



and



To advertise contact Publisher Doug Johnson at (952) 944-0023.
Let's Play Softball/Let's Play Baseball
 From the same staff who has published Let's Play Hockey for 42 years.
 8925 Aztec Drive, Suite One, Eden Prairie, MN 55347
 Phone: (952) 944-0023 ♦ Fax: (952) 944-1971
 E-mail: letsplay@letsplaysoftball.com
 Web: www.letsplaysoftball.com

27 Years of Minnesota coverage

Let's Play Softball newspaper has been Minnesota's exclusive source for softball news since 1987. Now in its twenty-eighth year, *Let's Play Softball* is the most comprehensive softball publication in the Midwest, reporting on men's and women's slowpitch and fastpitch softball at all age levels.

New ten seasons ago was the incorporation of *Let's Play Baseball* into every issue, giving extensive coverage to America's favorite pastime.

Published 3 times annually by Let's Play, Inc., *Let's Play Softball* and *Let's Play Baseball* keeps a pulse on the bustling Minnesota softball and baseball scene.

Presently, softball is the No. 1 team participation sport in the country, and Minnesota boasts more than 14,000 teams or over 200,000 players, ranking it sixth in the United States in number of registered teams and players.

Because softball is a sport played by people of all ages, *Let's Play Softball* attracts an extraordinarily diverse readership, from pre-teen youth softball to Masters Over 50 leagues. *Let's Play Softball* is where fans turn to get their softball news.

There are 75,000 active youth baseball players in Minnesota - players register with several state-wide organizations including Metro Baseball, Minnesota Youth Athletic Services, Babe Ruth, American Legion, Little League, VFW, Mickey Mantle, Cal Ripken, and AABC. The Minnesota Twins Community Fund promotes baseball in Minneapolis and St. Paul with the Rookie League and RBI programs.

Each issue of *Let's Play Softball* and *Let's Play Baseball* has something for everyone — from the hard-core, elite-level player to the casual recreational participant.

Insightful columns, tournament results, team rankings, player profiles and a complete regional tournament calendar make *Let's Play Softball* and *Let's Play Baseball* a highly informative, entertaining newspaper.

LPS/LPB has you covered 3 times per year!

MAY

Issue #
1 (285)

Closing date
5/19/2014

On Sale date
5/22/2014

Highlights
-Tournament results
-Youth baseball and softball rankings

JUNE

Issue #
2 (286)

Closing date
6/16/2014

On Sale date
6/19/2014

Highlights
-Men's Dudley Classic Tournament Program
-Tournament results
-High School and College playoffs

AUGUST

Issue #
3 (287)

Closing date
7/28/2014

On Sale date
8/1/2014

Highlights
-Tournament results
-USSSA Senior World qualifier
-Fireman's tournament results
-Youth baseball state tournament results



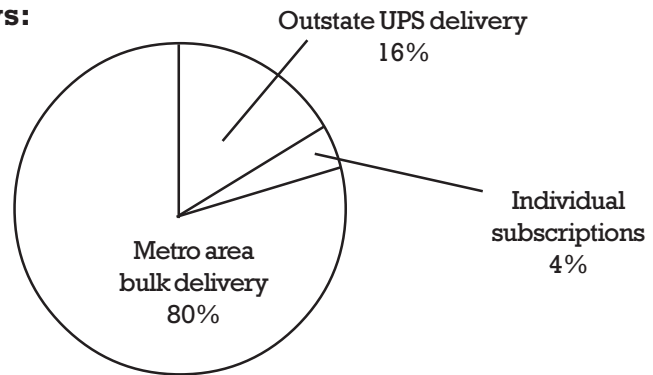
and



Distribution targets *your* customers

Distribution is done in three primary ways:

1. Individual paid subscriptions.
2. Bulk delivery to regular advertisers:
 - A. Sporting goods stores
 - B. Batting cages
 - C. Sports bars
3. Bulk delivery to various outlets:
 - A. Bars
 - B. Restaurants
 - C. Softball & baseball complexes



Over three-fourths of distribution is in the heavily populated Twin Cities metro area.

Growing circulation for a growing market

In 2013, *Let's Play Softball* and *Let's Play Baseball* experienced a year of success that paralleled the state of softball and baseball in Minnesota and throughout the United States. Average circulation numbers are 4,175 per issue with a peak press run of 4,825.

Minnesota is one of the top six states
 in the nation for participation
 in baseball and softball.

LPS & LPB is the only publication
 covering this booming market of
 well over a quarter of a million players.

Rates to beat the competition

Effective May 1, 2014

Per ad cost

Black & white (sizes in column inches)	1-3x
Full page = 64"	\$739.20
3/4 page = 48"	\$554.40
1/2 page = 32"	\$369.60
Junior page = 30"	\$346.50
1/4 page = 16"	\$184.80
1/8 page = 8"	\$92.40
1/12 page = 6"	\$69.30
1/16 page = 4"	\$46.20
Column inch cost	\$11.55

Classified advertising

Let's Play Softball and *Let's Play Baseball* also accepts classified advertisements which appear in the paper's Classified Ads section. Rates are .50 cents per word with a \$25.00 minimum. LPS/LPB can create your classified ad for you in-house on its desktop publishing system or you may supply us with a camera-ready advertisement.

