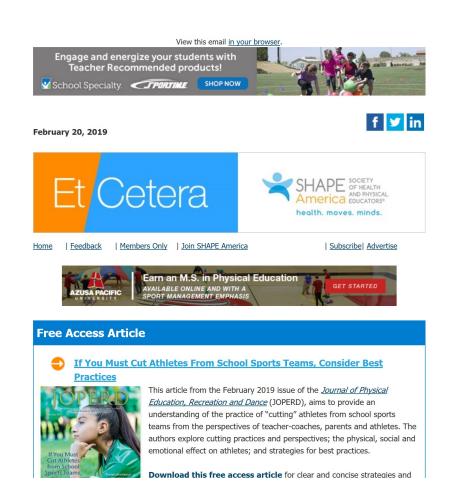


Bi-Weekly E-newsletter of SHAPE America

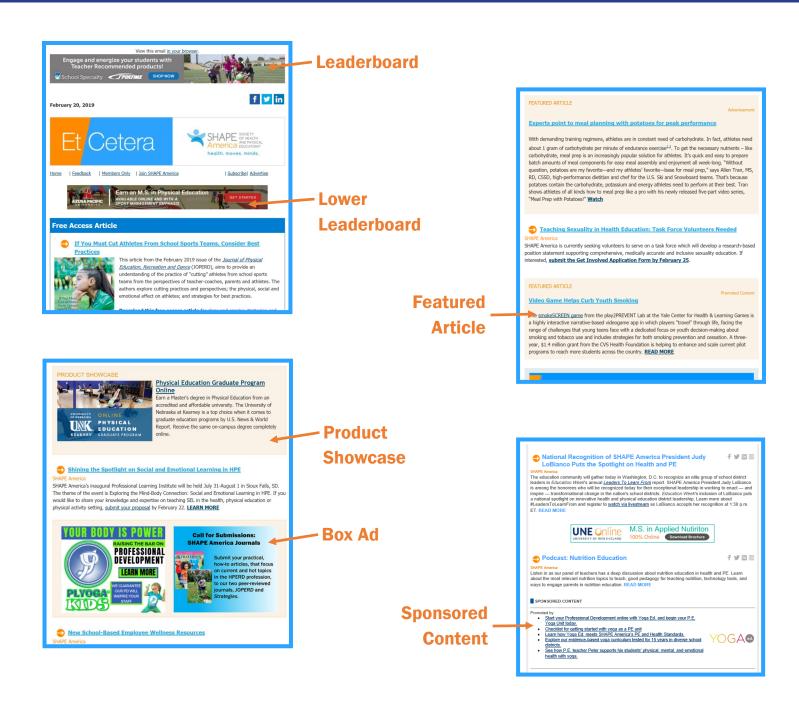
Et Cetera is a bi-weekly e-newsletter that disseminates current information from national print and electronic media on a variety of topics relevant to SHAPE America and health and physical educators.

SHAPE America 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 nearly 35,000 health, physical education, sport, recreation and dance educators, *Et Cetera* keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.











Leaderboard (limit 1 per issue) RESERVED			Lower Leaderboard (limit 1 per issue) RESERVED		
This premier position provides your company with top exposure and quality traffic.			The lower leaderboard gives your company a prominent position right under the SHAPE America masthead.		
Ad dimensions 728 x 90	File format GIF, JPG	File size 40K	Ad dimensions 580 x 70	File format GIF, JPG	File size 40K
Rates			Rates		
One Month (2 issues)		\$900.00	One Month (2 issues)		\$760.00
Two Months (4 issues)		\$1,764.00	Two Months (4 issues)		\$1,489.60
Three Months (6 issues)		\$2,619.00	Three Months (6 issues)		\$2,211.60
Four Months (8 issues)		\$3,456.00	Four Months (8 issues)		\$2,918.40
Five Months (10 issues)		\$4,275.00	Five Months (10 issues)		\$3,610.00
Six Months (12 issues)		\$4,968.00	Six Months (12 issues)		\$4,195.20
Seven Months (14 issues)		\$5,670.00	Seven Months (14 issues)		\$4,788.00
Eight Months (16 issues)		\$6,480.00	Eight Months (16 issues)		\$5,472.00
Nine Months (18 issues)		\$7,290.00	Nine Months (18 issues)		\$6,156.00
Ten Months (20 issues)		\$8,100.00	Ten Months (20 issues)		\$6,840.00
Eleven Month (22 issues) \$8,910		\$8,910.00	Eleven Month (22 issu	es)	\$7,524.00
Twelve Months (24 issues) \$9		\$9,720.00	Twelve Months (24 iss	ues)	\$8,208.00





