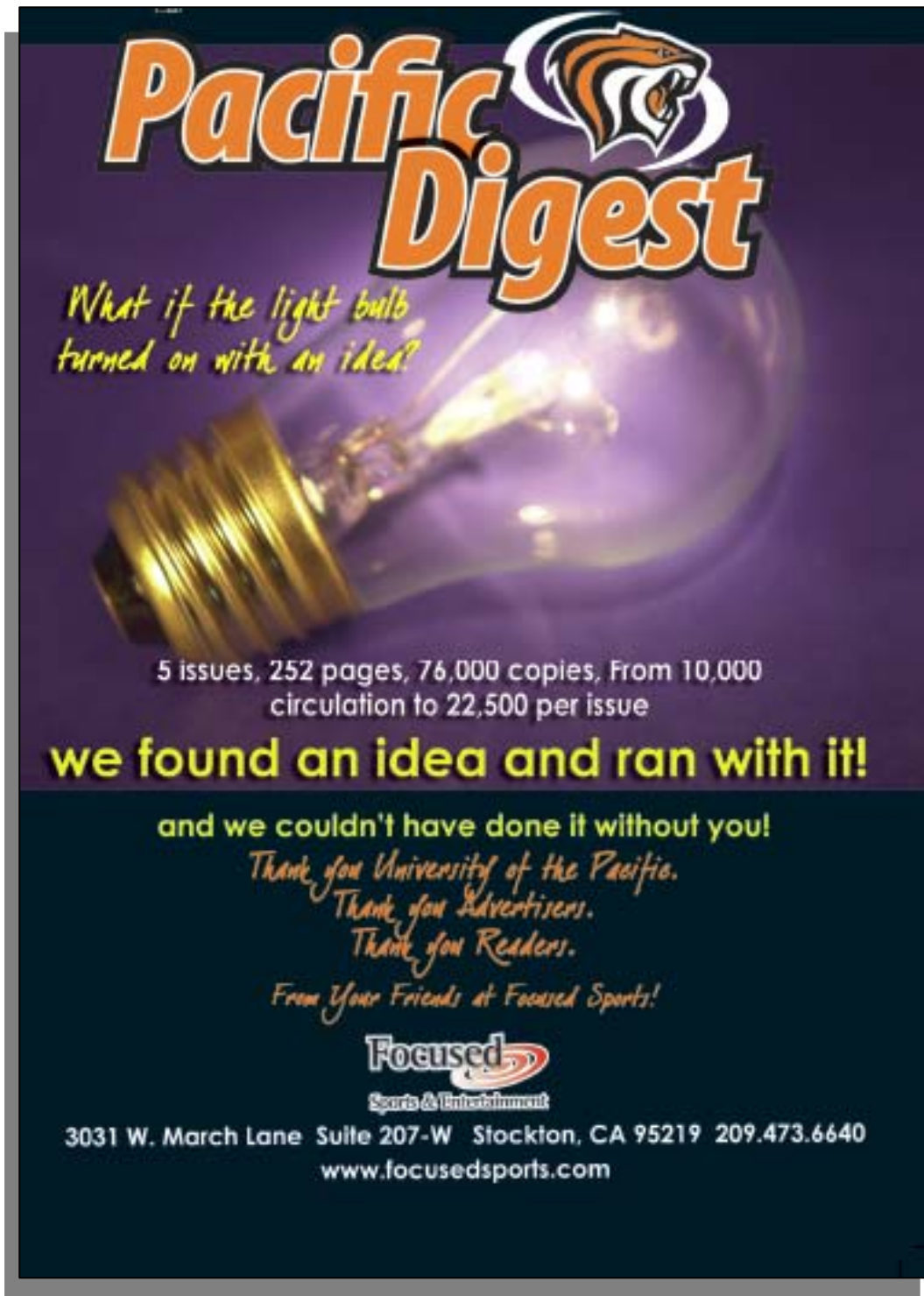


WE'RE BAAAAACK!!!



Pacific Digest

What if the light bulb turned on with an idea?

5 issues, 252 pages, 76,000 copies, From 10,000 circulation to 22,500 per issue

we found an idea and ran with it!

and we couldn't have done it without you!

*Thank you University of the Pacific.
Thank you Advertisers.
Thank you Readers.*

From Your Friends at Focused Sports!

Focused
Sports & Entertainment

3031 W. March Lane Suite 207-W Stockton, CA 95219 209.473.6640
www.focusedsports.com

2007-2008 Sales Information Kit



OPEN LETTER TO ADVERTISERS

Heading into our second year marketing agreement with University of the Pacific Athletics, Focused Sports & Entertainment (FSE) is taking on added responsibilities. We're doing it in old ways; and particularly new ways:

PACIFIC DIGEST: With five issues under our belts, we have grown in page count and most-importantly for advertisers, we've grown in circulation—an amazing 125% from 10,000 copies per issue to 22,500. With direct distribution to Pacific students, parents, faculty, staff alumni and supporters no other advertising vehicle reaches this unique demographic. Multi-issue advertising is particularly effective and available at significant savings, cash in now and build you business!