Tournament Calendar

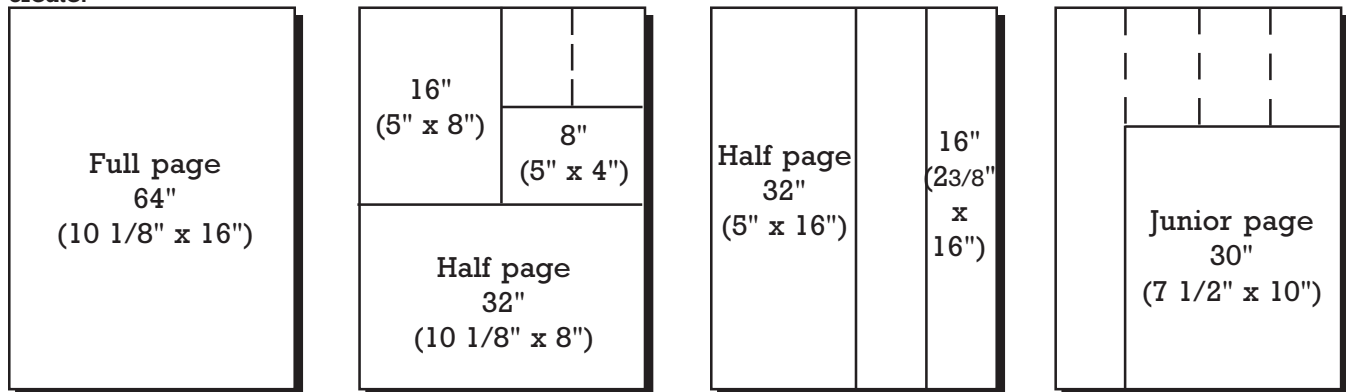
Let's Play Softball's and *Let's Play Baseball's* regional Tournament Calendar is the best way for Tournament Directors to promote their upcoming tournaments. In it's twenty-six years, LPS has assisted in filling up hundreds of softball tournaments throughout the state and beyond. For a \$25 fee per listing, LPS/LPB will publish any softball tournament in it's calendar.

Color rates

Color is available in full to half-page sizes. Placement of color ads is subject to printer's requirements. Color rates are \$95.00 per color (rates exclude color separations of four-color advertisements).

Ad Design

At *Let's Play Softball/Let's Play Baseball* we utilize the most advanced desktop publishing system available today to produce each issue. Our Pagemaker 7.0 software increases overall productivity and greatly expands our creative capabilities. This allows us to design and create eye-catching ads for our customers. For the additional cost of just \$25 per hour, LPS/LPB can create an ad for you that gets your product noticed. Most one-color ads take less than an hour to create.



Fast turnaround convenient for you

Publication and closing dates

The Publisher may act on the written instruction of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after the closing date. *Let's Play Softball* and *Let's Play Baseball* newspaper is published three times per year, issued Thursday/Friday. Closing date for orders are the preceding Monday of publication date. When proof must be submitted for approval, copy or art work must be in the hands of Publisher on Friday preceding date of publication.

Mechanical data

- *Let's Play Softball* and *Let's Play Baseball* newspaper is printed Cold Web Offset
- Printing: 32" web
- Paper stock: 50 lb. offset wrap, 30 lb. newsprint text
- Trim size: 10 7/8" x 16 1/2"; Image area: 10 1/8" x 16"; Bleed: 11 3/8" x 17"
- Inserts: contact Publisher for rates and specifications

Advertising Production Specifications

- **Art work:** Closing date for art work, allowing time for approval, is the Friday preceding publication.
- **Ads on disk or via electronic transfer:** Please call (612) 729-0023 to inform us about your ad's format and submit no less than one week ahead of deadline to insure that we can output properly.
- **Preferred Files:** 1) PDF, 2) EPS (Encapsulated PostScript) and 3) TIFF (Tagged Image File Format)

No prepayment required

Payment terms

Invoices are dated as of the first of the month and due within 30 days of invoice date and are payable in U.S. dollars and drawn on a U.S. bank. If charges due Publisher from agency for ads placed pursuant to this rate card are not paid promptly, the Publisher may collect said charges from advertiser, and agency shall execute all necessary assignments. Ad production (design, typesetting, reverses, photostats and halftones) are billed at cost. A service charge of 1.5% per month will be applied on all accounts over 30 days past due.

Publisher's protective clause

All advertising is subject to Publisher's acceptance as to character, content, layout and illustration. The advertiser agrees to indemnify and hold the Publisher harmless in any litigation or claim arising out of publication of copy supplied by the advertiser. This includes, but is not limited to, claims for libel, copyright infringement and trademark infringement. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. In the event of a typographical error whereby goods are advertised at less than their proper price, *Let's Play Softball/Let's Play Baseball* will furnish letters stating the correct price. Goods may not be sold at the wrong price printed in the ad and the difference charged to *Let's Play Softball/Let's Play Baseball*.