

THE SPORT: A SYNOPSIS

Handball's origins go as far back as the Roman Empire, and it is the oldest ball game known to man. It was introduced into the United States in the late 1800s by Irish immigrants and is still one of the three national sports of Ireland.

Today, handball is played in many countries, but is especially prominent in Ireland, the United States, Canada, Mexico and Australia. A Nielsen Survey estimated the number of handball players in the U.S. at 2.5 million. These players are competing in more than 2,000 private and 1,000 public facilities across the country.

No racquet or tool is involved in this lightning-fast game. The degree of difficulty and long-term apprenticeship required to become proficient immediately separates the casual sportsman from the athlete. The game is played with both hands, and in order to become a tournament-level player, it is necessary to master as many as 250 possible shots.

Handball finds among its ranks men and women whose motivation is directed towards excellence and who are unafraid of challenge. More than just a game or sport, handball players have found a "players fraternity" where all the members share the understanding of what a great challenge life and handball can be. In fact, handball players donate almost \$200,000 per year to see the sport grow and prosper with young people. Thanks to the Development Fund, thousands of youngsters are exposed to the game each year through Police Activities Leagues, Boys and Girls Clubs and Physical Education classes.

Handball is a lifetime sport that emphasizes the development of such physical skills as hand-eye coordination, quickness and dexterity. It is rated as the No. 1 competitive sport for overall conditioning by the President's Council on Physical Fitness. Recent studies have also shown that sports such as handball that require use of both sides of the body, help develop both sides of the brain and aid in young people's learning capabilities. Handball's proponents refer to it as "The Perfect Game."

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- 97 percent of handball players are male
- 92 percent of the players have attended college
- 75 percent are married
- 70 percent earn an annual family income above \$50,000
- 70 percent of the players are between 31 and 60 years of age

THE ASSOCIATION: A HISTORY

The United States Handball Association is the national agency for the game of Handball and is dedicated to the growth and development of Handball, as well as to stimulating active participation by all age groups.

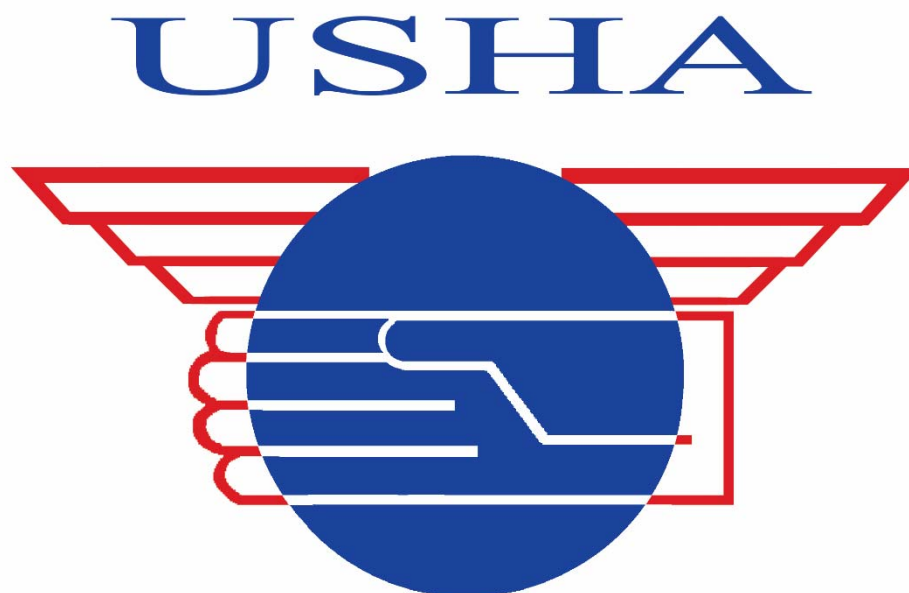
The Association was founded in 1951 by Chicago real-estate magnate Bob Kendler. It was through Mr. Kendler's relentless determination and deep appreciation for the game that Handball has grown to its current proportions.

For the last 60 years, local, regional and national tournaments have been sponsored by the United States Handball Association, and over the years, a strong network of handball players and administrators has been developed. Currently, the organization is represented by 50 state Chairmen and 9 Regional Commissioners. Competition is held each year at the state, regional, and national level for both singles and doubles for men, women and children from 11-and-under to 80-and-over. Additionally, competition is held in numerous ability classes, including Novice.

The USHA publishes Handball Magazine (formerly ACE) that serves as the only national association and magazine for the sport. Handball keeps the members of the USHA up-to-date on everything in the sport, including Pro and Amateur tournament results, Instructionals, Features, Profiles, Health Facts, and Editorials. It is the "Bible" of the sport.

Currently the Association has 6,000-plus members. The national office is located in Tucson, Arizona. The Board of Directors consists of 15 elected officials.

It is the intent of the Association, not only to introduce younger players into the game for the sake of the sport itself, but also to give these players a highly-competitive, cost efficient, healthy activity in which they will be able to participate throughout their lives.



United States Handball Association



Over 10,000 People Will Participate in USHA-Sanctioned Tournaments Next Year Because

Handball...

- ◆ Develops cardiovascular endurance, speed, agility, balance, power, flexibility, hand-eye coordination and strength.
- ◆ Competition available at local, state and national levels for men, women and children from 11-and-under to 80-and-over.
- ◆ Inexpensive and easy to teach (Free lesson plans provided by the USHA).
- ◆ Develops **both** sides of the body.
- ◆ Rated best conditioning game by the President's Council on Physical Fitness & Sports.
- ◆ Sport that has grown in 32 countries worldwide and is prominent in Ireland, Canada, Mexico and Australia.

Handball Magazine is published every February, May, August, and November. Closing dates for articles are 20 days prior to the first day of the month of publication. Closing dates for advertising in 90 days prior to the first day of the month of publication. Copy is subject to approval of publisher.

Advertising Rate Information for Handball Magazine:

Four Color Ads (per issue):

	<u>1-3 issues</u>	<u>4 or more</u>
Full Page (body)	\$1,140	\$1,080
Back Cover	\$1,710	\$1,620
Inside Front Cover	\$1,330	\$1,260
Inside Back Cover	\$1,235	\$1,170
2/3 Page	\$1,045	\$990
1/3 Page	\$950	\$900

Black and White ads (Body Only):

	<u>1-3 issues</u>	<u>4 or more</u>
Full Page	\$855	\$810
2/3 Page	\$680	\$645
1/2 Page	\$595	\$565
1/3 Page	\$425	\$400
1/4 Page	\$340	\$325

Two (2) color ads, add \$100 to black and white rates.

“Handball...a great game and a great conditioner. I recommend it highly for any total fitness program.” Mike Ditka, NFL Hall of Fame player & former head coach.