Box Ad (limit 3 per issue)			Product Showcase (limit 3 per issue)		
This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.			Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description, and link to your site.		
Ad dimensions 300 x 250	File format GIF, JPG	File size 40K	Ad dimensions 175 x 125	File format GIF, JPG	File size 40K
Rates			Rates		
One Month (2 issues)		\$500.00	One Month (2 issues)		\$460.00
Two Months (4 issues) \$980.00		\$980.00	Two Months (4 issues)		\$901.60
Three Months (6 issues)		\$1,455.00	Three Months (6 issues	5)	\$1,324.80
Four Months (8 issues)		\$1,920.00	Four Months (8 issues)		\$1.748.00
Five Months (10 issues) \$2,3		\$2,375.00	Five Months (10 issues)	\$2.185.00
Six Months (12 issues)		\$2,760.00	Six Months (12 issues)		\$2,539.20
Seven Months (14 issues) \$3,1		\$3,150.00	Seven Months (14 issu	es)	\$2.898.00
Eight Months (16 issues) \$3		\$3,600.00	Eight Months (16 issues)		\$3,312.00
Nine Months (18 issues) \$4,050.		\$4,050.00	Nine Months (18 issues	5)	\$3.726.00
Ten Months (20 issues) \$4,500.00		Ten Months (20 issues)		\$4,140.00	
Eleven Month (22 issues) \$4,950.00		Eleven Month (22 issues) \$4,		\$4,554.00	
Twelve Months (24 issues) \$5,400.00		Twelve Months (24 issu	ues)	\$4,968.00	





Bottom Bar (limit 1 per iss	Featured Article (limit 2 per issue)			
Banner ads allow your company to and graphics into a unique sales m buyers.	Feature your best content with this placement and include a 5-7 word headline, 100-word description, and link to the article of your choice.			
Ad dimensions 468 x 60 File form GIF, JPG	at File size 40K	Ad dimensions N/A	File format GIF, JPG	File size 40K
Rates		Rates		
One Month (2 issues) \$300.00		One Month (2 issues)		\$600.00
Two Months (4 issues) \$588.00		Two Months (4 issues)		\$1,176.00
Three Months (6 issues)	\$873.00	Three Months (6 issues)	\$1,746.00
Four Months (8 issues)	\$1,152.00	Four Months (8 issues)		\$2,304.00
Five Months (10 issues)	\$1,425.00	Five Months (10 issues)	\$2,850.00
Six Months (12 issues)	\$1,656.00	Six Months (12 issues)		\$3,312.00
Seven Months (14 issues)	\$1,890.00	Seven Months (14 issues)		\$3,780.00
Eight Months (16 issues)	\$2,160.00	Eight Months (16 issues)		\$4,320.00
Nine Months (18 issues) \$2,430.00		Nine Months (18 issues)		\$4,860.00
Ten Months (20 issues) \$2,700.00		Ten Months (20 issues)		\$5,400.00
Eleven Month (22 issues) \$2,970.00		Eleven Month (22 issues)		\$5,940.00
Twelve Months (24 issues) \$3,240.00		Twelve Months (24 issues) \$6,480.00		





Sponsored Content (limit 1 per issue)	Publication and Due Dates
5 unique headlines, logo with max width of 150px. Ad dimensions File format File size 150 x 100 GIF, JPG 40K Rates	September 5th and 19th (ad due dates August 22nd and September 5th) October 3rd and 17th (ad due dates September 19th and October 3rd) November 14th and 28th
One Month (2 issues) \$300.00	December 12th and 26th (ad due dates November 28th and December 12th)
Two Months (4 issues) \$588.00 Three Months (6 issues) \$873.00	January 9th and 23rd (ad due dates December 26th and January 9th)
Four Months (8 issues) \$1,152.00	February 6th and 20th (ad due dates January 23rd and February 6th) March 6th and 20th
Five Months (10 issues) \$1,425.00	(ad due dates February 20th and March 6th) April 3rd and 17th
Six Months (12 issues) \$1,656.00 Seven Months (14 issues) \$1,890.00	May 1st, 15th 29th
Eight Months (16 issues) \$2,160.00	June 12th and 26th (ad due dates May 29th and June 12th)
Nine Months (18 issues) \$2,430.00	(ad due dates Julie Zoth and July Toth)
Ten Months (20 issues) \$2,700.00	August 7th and 21st (ad due dates July 24th and August 7th) Sep 4th and 18th
Eleven Month (22 issues) \$2,970.00 Twelve Months (24 issues) \$3,240.00	(ad due dates August 21st and September 4th)

