



**1975  
SEASON  
ADVERTISING  
RATES**

**world team tennis**

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**THE MOST EXCITING GAME IN TOWN!**

The World Team Tennis Official Season Program will have a whole new look starting with the 1975 Season.

- Full Size Magazine Format
- Full Color
- Pertinent Editorial
- Contemporary Sports Graphics

The exciting new W.T.T. Program will be published by Boutwell Enterprises, Inc., a leading producer of Sports and Entertainment programs.

Reach this affluent, professional tennis audience during and after the matches with the advertising medium the fan reads and rereads . . . and saves!

**ESTIMATED 1975 SEASON  
ATTENDANCE:  
2,000,000 FANS**

**ESTIMATED PROGRAM  
SALES: 400,000  
WITH  
PROJECTED READERSHIP  
OF 1,200,000!**

# World Team Tennis Official 1975 Season Program Advertising Rates and Specifications

## RATES

	<u>FULL COLOR</u>	<u>BLACK &amp; WHITE</u>
<del>Cover (Outside Back)</del>	<del>\$16,500</del>	<del>\$</del> <b>SOLD</b>
Cover (Inside, Each)	<del>14,500</del> <b>8500</b>	---
Full Page	<del>8,500</del> <b>6200</b>	<del>6,000</del> <b>5000.</b>
2/3 Page	<del>5,500</del> <b>4200</b>	<del>3,500</del> <b>3050.</b>
1/2 Page	<del>5,000</del> <b>3800</b>	<del>3,000</del> <b>2750</b>
1/3 Page	<del>2,800</del> <b>2250</b>	1,550
1/6 Page	---	1,100

## BLEED ADS

Accepted in spreads, full page and half page units at no additional charge.

## AD SIZES

Full Page . . . . .	7 x 10
2/3 Page . . . . .	4-5/8 x 10
1/2 Page, Vertical . . . . .	3-3/8 x 10
1/2 Page, Horizontal . . . . .	7 x 5
1/3 Page Vertical . . . . .	2-1/4 x 10
1/3 Page Square . . . . .	4-3/4 x 4-3/4
1/6 Page . . . . .	2-1/4 x 4-3/4

## BLEED AD SIZES

Full Page . . . . .	8-5/8 x 11-1/4
1/2 Page, Vertical . . . . .	3-3/8 x 11-1/4
1/2 Page, Horizontal . . . . .	8-5/8 x 6-1/8

## COMMISSION AND CASH DISCOUNTS

Rates quoted are commissionable to recognized agencies. Cash Discount: 2% ten days of invoicing.

## ISSUANCE AND CLOSING DATES

The W.T.T. Season Program is issued by each team during its 22 home game schedule throughout the May-June-July Season. Closing date for all advertising material is March 28, 1975.

## MECHANICAL REQUIREMENTS

**Printing:** Web Offset. **Trim Size:** 8-3/8 x 10-7/8

**Binding:** Saddle Stitch

**Copy Requirements for Production:** Offset film negatives (right-reading with emulsion down), will accept scotch prints, film positives. Camera-ready art acceptable at \$150.00 plus \$50.00 for each color subject. All halftones should be 120/133 screens.



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*Advertisers assume liability for all content and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to place word "advertisement" with copy which, in the publisher's opinion represents editorial content.*

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#### MAILING INSTRUCTIONS

Send all communications, proofs and advertising materials to:

DAVID RAPP  
c/o C. W. I., INC. RM. 1312  
205 E. 42 ST.  
New York, N.Y. 10017

Address all advertising or sales communication to:

SAME AS  
ABOVE

