



STRATEGIES



Ad Sizes

All advertisements must conform to space dimensions specified.

Size	Width	Depth
Full Page	7"	9 1/2"
1/2 Page (H)	7"	4 5/8"
1/2 Page (V)	3 3/8"	10"
1/3 Page (H)	4 5/8"	4 5/8"
1/3 Page (V)	2 1/4"	9 1/2"
1/4 Page	3 3/8"	4 5/8"
1/6 Page (H)	4 5/8"	2 1/4"
1/6 Page (V)	2 1/4"	4 5/8"

*Insertion orders must indicate size and dimension (horizontal, vertical, island).

Closing Dates

Deadlines are two months prior to the issue date. Should these dates fall on a weekend, the deadline is extended to Monday. Late and rush orders are accepted whenever space and time permit.

Issue	Space Reservation	Artwork
Jan 2016	Oct. 31, 2016	Nov. 14, 2016
March 2016*	Jan. 2, 2017	Jan. 16, 2017
May 2016	March 6, 2017	March 20, 2017
July 2016*	May 1, 2017	May 15, 2017
Sept 2016	July 3, 2017	July 17, 2017
Nov 2016	Sept. 4, 2017	Sept. 18, 2017

*Special editions.

Ad Rates

Rates are commissionable (15%) to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency (1x, 2x, 4x) is determined by the number of insertions made within 12 months of the first insertion.

Black and White	1X	3X	4X	6X
Full Page	\$810	\$755	\$700	\$640
1/2 Page	\$525	\$500	\$440	\$415
1/3 Page	\$400	\$380	\$330	\$300
1/4 Page	\$330	\$300	\$280	\$240
1/6 Page	\$240	\$215	\$190	\$150

Color

Four Color: Additional \$500

Covers and Preferred Positions

Cover II and III: Additional \$440

Cover IV (4 color only): Additional \$720

Preferred position requested by advertiser: Additional \$85

Bleeds: Additional 10%

Online Advertising	1X	3x	6x	12x
Leaderboard 728x90	\$300	\$800	\$1,400	\$2,600
Skyscraper 160x600	\$150	\$400	\$675	\$1,200

Editor:

Thomas F. Lawson

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Advertising Sales:

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Technical Requirements

Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a high-resolution (300 dpi or greater) PDF (Adobe Acrobat 4 or higher distilled for print quality), JPEG, EPS, or camera-ready PDF. The mode of black-and-white images should be “grayscale,” and color images should be “CMYK”. All ads must conform precisely to these requirements. Ads not conforming to these requirements will not be published. For a complete list of technical requirements, visit www.shapeamerica.org under periodical advertising.

Bleeds: Keep essential matter 3/16” within trim size

Binding: Saddle Stitch

Halftones: 150 line screen

Page Specs: 3 columns per page
Width of column: 2 1/4”
Depth of column: 9 1/2”

Trim size: 8 1/4” x 10 7/8”

Image Resolution: Raster images should be 300 dpi for print and 1200 dpi for bitmap line art scans.

Conditions

All advertising is subject to approval by the publisher. All advertising submitted to the publisher is subject to the tenets specified by this rate card. The publisher will not accept responsibility for the content of ads, including errors. The publisher reserves the right to place the word “advertisement” with copy that, in the publisher’s opinion, resembles editorial matter. SHAPE America strictly prohibits false, deceptive, misleading and unfair methods of competitive advertising. Any advertising that casts a negative light on its competitors is not acceptable; therefore SHAPE America has the right to reject any advertising content that does so. SHAPE America and its associations do not verify or substantiate the claims of advertisers. As a matter of law, it is the responsibility of an advertiser, not the publisher, to substantiate its claims.

Advertising Inserts

Special four-color, four- and eight-page advertising inserts provide advertisers with an opportunity to share information about their products and services through a combination of stories, vignettes, testimonials, photographs, and advertising. The uniqueness of these inserts is that your products and services will be highlighted in a way that is not normally available in peer-reviewed journals. With the inserts, the advertiser can provide success stories about how their products and services have enhanced physical education/sport programs – a real plus for showing busy teachers and coaches how others like them have benefited in “real-life.”

Insert Technical Requirements

Advertising inserts are offered in multiples of four pages (e.g., 4- and 8-page inserts). Photos and images for inserts should be sent as separate attachments, be at least 300 dpi, and sent in either a camera-ready PDF or JPEG format. Logos for the inserts must be sent in an EPS (Encapsulated Post Script) format.

4 page: \$2,500 per issue • 8 page: \$5,000 per issue

Loose Insert

Take advantage of this new offer in *Strategies* to make your healthy product visible in classrooms around the country. This special one-page insert is a two-sided, full-color option for food and beverage companies whose goal is to promote healthy eating habits. The advertisement is specifically designed as a visual aid to be displayed on classroom walls or used as a teaching tool. Purchase of ad also includes a PDF on a cross-promoted web page. Please contact the advertising representative for rates.

