

The FANTASY FOOTBALL PRO FORECAST

On-Sale Date: July 1st, 2003
Frequency: Annual
Distribution: 400,000
Cover Price: \$6.99(US) & \$7.99(CAN)
In Existence: 14th Year



The FANTASY FOOTBALL EXPERTS POLL

On-Sale Date: July 29th, 2003
Frequency: Annual
Distribution: 100,000
Cover Price: \$5.99(US) & \$6.99(CAN)
In Existence: 3rd Year



The FANTASY FOOTBALL CHEATSHEETS

On-Sale Date: July 29th, 2003
Frequency: Annual
Distribution: 225,000
Cover Price: \$6.99(US) & \$7.99(CAN)
In Existence: 6th Year



The FANTASY FOOTBALL DRAFTBOOK

On-Sale Date: July 15th, 2003
Frequency: Annual
Distribution: 200,000
Cover Price: \$5.99(US) & \$6.99(CAN)
Published for: 8th Year



The *Fantasy Football Pro Forecast* is one of the nation's original fantasy football annuals. It is a very detailed and in-depth magazine, designed for all fantasy readers from beginner to expert. And readers with internet access can take advantage of value-added features like FSP's exclusive, customizable Online CheatSheets, which are updated right up through opening day!

The *Fantasy Football DraftBook* is our latest released magazine. Concentrating on supplying the readers with the latest information possible as the NFL preseason starts. The Draftbook has an excellent mix of player analysis, stats and draft preparation.

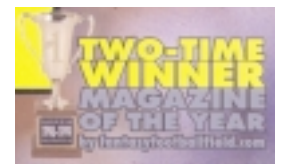
The *Fantasy Football CheatSheets* offers a unique and extremely popular perspective on fantasy football as indicated by the fact CheatSheets has been named "**Magazine of the Year**" by Fantasy Football Field (fantasyfootballfield.com) in each of its first two seasons (1998-'99).

We expect the *Fantasy Football Experts Poll*, our newest title, to come out the chute strong and set a definitive tone thanks to a heavy emphasis on the kind of player projections and other "harder" stats. The centerpiece of the Experts Poll will be an extensive "Experts Poll" featuring an impressive lineup of the nation's top Fantasy professionals.



FANTASY
FOOTBALL
PRO FORECAST
7/1/03

FANTASY
FOOTBALL
EXPERTS POLL
7/29/03



FANTASY
FOOTBALL
CHEATSHEETS
7/29/03

FANTASY
FOOTBALL
DRAFTBOOK
7/15/03

FANTASY
FOOTBALL FIELD'S
CHOICE FOR
MAGAZINE OF
THE YEAR TWO
YEARS IN A ROW!

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

How to advertise with the Fantasy Football Pro Forecast



2003 ON-SALE DATE

The on-sale date is July 1, 2003 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 1/2" —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, 2003.

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

Prices subject to change without notice at discretion of Publisher.

■ Artwork Needs

Artwork

Negative Film Right Reading Emulsion Down.

Dimensional Specs:

Trim Size: 8 1/4" by 10 1/2"

Bleed Size: 8 1/2" by 10 3/4"

Live Area: 7 1/4" by 10"

Line screen: 85-100 (Covers 133 max)

■ 6% Early Bird Discount

All ads placed and paid for before March 30, 2003

will receive the Early Bird Discount.



Pro Forecast's
14th Year

6%
Early Bird
Discount

Special
software
giveaway

All
Advertisers
can
provide a
brief Summary
about their
Business

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

How to advertise with the Pro Forecast (cont.)



Pro Forecast
14th Year

FREE!
PreSeason
Update

The Most
In-depth
Fantasy
Football
Magazine

Advertisers
Directory

Design Layout
Service

■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$6530
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$5865
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$4400
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3700
Page 3 (across from Letter-from-Editor)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3600
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3600
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3570

■ Advertisement Design

Let Hrasky Design create your advertisement:

To help you look the best and get more for your dollar.