PACIFIC TIGERS GOLF INVITATIONAL: After a tremendous kickoff last year, this November we will again present The Pacific Tigers Invitational. The top collegiate teams from around the nation will be teeing-it-up over three days at Brookside Country Club. Don't miss this opportunity to join in the fun, to be a sponsor, and to be a player in the College Am. Contact us now!

PACIFIC STATE BANK TIGERS BASEBALL CLASSIC: In March, 2008, FSE again presents the Pacific State Bank Tigers Baseball Classic. Launched last year, the Pacific Tigers will play host to three other top collegiate teams. Sponsorship opportunities are available at all levels.

Corporate sponsorship packages are available for all Tigers home games. The upcoming season promises to be one of the best for Coach Ed Sprague's Pacific Tigers. It's your opportunity to jump on the Baseball Bandwagon and host your clients, customers or employees at the beautiful Klein Family Field.

AND HERE'S WHAT'S NEW: We are working closely with Pacific to promote basketball, volleyball, and other sports, including Internet-television packages. Pacific Tigers sports is exciting, wholesome family entertainment! Take advantage of our sponsorship programs; include them as part of your sales and marketing efforts by building new programs and finding new opportunities. Let us develop a program to fit your needs; it all begins with a simple phone call.

FOR MORE INFORMATION, CALL ANY OF THESE FS&E REPRESENTATIVES:

Pat Bennett, 209.473.6677 Ed Brink, 209.473.6640 D. Tom Patterson, 303.324.1666

Check us out at www.focusedsports.com for additional information, sponsorship and ticket opportunities!

A blue ink signature of Pat Bennett, consisting of a stylized 'P' followed by a horizontal line and a small flourish.

Pat Bennett, Principal

A blue ink signature of Ed Brink, featuring a large, bold 'E' followed by a horizontal line.

Ed Brink, Principal

A blue ink signature of D. Tom Patterson, a cursive signature that reads 'D. Tom Patterson'.

D. Tom Patterson, Editor-Pacific Digest



QUESTIONS FROM ADVERTISERS

Q. How many copies are printed and where are they distributed?

A. *Pacific Digest* will print five issues during the 2007-2008 athletic year; 22,500 copies are currently distributed per issue which is subject to change as we grow. Most distribution will be by University of the Pacific via U.S. Postal mailing and internal distribution to students, parents, alumni, faculty, staff and supporters located primarily in San Joaquin, Stanislaus and Sacramento Counties. *Pacific Digest* is distributed to local merchants and hotels and to spectators at volleyball, basketball, baseball and other Pacific Tigers sports events.

Q. What advertising space is available and can I “lock up” a placement?

A. Ads come in different sizes—full page, half-page, one-third page, one-quarter page and ads built around “clip and save” team schedules such as volleyball, basketball and baseball. Inside front and back cover ads are priced individually. Because of advertiser demand for the limited ad space in the first 20 pages, an advertiser may “lock up” ad placement in the first 20 pages for each remaining issue at a 10% premium to standard pricing.

Q. What if I don’t have an ad to supply, can you build an ad for me?

A. We can build your ad with your input. Costs are \$100 for one half-page or less and \$150 for a full page. This includes two proofs—one for your changes, and a final proof for your records.

Q. When is the advertising deadline, particularly ad close, for each issue?

A. Issue distribution and ad close dates are as follows:

<u>Issue</u>	<u>Feature</u>	<u>Distribution</u>	<u>Ad close</u>	<u>Ad due</u>
No. 1	Volleyball	Sept. 24, 2007	Aug. 28, 2007	Aug. 31, 2007
No. 2	Basketball	Nov. 7, 2007	Oct. 3, 2007	Oct. 9, 2007
No. 3	Baseball	Jan. 18, 2008	Dec. 17, 2007	Dec. 21, 2007
No. 4	Scholar Athletes	March 3, 2008	Feb. 4, 2008	Feb. 8, 2008
No. 5	Year-in-Review	May 1, 2008	April 2, 2008	April 7, 2008

Q. What is the advantage for me to advertise?

A. The advantages are many; building a new client base, building new partnerships, reaching a target audience including Pacific students, parents, faculty, staff, alumni and supporters, which prior to *Pacific Digest* was not accessible to advertisers; reaching a new audience in San Joaquin, Sacramento and Stanislaus counties; placing your ads, products and services in front of a very high-end demographic.

