THE OFFICIAL PUBLICATION OF THE UNITED STATES ICE RINK ASSOCIATION

MAY/JUNE 2018

BENTLEY UNIVERSITY'S NEW HOME RINK SETS THE STANDARD FOR SUSTAINABLE ICE ARENA DESIGN

RE-ENERGIZED WELCOME TO COLUMBUS!

THE NARCE ISSUE

U.S. FIGURE SKATING ROLLS OUT AN ADAPTIVE SKATING MANUAL

RINK ISSUES: BRINE TESTING

HOW TO: KEEP HEAT IN THE SEATS

Soaring to New Heights, BLACKHAWKS NEW PRACTICE FACILITY IS ON ANOTHER LEVEL

GO FOR GOLD: USING OLYMPIC MOMENTUM + INSIDE: NEW CLASS E FOR 2018!

GOOD H2O GOOD ICE

BLACKHAWKS NEW PRACTICE FACILITY ON ANOTHER LEVEL

SMART EMPLOYEE SCHEDULING

ROOFTOP HOCKEY + THE MINNESOTA WILD GET A NEW PRACTICE FACILITY

NARCE IN PHOTOS:

THE 5TH FLOOR RINK OVERLOOKS THE DOWNTOWN ST. PAUL SKYLINE

INSIDE:

ICE PAINT DISPOSAL

CONTACT US!

(763) 595-0808
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RINK MAGAZINE

Now in its eighteenth year, RINK Magazine is the insider’s resource for the ice rink industry.

RINK Magazine is the definitive business publication for ice skating rink managers, owners, engineers, program directors, instructors, and coaches.

All aspects of ice rink operation are covered, with articles written by experienced rink operators and experts in the ice rink profession. With the largest circulation in the industry, RINK Magazine is distributed to every member ice rink in the U.S.

THE UNITED STATES ICE RINK ASSOCIATION

RINK Magazine is owned and operated by the United Ice Rink Association, the premier ice rink membership association in the United States providing resources and educational opportunities to ice rink professionals.

Formed as a joint venture between USA Hockey and U.S. Figure Skating, the United States Ice Rink Association is the largest national organization dedicated to supporting and fostering positive changes in the ice rink industry. The United States Ice Rink Association delivers educational programs and certifications designed to meet the specialized needs of the ice rink industry.

NARCE

The North American Rink Conference & Expo (NARCE) culminates annually for one week to provide an extensive gathering of professional rink owners, operators, and exhibitors. NARCE offers multiple educational and networking opportunities in conjunction with the industry’s largest trade show, the Rink Expo. The Rink Expo is the industry’s premier tradeshow filled with exhibitors showcasing services and products tailored specifically for the ice rink industry. NARCE is an event unrivaled in the ice rink industry.
Now in its eighteenth year, RINK Magazine is the insider’s resource on the rink industry. RINK Magazine is the definitive business publication for ice skating rink managers, owners, engineers, program directors, instructors, and coaches. All aspects of running a rink are covered, and articles are written by experts in the field. With the largest circulation in the industry, RINK Magazine is distributed to every member ice rink in the U.S.

RINK is owned and operated by the United States Ice Rink Association, the leading association in the U.S. rink and arena industry. Created as a joint venture between USA Hockey and U.S. Figure Skating in 2000, the United States Ice Rink Association is a membership association that provides education, training and new resources to rink members, professionals and vendors in the rink and arena industry.

**FREQUENCY DISCOUNT**
Frequency rates are based on the number of insertions used during a 12-month period. Frequency rates are allowed in advance only with signed contracts received by first closing date; otherwise, frequency rates allowed as earned.

**INSERT ADVERTISING**
Call for rates on inserting your brochure or collateral piece.

**TERMS**
Terms are net 30 days upon approved credit. Charges of 1.5% per month will be applied to invoices over 30 days past due. Payment may also be made via Visa, MasterCard or American Express. All payments must be remitted in U.S. currency.

**CIRCULATION**
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MATERIAL SPECIFICATIONS

Page Size: 
Trim: 8 1/4" x 10 7/8"
Safety: 7 3/4" x 10 3/8"
Bleed: 8 1/2" x 11 1/8"

Bleeds accepted on full page ads only.

Paper: 60# Gloss Text
Print: Sheet-fed
Bindery: Saddle-stitched

ADVERTISEMENT SIZES

Full Page 8 1/4" x 10 7/8"
2/3 Page 4 3/4" x 9 7/8"
1/2 Page Vertical 3 1/2" x 9 7/8"
1/2 Page Horizontal 7 1/4" x 4 7/8"
1/3 Page Vertical 2 1/4" x 9 7/8"
1/3 Page Square 4 3/4" x 4 7/8"
1/4 Page Square 3 1/2" x 4 7/8"

DEADLINES

RINK Magazine is printed six times annually. Deadlines for space and materials are listed below. If you contract with the publisher to typeset your ad, copy must be received three working days prior to published materials deadline for proper proof approval.

<table>
<thead>
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<th>Issue Date</th>
<th>Space</th>
<th>Material</th>
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<td>12/4/18</td>
<td>1/1/18</td>
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<td>November/December 2019</td>
<td>9/24/19</td>
<td>10/2/19</td>
<td>11/1/19</td>
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DIGITAL SPECS

COMPUTER GENERATED ADS

Touchpoint Media prefers to receive ads in Hi-res PDF format. Adobe InDesign, Adobe Illustrator EPS (w/ outlined fonts), Adobe Photoshop (TIF/EPS/JPG) formats are also accepted. Submit ads on CD or you can FTP the files. Be sure to include all appropriate artwork and typefaces if necessary. Ensure all embedded images are in CMYK format. We cannot be responsible for RGB or spot color print production.

AD SUBMISSION

Ads can be e-mailed to info@touchpointmedia.com.

File too large to send via email? We recommend using WeTransfer.com. It is a free service that allows large files to be compressed and sent via link.

AD CREATION

Full service design, digital photography and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.
THE U.S. ICE RINK ASSOCIATION VENDOR MEMBER DIRECTORY

The United States Ice Rink Association produces an annual Vendor Member Directory with a comprehensive list of the industry-leading vendors. The directory is used as a resource for rink operators, owners, and managers connecting them to ice rink specific companies. For information on advertising in the United States Ice Rink Association Vendor Member Directory please call Bryan Nelson at 763-595-0808, ext. 2405.

THE UNITED STATES ICE RINK ASSOCIATION MEMBERSHIP & SPONSORSHIP

The United States Ice Rink Association offers Vendor Members several options for additional exposure through advertising, sponsorships, and training programs. To learn more about becoming a vendor member or sponsor of the United States Ice Rink Association, please call Jeff Theiler at 719-538-1149.

Visit the United States Ice Rink Association online at USICERINKS.com

NARCE

NARCE is the largest event of the ice rink industry and will be held May 21-24, 2019 in Buffalo, N.Y. To learn more about exhibiting or sponsorship opportunities for NARCE 2019, please contact Jeff Theiler at 719-538-1149.

Visit NARCE online at NARCE.com.