoll will again include a unique blend of Expert Fantasy Prognostication along with Mind Bending Stats and our usually "UNUSUAL" articles and satire.

XPoll is THE publication of choice for Fantasy owners demanding quality, diversity of opinion and alternative viewpoints.

This isn't your Father's Fantasy magazine!

GENERAL DESCRIPTION OF MAGAZINE STRUCTURE

8 1/4"x 10 7/8"— 96 pages on white stock, utilizing 4-color & b/w.
Plus 3 4-color pages on cover stock.

PRODUCTION DUE DATES

Advertisement closing date is April 30, 2004.

150,000+ DISTRIBUTION EACH ISSUE

Kable News Company, Inc. is set to distribute 150,000 plus copies to over 100 nationwide wholesalers. This distribution covers all fifty states including Waldenbook and B. Dalton Stores.

■ General Description of Ad sizes

Width x Depth	4/color	red/black	b/w
Full Page	\$1150	\$935	\$735
1/2 Page Vertical 3.3"x10"/20picas x 60picas	\$760	\$560	\$435
1/2 Page Horizontal 7"x4.93"/42picas x 29.6picas	\$760	\$560	\$435
1/4 Page Horizontal 4.6"x3.27"/27.6picas x 19.6picas	■	■	\$290
1/4 Page Vertical 3.3"x4.93"/20picas x 29.6picas	■	\$395	\$290
1/3 Page Vertical 2.17"x10"/13picas x 60picas	\$525	■	\$315

■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$2150
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1950
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1450
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1200
Page 3	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1200
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1200
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 7/8"	\$1200

Prices subject to change without notice at discretion of Publisher.



All Advertisers must adhere to the Copy Regulations

6% Early Bird Discount

888-372-3836

Fantasy Sports Publications, Inc.
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509

Advertising Specs for Fantasy Sports Publications'

Pro Forecast, DraftBook, CheatSheets and Experts Poll...

■ **Artwork Needs**

Artwork

Negative Film Right Reading Emulsion Down.

File Types: PDF, PS - Contact us first for detailed file specs.

Dimensional Specs:

Trim Size: 8 1/4" by 10 7/8"

Bleed Size: 8 1/2" by 11 1/8"

Live Area: 7 1/4" by 10 1/4"

Line screen: 85-100 (Covers 133 max)

■ **Placement Information**

Send your camera ready advertisement and payment (net 30 days) to:

Fantasy Sports Publications, Inc.
5305 Arbustos CT NE
Albuquerque, NM 87111

Visa/Mastercard, Amex, Discover and checks are accepted with a 3 % service fee. If additional information is required or you have a unique advertising request please call the advertising agent whose card is included in this package.

■ **6% Early Bird Discount**

All ads placed and paid for before March 30, 2004 will receive the Early Bird Discount.

■ **Advertisement Copy Due Dates**

Here is the due dates for our four magazines:

CheatSheets ad copy due by: April 30, 2004

Pro Forecast ad copy due by: April 30, 2004

Experts Poll ad copy due by: May 8, 2004

DraftBook ad copy due by: May 15, 2004

Ad Specs are the same for all four magazines...

888-372-3836



Pro Forecast



DraftBook



CheatSheets



Experts Poll

Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-293-0509