



UNITED
STATES
PARACHUTE
ASSOCIATION®

USPA PROFESSIONAL MEDIA
KIT

DIRECTLY REACH

26,000

SKYDIVING ENTHUSIASTS

BI-WEEKLY

THE USPA PROFESSIONAL, POWERED BY MULTIBRIEFS,
PROVIDES BI-WEEKLY NEWS AND INFORMATION TO SKYDIVING
ENTHUSIASTS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of skydivers and instructors, the USPA Professional keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

USPA PROFESSIONAL
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS

TOP TEN REASONS TO ADVERTISE IN **THE USPA PROFESSIONAL**:

1 CREDIBLE SOURCE

For over 60 years, our members have turned to the association as the informational authority of the industry. Advertising in the USPA Professional solidifies your place among information provided to USPA members.

2 TARGETED DISTRIBUTION

Advertising in the USPA Professional allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to the USPA Professional have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5 FREQUENCY

Frequency builds awareness. As a bi-weekly publication, the USPA Professional ensures your ad will be seen every day by our 26,000 subscribers.

6 AFFORDABLE

Advertising in the USPA Professional is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the USPA Professional has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the USPA Professional.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

THE USPA PROFESSIONAL GIVES VARIETY AND FLEXIBILITY IN
ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.



Dear Skydiver,

Welcome to the new version of the "USPA Professional." This free e-newsletter is distributed to all USPA instructional rating holders with an e-mail address on file with USPA Headquarters. Additionally, this new version also incorporates material that was previously sent only to drop zone owners in the "DZD Streamliner" e-newsletter. At your next staff meeting, ask any current instructional rating holder who is not receiving this e-news to update their contact info. with USPA Headquarters here. We hope you enjoy the new format of the combined newsletters.

C PrecisionFabrics When a fabric has a job this important.

FOR THE SAFETY & TRAINING ADVISOR
New Forms and New Prices
Last week alone, we received outdated license applications from 17 different Safety & Training Advisors. Beginning April 1 of this year, USPA increased the price of new and renewing memberships, licenses, new ratings and PRO and Instructor rating renewal fees. Be sure to throw away your old forms and use only forms with the current prices. You can download the forms from the USPA's website. Printed forms can be requested online or by calling (949) 604-9740. Outdated applications require additional staff time to process, and this delays the processing of all other membership applications and renewals.

FOR THE RATING HOLDER
AFF Standardization Meeting
Currently, the AFF Standardization meeting is scheduled for every other year, with the last one held in January 2009. The meeting is mandatory for anyone who desires to become an AFF Instructor Examiner at current AFF IFE. Must also attend the General Meeting. There have been several requests for USPA to offer this meeting annually, so that those who could not attend the last meeting do not have to wait two years for the next one. If you are interested in attending a standardization meeting in January 2010, e-mail aff@uspa.org. If there is enough interest, USPA will arrange for the meeting and announce the date and location here in the USPA Professional, as well as in Parachute magazine. This would not be a required meeting for those who have already attended the January 2009 meeting.

New PRO Rating Logo
Many USPA PRO Rating holders suggested that USPA change the PRO logo, so here it is! Anyone receiving a new PRO rating or renewing one will receive two stickers with their new membership card. Additional stickers will also be available for purchase through the USPA Shop. We are also looking into offering an embroidered patch.

D Product Showcase: S.M.A.K. PAK Survival Kits

S.M.A.K. can be a valuable resource after a bailout. The line-specific S.M.A.K. PAK attaches conveniently to your parachute harness and contains three tools: a hook, a signal mirror, and a whistle, and fire starter. All S.M.A.K. PAKs are attached to your parachute harness in a number of ways. You decide what is most comfortable for you. [More info](#)

USPA Tandem Instructor Renewals
At the July USPA Board of Directors meeting, the language in the Basic Safety Requirements regarding medical requirements for USPA Tandem Instructors was clarified. Any skydiver acting as a parachute in command on a tandem jump must possess a current FAA Third Class Medical Certificate, or a medical certificate acceptable to USPA, or, if residing outside of the United States or its territories or possessions, a current aviation medical certificate recognized by the Civil Aviation Authority of the residence country.

To renew a USPA Tandem Instructor rating, each rating holder must send USPA Headquarters a copy of the current Third Class Medical Certificate along with his rating and membership renewal. Any tandem instructor rating renewal submitted without a copy of the medical certificate will be placed on hold until it is submitted.