Q. If I have questions, who do I call?

A. Call anytime:

Pat Bennett - 209.473.6677 or pat@focusedsports.com

Ed Brink - 209.473.6640 or ebb@focusedsports.com

D. Tom Patterson - 303.324.1666 or aepdtp@aol.com

- Please go to focusedsports.com for additional information about Pacific Digest, Pacific Athletics, Tickets and Sponsorship opportunities.



EDITORIAL CALENDAR

With five issues September, 2007 through May, 2008 all 15 Pacific Tiger sports will receive in-depth coverage. Each issue will report on a variety of Pacific Tigers sports teams, coaches, players and subjects of interest to our readers. The featured subject of each issue is:

<u>Sept. 24</u>	<u>Nov. 7</u>	<u>Jan. 18</u>	<u>March 3</u>	<u>May 1</u>
<i>Volleyball</i>	<i>Basketball</i>	<i>Baseball</i>	<i>Scholar Athletes</i>	<i>Year-In-Review</i>

Editorial lineup
VOLUMN 2, Issue 1
September 24, 2007

Centerpiece No. 1: VOLLEYBALL PREVIEW

- Charlie Wade, so where do we go from here?
- Schedule, team preview

Centerpiece No. 2: The Faces of Pacific Tigers sports

- The 50 sports faces you should know
- 10 to watch
- 5 on the sidelines, 5 new faces, 5 stars of tomorrow

Centerpiece No. 3: Don DeRosa, sports talk one-on-one

Centerpiece No. 4: Whatever Happened To...?

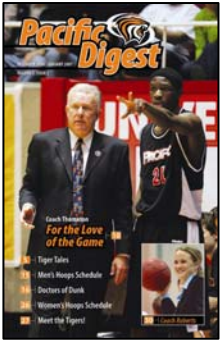
- A look at some of Pacific's most-famous sports alumni, and what they are doing now.

Also.....

- Preview of the second annual Pacific Golf Invitational, Nov. 2-7
- While you were on vacation (what happened over the summer)
- Tiger Tales, Honor Roll, Numbers
- Time Capsule: Uncovering the jewels from the past
- A freshman Pacific Sports trivia test
- Swimming pool renovation update
- Columns by Athletic Director Lynn King, Senior Associate Director of Athletic Director Cindi Spiro and Assistant Athletic Director for External Affairs Tod Bannister with his Pacific Tigers Athletic Association update.
- Game calendar

Focused

Sports & Entertainment



Pacific Digest features University of the Pacific men's and women's athletics including in-depth coverage of your favorite teams, coaches, players and upcoming events. *Pacific Digest* is your only behind-the-scenes magazine reporting on your Pacific Tigers! *Pacific Digest* will keep you up-to-date with five issues during the 2007-2008 athletic year.



	<u>Single Issue</u>	<u>All 5-2007-08 Issues (35% Savings)</u>
Full page	\$2,300	\$7,475
1/2 page	\$1,400	\$4,550
1/3 page	\$875	\$2,850
1/4 page	\$700	\$2,275
Inside front cover	\$2,875	\$9,350
Inside back cover	\$2,875	\$9,350
1/2 page back cover	\$1,450	\$4,725
"Schedule" page ads	\$400	\$1,300

22,500 total copies distributed per issue (subject to change as *Pacific Digest* grows)

Five issues each focusing on different Pacific Tigers sports will be published during the 2007-2008 athletic year:

	<u>Ad Close Date</u>	<u>Distribution Date</u>
Volleyball	08/28/07	09/24/07
Basketball	10/03/07	11/07/07
Baseball	12/17/07	01/18/08
Scholar Athletes	02/04/08	03/03/08
Year-in-Review	04/02/08	05/01/08

For advertising, additional information or questions contact: Ed Brink 209-473-6640, Pat Bennett 209-473-6677, or D. Tom Patterson 303-324-1666. Please go to focusedsports.com for additional information and opportunities to enjoy and sponsor Pacific Tigers Athletics.



Pacific Digest Advertising Purchase Agreement

<u>Purchasing Company's Name: (A)</u>	<u>Contact Name:</u>	<u>Email Address</u>	<u>Phone#:</u>
<u>Mailing Address:</u>	<u>Title:</u>		<u>Fax#:</u>
<u>Advertisement Purchased:</u>	<u>Single Issue Rate</u>	<u>Multiple Issue Rate (5 issues) (35% Savings form Single Issue)</u>	<u>Total \$ Purchase Amt (D)</u>
Full Page	\$2,300	\$7,475	\$
1/2 Page	\$1,400	\$4,550	\$
1/3 Page	\$875	\$2,850	\$
1/4 Page	\$700	\$2,275	\$
Inside Front Cover	\$2,875	\$9,350	\$
Inside Back Cover	\$2,875	\$9,350	\$
1/2 Page Back Cover	\$1,450	\$4,725	\$
"Schedule Page" Ads	\$400	\$1,300	\$
<u>Payment Terms (C):</u>	<u>Single Issue Rate</u>	<u>Multiple Issue Rate (5 issues)</u>	<u>Total \$ (D)</u>
1. %/\$ Due 10 days from Purchase	50%	50%	\$
2. %/\$ Due on Issue cutoff date (B) (single issue buy)	50%	0.0%	\$
3. %/\$ due December 15th, 2007 (multi issue buy)	N/A	50%	\$

