

# ALTA NetNews



## 2025 Media Kit

FROM THE PUBLISHER



# 145,000 Readers

Tennis in Atlanta is more than a sport; it's a way of life for the Atlanta Lawn Tennis Association

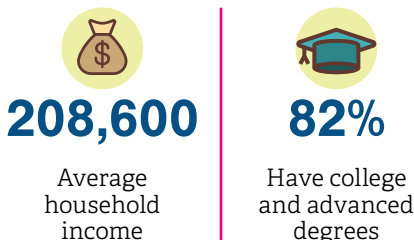
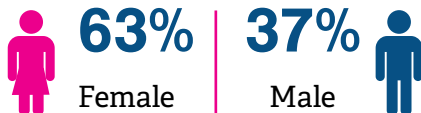
members. ALTA is the largest city tennis league in the world, and Net News is the only way to reach these players.

As ALTA's publication, Net News is how members stay informed about the leagues, and it's where they turn to for information on new tennis gear, resorts, camps and instructional tips.

ALTA has become a lifestyle that transcends tennis, and the social aspect is what makes this organization so unique.

As the phenomenon of ALTA continues, tennis in Atlanta has never been better — offering various leagues for adults, juniors and seniors. If you would like to reach this active, affluent market, Net News is your answer. In addition to reaching a great audience, advertising in the magazine will show your support of this non-profit organization.

— John Hanna, Publisher



**Tennis Camps:**

- Attended a camp program..... 62%

**Vacation:**

- Play tennis on vacation ..... 72%

**Play tennis, how often per week:**

- 2 times..... 37%
- 3 times..... 36%
- 4 times..... 19%
- 5 times..... 8%

**1** Atlanta is the No. 1 tennis city in the world.

**2** ALTA members are the most affluent, targeted demographic in Atlanta.

**3** Net News is the direct mail piece sent to ALTA members' homes six times per year.

**4** Net News is the only way to connect with more than 70,000 ALTA members.



**Home Ownership:**

- Own Their Home ..... 92%
- Own a Second Home ..... 24%

## EDITORIAL CALENDAR

**January/February**

- Great Tennis Getaways
- Fall Final Standings

**March/April**

- Tennis Camps
- ALTA Local Celebrity Members

**May/June**

- New Product Gear Guide
- Winter Final Standings

**July/August**

- Fall Tennis Getaways
- Spring Final Standings
- BB&T Atlanta Open

**September/October**

- The U.S. Open Experience
- Summer Final Standings

**November/December**

- Holiday Gift Guide
- Net News Photo Contest

**In Every Issue**

- Heard Around Atlanta
- Tennis Headlines
- League News
- Health & Fitness
- Improving Your Game
- Court Cuisine and more ...

## 2025 AD SPECIFICATIONS

**Magazine Trim Size:** 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

**Line Screen:** 150 lpi

**Bleed [Full pages only]:** 1/8" on all sides

**Resolution:** 300 ppi

**Printing:** Web offset; saddle stitched

### DIGITAL FILES

If you have any questions, contact Megan Willis at [production@knowatlanta.com](mailto:production@knowatlanta.com)

All advertising must be provided in a digital format for the Macintosh platform in the correct ad size. Keep all live matter 1/4" away from the trim.

- Preferred file formats: high-resolution PDF, EPS, or TIFF; native Adobe InDesign files with all fonts and images used in your layout.
- Resolution for images should be at least 300 ppi at actual size. Resolution of Internet images (72 ppi) is too low for printing purposes.
- Supplied files must be in CMYK format with "spot color" deselected. No RGB files or Pantone colors accepted.
- Complete layouts created in programs such as Adobe Illustrator or Adobe Photoshop must be saved in EPS or TIFF format and all fonts must be converted to outlines.
- We DO NOT accept ads created in Microsoft Word, Publisher, Excel or PowerPoint.
- For content and positioning only, provide a black and white or color proof. For color matching on press, provide a MatchPrint proof. If no MatchPrint proof is provided, publisher will not be responsible for color accuracy.

File Delivery Options: Mail CD or DVD; Email [production@knowatlanta.com](mailto:production@knowatlanta.com)

Failure to meet the above standards will result in additional cost and may cause unpredictable reproduction. Clients will be notified of any problems detected in their files and will be given an opportunity to send corrected files or incur charges at prevailing rates. New South Publishing is not responsible for the content or accuracy of a file on disk.

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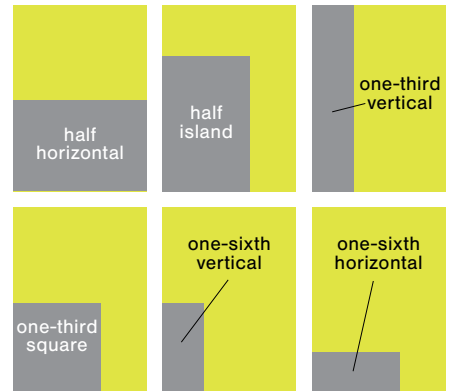
9040 Roswell Road, Suite 210, Atlanta, GA 30350 ■ 770.650.1102

## 2025 DEADLINES

Issue	Reservation	Ad Due
Jan/Feb	11-27-24	12-06-24
March/April	01-29-25	02-07-25
May/June	03-28-25	04-08-25
July/Aug	05-29-25	06-05-25
Sept/Oct	07-30-25	08-07-25
Nov/Dec	09-30-25	10-09-25

## AD SIZES

Double Page Spread	16 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page Bleed	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page Live Area	7 <sup>1</sup> / <sub>4</sub> " x 10"
Half Page Horizontal	7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
Half Page Island	4 <sup>3</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>4</sub> "
One-Third Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 10"
One-Third Page Square	4 <sup>3</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
One-Sixth Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
One-Sixth Page Horizontal	4 <sup>3</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "



## BANNER SIZES

Top Banner	728 pixels x 90 pixels
Side Banner	300 pixels x 250 pixels