Tandem is Not Just Another Skydive
A recent tandem accident resulting in a double fatality should serve as a valuable lesson for all current tandem instructors and anyone interested in becoming a tandem instructor, about the importance of proper training and equipment maintenance. The investigation revealed that the tandem instructor was rated for another tandem system, but he was not rated to jump the type of equipment involved in this fatal accident, the Strong Enterprises Dual Hawk tandem system. In addition, the tandem system had not been properly maintained and also included a main canopy that was not approved for use with the Strong Dual Hawk container. Between the training and maintenance issues, and using an unapproved main canopy, a chain of events unfolded that resulted in a main-reserve entanglement and a double fatality. The problem with the rig maintenance that resulted in the canopy entanglement could have been easily detected with a pre-flight inspection of the rig by a trained professional before the gear was put on for the jump.

C1 Butler Parachute Systems Group, Inc. The Best Parachutes on The Planet!

FOR THE DROP ZONE OWNER AND OPERATOR
Making Our Ride to Altitude Safer
USPA continues to assemble guidance for jump plane operators. This effort is in response to the National Transportation Safety Board (NTSB) Special Investigation Report on the Safety of Parachute Jump Operations and the NTSB's recommendations to USPA. The guidance will contain a review of applicable maintenance regulations and industry standards for the training of jump pilots. USPA's board has approved changes to the Group Member Profile, which will require verification of compliance with federal regulations for aircraft being flown "for hire" during parachute operations.

USPA is currently designing an aircraft maintenance status sheet, a copy of which must be submitted to USPA at the time of annual group membership renewal. Operators will be required to denote the specific maintenance program used for each of their aircraft, including the times of the last and next required inspections.

USPA Seeks Bids to Host 2010 USPA Collegiates
USPA is looking for a group member drop zone to host the 2010 USPA National Collegiate Parachuting Championships. Bid procedures are stipulated in the Skydiver's Competition Manual, available online. Bids must be received at USPA Headquarters by December 1. At the USPA Board of Director's meeting in Phoenix next February, the Competition Committee will consider all bids received by the deadline. For additional information, contact competition@uspa.org.

E The Deepseed Freely suit is our all rounder. Ideal as a first jumpsuit, a work suit, learning to Freely or even RW/Big way Flying. [More](#)

ADVERTISING OPTIONS

A LEADERBOARD

Purchasing the Leaderboard position in the USPA Professional provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.
File formats: JPEG, animated GIF
Maximum file size: 120k

B SKYSCRAPER

Skyscraper ads in the USPA Professional are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px.
File formats: JPEG, animated GIF
Maximum file size: 150k

B1 HALF-SKYSCRAPER

Skyscraper ads in the USPA Professional are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-300 px.
File formats: JPEG, animated GIF
Maximum file size: 150k

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of the USPA Professional.

Dimensions: 468 px-by-60 px.
File formats: JPEG, animated GIF
Maximum file size: 50k

D PRODUCT SHOWCASE

The sport of skydiving is constantly changing. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.
File format: JPEG
Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of the USPA Professional, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

30 million in ad revenue without a hitch



Further success



AD RATES

ALL PRICES REFLECT A 7-ISSUE PUBLICATION CYCLE

Leaderboard	\$1500	Product Showcase	\$600
Top Traditional Banner	\$1000	Skyscraper	\$1000
Bottom Traditional Banner	\$750	Half Skyscraper	\$750
Callout Text Ads	\$500		

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multibriefs.com.

CONTACT US

MULTIBriefs

COLBY HORTON DIRECTOR OF MEDIA AND CONTENT

469-420-2601 : chorton@multibriefs.com

BEN MAITLAND DIRECTOR OF ADVERTISING SALES

972-402-7025 : bmaitland@multibriefs.com

THE USPA PROFESSIONAL IS A MULTIBRIEFS PUBLICATION.

EXCLUSIVELY SERVING THE ASSOCIATION SECTOR, MULTIBRIEFS IS A LEADING PUBLISHER OF E-NEWS BRIEFS. THE COMPANY PROVIDES COMPREHENSIVE NEWS BRIEFINGS OF THE WEEK'S TOP INDUSTRY STORIES TO ASSOCIATION MEMBERS AND TRADE PROFESSIONALS.