



CSCCa

MEDIA OPPORTUNITIES

The **Collegiate Strength and Conditioning Coaches Association (CSCCa)** is the premier organization of strength and conditioning coaches at the college/university and professional levels.

CSCCa members control the brands of equipment and products that are being used in collegiate athletic weight rooms and athletic performance facilities across the United States.

Did you know that – because of NCAA rules – college strength and conditioning coaches spend more time with student-athletes throughout the year than any other coach? This cements the CSCCa member coach's position as a decision-maker for student-athlete training regimens, nutrition, and the brands of products they use.

With NCAA mandates now in place at the Division I and Division III levels of college, and likely mandates coming at the Division II level, strength and conditioning coaches need to achieve accredited certification from a reputable strength and conditioning organization. The CSCCa offers two levels of certification – Strength and Conditioning Coach Certified (SCCC) and Master Strength and Conditioning Coach (MSCC) – both of which are considered the *only* “**gold standard**” certifications in the industry.

Three Cycle Media, Attn: CSCCa, P.O. Box 134, Cambridge, WI 53523



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The CSCCa National Conference Guide & Member Directory

Publishing in April, the **2018 CSCCa National Conference Guide & Member Directory** features exclusive editorial content to instruct and inform the CSCCa membership. In it, you'll find complete information about the CSCCa National Conference (Fort Worth, Texas – May 9-11, 2018), a Directory of members and conference attendees, feature stories that educate coaches on the latest strategies and techniques, and products for maximizing athletic performance.

The **CSCCa National Conference Guide & Member Directory** will also be distributed to every attendee at the CSCCa National Conference.

Print Ad-Space Reservation Deadline March 23, 2018

Print Ad-Materials Deadline March 30, 2018

CSCCa Digital Platform

To provide critical information in all the different ways that today's CSCCa members demand, we have developed a dynamic multimedia platform of electronic and social media vehicles that deliver unparalleled content and provide a high-profile stage for the messages of our advertising supporters. Our electronic media allows your brand to promote directly and constantly to the entire CSCCa membership throughout the year.

CSCCaMonthly.com – The website is the cornerstone of the **CSCCa Monthly** digital platform. Built using the latest responsive design, our editorial content and your advertising message displays brilliantly on every computer, laptop, tablet and smartphone.

CSCCa Monthly – The Official Email Newsletter of the CSCCa, **CSCCa Monthly** is delivered directly to the email inboxes of every member of the CSCCa every month. It is also delivered daily (3X) at the CSCCa National Conference, for a total of 14 issues in 2018.

Social Media – **CSCCa Monthly** delivers information via Facebook, Twitter, Instagram and YouTube.

Contact our industry experts and allow us to customize a marketing strategy specific to your company's objectives.

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CSCCa National Conference Guide & Member Directory 2016 **Investment Info**

Size (4 Color)	1x	2x
Full-Page	1,895	1,620
2/3 Page	1,335	1,130
1/2 Page	1,230	1,045
1/3 Page	985	830
1/4 Page	790	665
1/6 Page	605	500
2-Page Spread	2,795	2,260

All rates are provided in gross terms, assuming a 15% commission to recognized advertising agencies.
Rates effective November 1, 2017.

CSCCa Monthly Digital Platform 2018 Investment Info

All advertisements are featured on both the CSCCaMonthly.com website and in the ***CSCCa Monthly*** Email Newsletter.

- Market Mobilizer (862 px wide by 400 px tall): \$595/month, \$495/year
 - Leaderboard (728 px wide by 90 px tall): \$495/month, \$395/year
 - Medium Rectangle (300 px wide by 250 px tall): \$415/month, \$315/year
 - Product Showcase (customized to client): \$465/month, \$365/year
 - Rectangle (180px wide by 150 px tall): \$275/month, \$195/year
 - Sponsored Content: Please contact your sales representative for details
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For a customized marketing proposal tailored to fit your company's needs, please contact us:

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Multimedia discounts are available for companies implementing a print and digital marketing campaign. Ask about custom inserts and sending your catalog, brochure or other literature with the ***CSCCa National Conference Guide & Member Directory***.

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