The standard costs are \$250 for a b/w ad; \$300 for a spot color or 4/color ad

To make you look the best we need:

- Logo Sheet and specified Logo colors
- Clean typed copy
- Correct phone number and address of Business
- Web site or E-mail address
- How many years you have been in business
- Samples of other ads you have liked
- Fax number and contact person
- Photographs, artwork, and other objects you would like placed in your ad
- If you want credit card icons; Mastercard, Visa, American Express, Discover
- If you know general layout please include a sketch of your ad

We will give you a b/w laser or color laser proof at NO CHARGE!

Any additional proof request will be charged at \$25 b/w & \$50 for color

PROOF READING WILL BE AT THE RESPONSIBILITY OF THE CUSTOMER!

If you wish for this service please fill out the design layout service form in the back of this folder.

■ Advertiser Index

Please Include a 20-40 word summary with your ad.

A FREE SERVICE!

The Advertisers index is an additional source of information for the consumer about you. A free service when you advertise with us. Your business name, phone number and a brief synopsis of what your service provides will be divided into service categories and alphabetized by business name. This Index will be listed in the table of contents and is provided free of charge when you place your ad in Fantasy Football Pro Forecast 2003.

■ 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, Discover, American Express and checks are acceptable
If additional information is required or you have a unique advertising request please call the advertising agent whose card is included in this package.

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

How to advertise in the Experts Poll



2003 ON-SALE DATES

The on-sale date is July 29, 2003.

TARGETING YOUR MARKET

The Fantasy Football DraftBook has two issues, one in early June and the second in early August. The first issue emphasizes the NFL draft and gets information into the readers' hands quickly. The August issue is a final fantasy draft issue with late breaking information.

GENERAL DESCRIPTION OF MAGAZINE STRUCTURE

8 1/4"x 10 1/2"— 80 pages on white stock, utilizing 4-color & b/w.

Plus 3 4-color pages on cover stock.

PRODUCTION DUE DATES

Advertisement closing date is May 15, 2003.

100,000+ DISTRIBUTION EACH ISSUE

Kable News Company, Inc. is set to distribute 100,000 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 7 1/4"x10"	\$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

Prices subject to change without notice at discretion of Publisher.

Artwork Needs

Black & White Artwork

All b/w artwork must be provided camera ready with 85 to 100 line screen, right reading emulsion down, film positive.

Black & White + Spot Color—4/color Artwork

All color advertisement art work must be provided as right reading, emulsion down, film positives.

85-110 line screen recommended! The spot color is pantone 200cu.

6% Early Bird Discount

All ads placed and paid for before March 30, 2003 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
505-299-3254

How to advertise in the Experts Poll con't.



■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2150
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1950
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1450
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1200
Page 3	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1200
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1200
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1200

■ Advertisement Design

We have contracted with a design agency:

To help you look the best and get more for your dollar.

The standard costs are \$250 for a b/w ad; \$300 for a spot color or 4/color ad

To make you look the best we need:

- Logo Sheet and specified Logo colors
- Clean typed copy
- Correct phone number and address of Business
- Web site or E-mail address
- How many years you have been in business
- Samples of other ads you have liked
- Fax number and contact person
- Photographs, artwork, and other objects you would like placed in your ad
- If you want credit card icons; Mastercard, Visa, American Express, Discover
- If you know general layout please include a sketch of your ad

We will give you a b/w laser or color laser proof at NO CHARGE!

Any additional proof request will be at the street price plus 7%

PROOF READING WILL BE AT THE RESPONSIBILITY OF THE CUSTOMER!

We will change Ad layout once. Any additional changes will be charged at the rate of \$50 per hour.

If you wish for this service please fill out the design layout service form in the back of this folder.

■ Advertiser Index

Please Include a 20-40 word summary with your ad.

A FREE SERVICE!