Applicability of Terms

These advertising terms shall apply to all print and electronic (online, e-mail, etc.) Advertisements (“Advertisements”) that are submitted to Taylor & Francis Group (“Taylor & Francis”), and which Taylor & Francis accepts for publication. The Advertiser, by submitting an Advertisement to Taylor & Francis, agrees to be bound by these Terms & Conditions. “Advertiser” shall be defined to include any agent, broker, or other intermediary submitting an Advertisement, as well as the customer whose products or services are advertised in the Advertisement. The laws of the Commonwealth of Pennsylvania shall govern all contracts established between Taylor & Francis and the Advertiser.

Approval and Acceptance

All Advertisements are subject to review and approval by the publication’s editors in advance of publication. Taylor & Francis reserves the right to reject or cancel Advertisements at any time due to professional or ethical considerations. All Advertisements submitted for publication must comply with applicable U.S. and International laws, and may not be indecent, obscene, or defamatory.

Advertising Specifications

All Advertisements must comply with the advertising specifications as noted on the pertinent rate card(s). Ad sizes, ad rates, closing dates, technical requirements and other miscellaneous conditions noted in the rate card(s) shall govern all contracts and transactions, and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Taylor & Francis will not be responsible or accept liability for errors that may occur due to Advertisements that do not meet all advertising specifications.

We accept specific advertisement position requests, though requested positions are not guaranteed unless stated as a paid position and formally granted. All advertisement positions are ultimately subject to the discretion of the layout designer. Space availability and the nature of a particular issue’s layout contribute to the determination of where and how advertisements are positioned. Space availability varies by issue.

New copy/artwork for the next scheduled issue containing a contracted Advertisement must be submitted by the materials due date (see rate cards or contact Advertising Sales Representative for more information). If new copy/artwork is not provided by the materials due date, the most recent advertisement run by the Advertiser in the same publication will be repeated.

Should Taylor & Francis be contracted to design or otherwise set copy submitted by the Advertiser for an Advertisement, proofs may be supplied to the Advertiser for review. Corrections must be requested (if applicable), and proofs must be approved, in writing (via email is preferable). Corrections and approvals will not be accepted verbally.

Taylor & Francis is not liable to correct any errors or omissions unless the Advertiser returns corrections to Taylor & Francis by the time Taylor & Francis stipulates that such changes must be received. This is to enable Taylor & Francis to make corrections, issue new proofs and receive approval from the Advertiser before the publication goes to press or is otherwise finalized prior to publication.

Taylor & Francis is not liable for proofs that are approved while containing errors or omissions. The responsibility for the review and approval of proofs lies with the Advertiser. Taylor & Francis will print what the Advertiser approves for press. Should the press deadline pass and a proof has not been approved by the Advertiser, Taylor & Francis will proceed to press with the most recent version of the proof that was submitted to the Advertiser for review (this includes, if applicable, the first proof submitted to the Advertiser for review).

While all reasonable care will be taken to avoid mistakes, Taylor & Francis is not responsible for any errors or omissions caused by inaccurate or ambiguous copy instructions, the corruption of file formats during transmission to the publisher and/or printer, differences between the Advertiser’s, Taylor & Francis’ and/or printer’s pdf settings, or due to any acts, circumstances or defaults beyond its control.

The Advertiser must ensure that any loose inserts are received by Taylor & Francis at least three working days prior to the “to press” date of the relevant publication. Taylor & Francis is not responsible for the omission of any inserts in the relevant publication where this timeframe is not met and fees in full shall still be payable in respect of the agreed inserts.

Payment and Cancellation Terms

Each insertion will be billed at the applicable rate for the size of the Advertisement. Written cancellation of a contract must be received thirty days prior to the subsequent issue’s space reservation deadline. No cancellation will be accepted without written acknowledgement from Taylor & Francis confirming receipt. Otherwise, the Advertiser will be billed and agrees to pay for full insertion cost. Insertions made after printed space reservation deadline may not be cancelled.

Advertiser agrees to pay for Advertisements within thirty days of invoice issue date. No new Advertisements will be accepted for publication until the Advertiser’s outstanding invoice(s) is/are paid in full. Advertiser is responsible for payment in the event that their agent, broker, or other intermediary submitting an Advertisement fails to pay invoice. It is strongly recommended, though not required, that Advertisers pre-pay for their Advertisements.

Advertising rates are commissionable to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency is determined by the number of insertions made within twelve months of the first insertion.

Please contact your Advertising Representative with any questions or concerns.