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## RATE SHEET

*The Sideline*, a regional publication serving Washington, DC, Montgomery and Prince George's counties, and Northern Virginia, offers your company, club, institution or organization the kind of "In your Face" advertising platform you're seeking, tailored to reach your target audience. With over 20 years of experience in chronicling our own news feeds, programs and services, the Student Athletes for Educational Opportunities (SAFE O), Inc. is in its second year of publishing the metro area's hottest new bi-monthly online newsletter on the media block called *The Sideline*.

*The Sideline* is a publication that has story line columns that captures the interest of readers across demographic lines offering features in sports, educational resources, news, career opportunities, entertainment and fashion.

By selecting *The Sideline* for your advertising needs, it will serve as part of your local strategic plan to provide current and new customers with your latest promotions, campaigns, events, sales and coupon cut-outs designed to drive traffic to your website and business. With an established online readership fan base reaching over 5,000 of our members, student athletes, parents, coaches, corporate sponsors, donors, community residents and supporters, your ad campaign will have an opportunity to reach this set group of consumers.

**Breaking News!** At the request from our devoted readers, *The Sideline* will kick off the 2013 school year as both an online and hard copy publication expanding its distribution reach to six editions per year with a new hard-copy launch of a circulation of 20,000 units per edition. It will be available **FREE** at several locations such as area schools, recreation centers, libraries, boys & girls clubs, professional sports arenas; in the waiting rooms and lobbies of local hospitals, clinics, business offices, athletic departments of local colleges, and more! The new hardcopy version will have an attractive glossy appeal with no "story jumps" and will offer a variety of ad space opportunities. Below are the price rates which outline a range of advertising options for you to review.

Thank you for considering *The Sideline* for your advertising needs. A SAFE O representative will be happy to assist you in developing an advertising plan catered to your budget.

### RESERVE YOUR SPACE TODAY!

Contact A Sideline Rep For Ad Copy Deadlines

1/8 page, full color: \$150

1/4 page, full color: \$295

1/2 page, full color: \$425

Full page, full color: \$575

Front page, boxed premium spot: \$650

Contact  
Matt Johnson at  
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or 276.252.9103.

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