The Advertisers index is an additional source of information for the consumer about you. A free service when you advertise with us. Your business name, phone number and a brief synopsis of what your service provides will be divided into service categories and alphabetized by business name. This Index will be listed in the table of contents and is provided free of charge when you place your ad.

■ 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 acceptable

If additional information is required or you have a unique advertising request please call the advertising agent whose card is included in this package.

FREE!
PreSeason
Update

Advertisers
Index

Design Layout
Service

888-372-3836

Fantasy Sports Publications, Inc
5305 Arbustos CT NE
Albuquerque, NM 87111
505-299-3254

How to advertise with the Fantasy Football CheatSheets



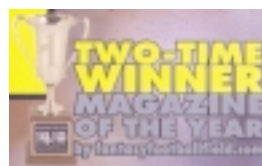
2003 ON-SALE DATE

The on-sale date is July 29, 2003 staying on the newsstand until November.



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."



GENERAL DESCRIPTION OF MAGAZINE STRUCTURE

8 1/4"x 10 1/2"—96 pages on white stock, utilizing 4/color & b/w. Plus 3 4/color pages on cover stock.

PRODUCTION DUE DATES

Advertisement closing date, May 18, 2003.

225,000+ DISTRIBUTION

Kable News Company, Inc. is set to distribute 225,000 plus copies to over 100 nationwide wholesalers. This distribution covers all fifty states including Waldenbook and B. Dalton Stores.

General Description of Ad sizes (Net)

Width x Depth	4/color	red/black	b/w
Full Page w/bleed	\$1,910	\$1,540	\$1,260
Full Page no/Bleed	\$1,900	\$1,530	\$1,250
1/2 Page Vertical 3.3"x10"/20picas x 60picas	\$1,215	\$900	\$700
1/2 Page Horizontal 7"x4.93"/42picas x 29.6picas	\$1,215	\$900	\$700
1/4 Page Horizontal 4.6"x3.27"/27.6picas x 19.6picas	■	■	\$465
1/4 Page Vertical 3.3"x4.93"/20picas x 29.6picas	■	\$730	\$465
1/3 Page Vertical 2.17"x10"/13picas x 60picas	\$866	\$0	\$500

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

Prices subject to change without notice at discretion of Publisher.

Artwork Needs

Artwork

Negative Film Right Reading Emulsion Down.

Dimensional Specs:

Trim Size: 8 1/4" by 10 1/2"

Bleed Size: 8 1/2" by 10 3/4"

Live Area: 7 1/4" by 10"

Line screen: 85-100 (Covers 133 max)

6% Early Bird Discount

All ads placed and paid for before May 1, 2003 will receive the Early Bird Discount.

CHEATSHEETS
MAGAZINE WAS
AWARDED
FANTASY FOOTBALL
FIELD'S CHOICE FOR
1998 & 1999
MAGAZINE OF
THE YEAR!

6%
Early Bird
Discount

All
Advertisers
can
provide a
brief
Summary
about their
Business

FREE!
PreSeason
Update

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

How to advertise with the CheatSheets (cont.)



■ 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 1/2"	\$3,685
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3,300
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2,475
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2,080
Page 3 (across from Letter-from-Editor)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2,025
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2,025
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1,970

■ Advertisement Design

Let Hrasky Design create your advertisement:

To help you look the best and get more for your dollar.

The standard costs are \$250 for a b/w ad; \$300 for a spot color or 4/color ad

To make you look the best we need:

- Logo Sheet and specified Logo colors
- Clean typed copy
- Correct phone number and address of Business
- Web site or E-mail address
- How many years you have been in business
- Samples of other ads you have liked
- Fax number and contact person
- Photographs, artwork, and other objects you would like placed in your ad
- If you want credit card icons; Mastercard, Visa, American Express, Discover
- If you know general layout please include a sketch of your ad

We will give you a b/w laser or color laser proof at NO CHARGE!