Five issues each focusing on different Pacific Sports Teams will be published during the 2007-2008 Athletic year:

	<u>Ad Due Date (B)</u>	<u>Distribution Date</u>
Volleyball	08/31/07	09/24/07
Basketball	10/09/07	11/07/07
Baseball	12/21/07	01/18/08
Scholar Athletes	02/08/08	03/03/08
Year in Review	04/07/08	05/01/08

Purchasing Company (A) "Company" agrees to purchase Advertising in *Pacific Digest* and to pay Focused Sports & Entertainment (FSE) the **Total \$ Purchase Amount (D)** for such advertising in accordance with the **Payment Terms (C)**. "Company" further understands that it is **solely responsible** to deliver, at its sole cost and expense, no later than the **Ad Due Date (B)** its advertisement to FSE's printer (see "Specs" for contact information) and "Company" understands that its advertisement must comply to the Magazine Ad Specs & File Formats provided "Company"-**"Specs"**. **"Company's" failure to deliver advertisement in accordance with "Specs" by the Ad Due Date (B) does not relieve "Company" of its obligation to pay the Total \$ Purchase Amount.**

Agreed & Accepted: Authorized Company Officer, Name _____

Signature _____ Title _____ Date _____

FSE Authorized Agent; Name _____ Signature _____ Date _____

Pacific Digest Advertising Purchase Agreement
Ad Specifications (Specs)



PACIFIC DIGEST AD SPECS



PAGES & PAGE SIZING



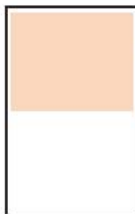
DOUBLE PAGE SPREAD

Bleed: 10.75" x 8.5"
Page Trim: 10.5" x 8.25"
Type Safety: 10" x 7.75"



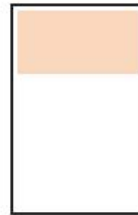
FULL PAGE

Inside Cover (Front or Back)
Outside Back Cover
Bleed: 5.5" x 8.5"
Page Trim: 5.25" x 8.25"
Type Safety: 4.75" x 7.75"



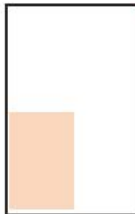
HALF PAGE

Page Trim: 5.25" x 8.25"
Ad Size: 4.75" x 3.85"



1/3 PAGE

Page Trim: 5.25" x 8.25"
Ad Size: 4.75" x 2.55"



1/4 Page

Page Trim: 5.25" x 8.25"
Ad Size: 2.3125" x 3.85"



SCHEDULE PAGES

Page Trim: 5.25" x 8.25"
Ad Size: 2.3125" x 1.25"

* **BLEED:** For full page ads, artwork must be made slightly larger than the page size as to avoid white edges when the page is cut.
* **TYPE SAFETY:** All text must be within this border to avoid being cut off.

FILE FORMAT:

If you have questions about file formats please call or e-mail Cindi at 303-463-5220, ext. 16 or cindi@pdidesign.com.

Adobe Acrobat is highly preferred—PDF must be made using the X1-A 2001 option in Acrobat.

If you must send a file other than a PDF, please follow these instructions:

InDesign—Use the "Package" option to include all fonts and artwork. All colors must be CMYK. All image files must be 300 dpi. Be aware that some transparency functions may not image correctly—if at all. If you have transparencies in your InDesign file, you MUST send an X1-A 2001 PDF instead of the source file.

Quark Xpress—Include all fonts and artwork. All colors must be CMYK. All image files must be 300 dpi.

Photoshop—File must be a flattened TIFF file; do not send an EPS file. Resolution should be 300 dpi at the print size. Color must be CMYK.

Proofs—If possible, please mail a B&W or color print of your ad so we can check type and image placement. Please be aware that desktop color prints cannot be used for color matching. If you want color matching, you must send a print from a professional-quality digital device that prints in CMYK. Digital color prints from devices using more than 4 ink colors cannot be used for color matching.

WHERE TO SEND ADS:

Point your browser to www.pdidesign.com. In the left-hand panel on the Home Page, click on the "Send a File" button and follow the instructions. If you are sending application files, they must be stuffed or zipped. If you have problems sending a file, please call Cindi at 303-463-5220, ext. 16.