



# 2019 Media Kit

Digital | Print



# RollerSk8r

*No one covers roller skating like  
RollerSk8r.com*

# WHO ARE WE

*RollerSk8r magazine is the ultimate resource for passionate skaters looking for the latest news on roller sports, instruction, national events, and the roller skating lifestyle.*

**WE LOVE TO SKATE!**

Roller skating is rising in popularity again. Like most enthusiasts, skilled skaters and newbies are always on the hunt for information about how to up their game with high quality gear, lessons, venues, and lifestyle information. Skate manufacturers and other advertisers have struggled to directly reach this audience, until now. Our digital publication was born out this need, and skaters have been asking for it.

RollerSk8r provides valuable content for roller skaters who love the sport. The target audience of the website/publication is recreational roller skaters, aged 18-54, indoor and outdoor. Younger, more advanced skaters will also be drawn to it. Our typical reader likes to roller skate for exercise and socialize with friends. Many adults admit they skated when they were younger, and gave it up. Now 20 years later, these adults are looking for an activity they like and can do with their families.



*Learn about the latest gear, get fit for skating, learn new tricks, find skate apparel and related gift items, discover new skate spots, and become a better and safer skater. RollerSk8r is designed to promote the fitness and social aspects of the sport.*

# ADVERTISING

## Leaderboard

728px x 90px

Top of Every Page  
for highest visibility/  
rotating advertisers

\$200/month

## Square Ad

250px x 250px

Sidebar of all articles

\$75/month

## Article Ad

728px x 90px

Bottom of all articles

\$50/month

## Skyscraper

120px x 600px

\$125/month

## Print Ad Rates Coming Soon!

*Digital Banner Ads, affiliate marketing, a \*bi-weekly newsletter, and social media, will bring your message to a distinct audience.*

*All rates are subject to change based on website visitors.*

\*Free inclusion for all advertisers in biweekly newsletter through December of 2019.

## Classified Listings

\$1 a word with a \$25 minimum for 2 months.

We accept personals, used equipment for sale, event announcements, costumes, and roller skate jewelry and accessories for sale.

## Columns | Topics

Sk8 School

Sk8 Tech

Careers

Jam Session

Sk8 Life

Sk8 Destinations

Yester Sk8

## Affiliate Marketing

RollerSk8r.com is happy to use affiliate links, but only on the condition that the product is genuinely being recommended by RollerSk8r.com.

We prefer the majority of our links to go to roller skates and accessories that are sold predominately through rinks or skate resellers and custom bespoke builders rather than big box stores such as Walmart or Amazon.



# Terms and Conditions

- 1** Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
- 2** All advertisements and their content are subject to Publisher's approval. Publishers reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
- 3** Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- 4** Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
- 5** Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
- 6** Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under-delivery not asserted within one year of insertion is waived.
- 7** Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Roanoke City, Virginia shall be exclusive venue for resolution of any disputes hereunder.
- 8** Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
- 9** Creative work produced by Publisher remains the sole property of Publisher.
- 10** Until credit is approved, Advertisements are run on a prepaid basis only.

## Did You Know?

The Roller Skating Association estimates that more than 30 million people a year strap on skates. This could be one person going once, or one person skating 3 times a week. However, another study found online shows 12.73 million participated in roller skating in 2012. Admission prices for skating average \$7-\$10 depending on the market and session. In Roanoke VA, it's as low as \$1.99 admission on a Monday night, to \$12 on a weekend. Skate rental is about \$4 more. Skate purchases run anywhere from \$99 for a low-priced skate to \$1,500 for custom made quality skates. Most kids with growing feet opt for the lower priced models, where seasoned adults will pay \$400 to \$750 for a pair of skates. Hardcore skaters spend \$1,500 on a pair of brand new top of the line custom skates.

What do people spend on skating?

**Please NOTE: Our focus is roller skating. We do not cover other attractions in rinks, like laser tag, birthday parties, or arcades.**

## About the Publisher



Photo credit: Kay Maynard Photography

Susan comes from a background in communications, public relations, broadcasting, and publishing. As the Managing Editor of The RINKSIDER magazine, she attended 5 National Roller Skating Conventions, is in the know about skate manufacturers, distributors, rink operators, events, and initiatives.

As a roller skating instructor and promoter of the sport, Susan has secured positive publicity on radio, television, and in newspapers throughout the country, including, Phoenix, San Diego, Prescott, and Roanoke. During National Roller Skating Month she taught TV Hosts how to skate on camera, earning 10 minutes of free air time with even more visitors to the station's websites and social media platforms.

Susan has been a professional writer and owner of 1st Rate Resumes since 2000. She earned a degree in Broadcast Communications from Northern Arizona University and is an SRSTA Certified Skate Instructor in Roanoke, Virginia.