Any additional proof request will be charged at \$25 b/w & \$50 for color

PROOF READING WILL BE AT THE RESPONSIBILITY OF THE CUSTOMER!

If you wish for this service please fill out the design layout service form in the back of this folder.

■ Advertiser Index

Please Include a 20-40 word summary with your ad.

A FREE SERVICE!

The Advertisers index is an additional source of information for the consumer about you. A free service when you advertise with us. Your business name, phone number and a brief synopsis of what your service provides will be divided into service categories and alphabetized by business name. This Index will be listed in the table of contents and is provided free of charge when you place your ad in **Fantasy Football CheatSheet 2003**.

■ 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, Discover, American Express and checks are acceptable

If additional information is required or you have a unique advertising request please call the advertising agent whose card is included in this package.



Design
Layout
Service

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

How to advertise in the DraftBook



2003 ON-SALE DATE

The on-sale date is July 15, 2003.

TARGETING YOUR MARKET

The Fantasy Football DraftBook has two issues, one in early June and the second in early August. The first issue emphasizes the NFL draft and gets information into the readers' hands quickly. The August issue is a final fantasy draft issue with late breaking information.

GENERAL DESCRIPTION OF MAGAZINE STRUCTURE

8 1/4"x 10 1/2"— 80 pages on white stock, utilizing 4-color & b/w.

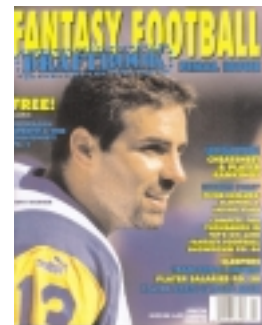
Plus 3 4-color pages on cover stock.

PRODUCTION DUE DATES

Advertisement closing date is May 15, 2003.

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.



■ 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

Prices subject to change without notice at discretion of Publisher.

■ Artwork Needs

Black & White Artwork

All b/w artwork must be provided camera ready with 85 to 100 line screen, right reading emulsion down, film positive.

Black & White + Spot Color—4/color Artwork

All color advertisement art work must be provided as right reading, emulsion down, film positives. 85-110 line screen recommended! The spot color is pantone 200cu.

■ 6% Early Bird Discount

All ads placed and paid for before March 30, 2003 will receive the Early Bird Discount.

All
Advertisers
must adhere
to the Copy
Regulations

6%
Early Bird
Discount

888-372-3836

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

How to advertise in the DraftBook con't.



■ Premium Advertisement Placements

Description (Ads are 4/color unless specified)	Size	Cost
Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$3275
Inside Front Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2935
Inside Back Cover	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$2200
Page 1	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1850
Page 3	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1800
Page 4 (across from TOC)	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1800
Placement next to Cheat Sheets	Full Page w/bleed (trim size) 8 1/4"x10 1/2"	\$1750

■ Advertisement Design

We have contracted with a design agency:

To help you look the best and get more for your dollar.

The standard costs are \$250 for a b/w ad; \$300 for a spot color or 4/color ad

To make you look the best we need:

- Logo Sheet and specified Logo colors
- Clean typed copy
- Correct phone number and address of Business
- Web site or E-mail address
- How many years you have been in business
- Samples of other ads you have liked
- Fax number and contact person
- Photographs, artwork, and other objects you would like placed in your ad
- If you want credit card icons; Mastercard, Visa, American Express, Discover
- If you know general layout please include a sketch of your ad

We will give you a b/w laser or color laser proof at NO CHARGE!

Any additional proof request will be at the street price plus 7%

PROOF READING WILL BE AT THE RESPONSIBILITY OF THE CUSTOMER!

We will change Ad layout once. Any additional changes will be charged at the rate of \$50 per hr.

If you wish for this service please fill out the design layout service form in the back of this folder.

■ Advertiser Index

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FREE!
PreSeason
Update

Advertisers
Index

Design Layout
Service

888-372-3836

Fantasy Sports Publications
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Albuquerque, NM 87111
505-293-0509