

# MINNESOTA HOCKEY JOURNAL

## REACH EVERY YOUTH HOCKEY FAMILY

### CIRCULATION SPANS THE STATE

*Minnesota Hockey Journal* is direct mailed to every youth hockey player in the State of Hockey. From Roseau to Rochester and Duluth to Moorhead, if they play hockey they receive *MHJ*. This includes more than 40,000 households and a membership of 60,000.

### YOUR GOALS

If you want to reach 100% of youth hockey families in Minnesota, there is no other publication that can deliver even 1/4 of *MHJ*'s circulation! *MHJ* reaches those who participate in the game and are the most passionate about the sport spending dollars on equipment, apparel, accessories, summer camps and game tickets.

### OUR ASSIST

Through both print and website advertising, along with promotional inserts, *MHJ* delivers.

### CALL FOR AD RATES

#### Senior Vice President

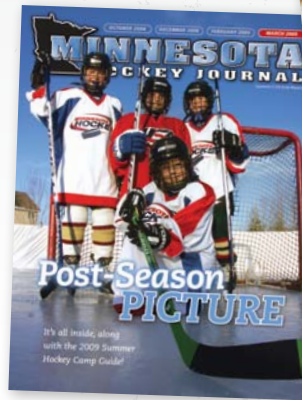
Dave Jensen  
(763) 222-2401  
dave@touchpointssports.com

#### Vice President

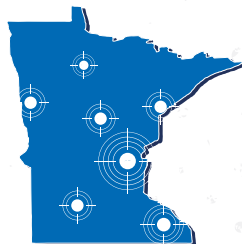
Greg Anzels  
(763) 222-2402  
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#### Advertising Sales

Bryan Nelson  
(763) 222-2405  
bryan@touchpointssports.com



**MINNESOTA HOCKEY**  
THE OFFICIAL PUBLICATION OF MINNESOTA HOCKEY



### INSERT YOUR BROCHURE!

Reach the entire state or target a specific city by inserting your brochure, game schedule or promotion into select copies of *Minnesota Hockey Journal*. Call for affordable pricing! (MIN. QTY. 5,000)

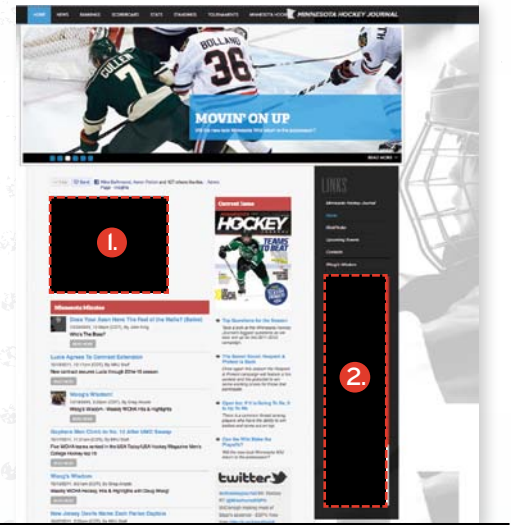
### AD SIZES

Full Page	7 3/4" x 10"
1/2 Page Banner	6 3/4" x 4 1/4"
1/4 Page Banner	6 3/4" x 2 1/8"
1/4 Page Vertical	3 3/8" x 4 1/4"

\*Full Page Ads:  
Trim: 7 3/4" x 10" | Bleed: 8" x 10 1/4"  
Live: 7 1/4" x 9 1/2"

[minnesotahockeyjournal.com](http://minnesotahockeyjournal.com)

Call for banner ads, links and promotional opportunities.



- 1 Premium Banner Ad | 300x250 pixels
- 2 Premium Skyscraper Ad | 160x600 pixels  
\$10 per 1000 impressions

### DEADLINES & PRODUCTION

Issue Date	Space	Material	Mail
Oct. '11	8/26/11	9/2/11	9/27/11
Dec. '11	10/28/11	11/3/11	11/28/11
Feb. '12	12/23/11	12/30/11	1/27/12
Mar. '12	1/23/12	1/30/12	2/27/12