Reach the health and physical education market by branding your business with SHAPE America.

2022-2023 Media Kit
LEVERAGE THE POWER OF ACTIVE EDUCATORS

WWW.SHAPEAMERICA.ORG
ADVERTISING@SHAPEAMERICA.ORG
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About SHAPE America

SHAPE America - Society of Health and Physical Educators serves as the voice for 200,000+ health and physical education professionals across the United States. The organization's extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50+ state affiliate organizations.

SHAPE America Sets the Standard®

Since its founding in 1885, SHAPE America has defined excellence in physical education. For decades, SHAPE America's National Standards for K-12 Physical Education have served as the foundation for well-designed physical education programs across the country. Additionally, the organization helped develop and owns the National Health Education Standards.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder and healthier school culture, and the organization's newest program — health. moves. minds.® — helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally.

Our Vision & Mission

**Vision:**
A nation where all children are prepared to lead healthy, physically active lives.

**Mission:**
To advance professional practice and promote research related to health and physical education, physical activity, dance and sport.
Engagement Platforms

- SHAPE America Corporate Membership
- Customized Partnerships
- Sponsored Programs & Initiatives
- Professional Learning
- *Et Cetera* e-Newsletter
- *Momentum* Digital Magazine
- *Exchange* Online Community
- SHAPE America Blog
- HPE Marketplace Guide
- SHAPE America Website

Metrics & Analytics

- Facebook: 19K followers
- Twitter: 30.3K followers
- Yearly Website page views: 1.9M
- Monthly Website page views: 157K
- Monthly Website unique page views: 119K
- Average time on website: 1:30 minutes
Member Profile

Employment

- 16% Elementary School
- 7% Middle School
- 13% High School
- 16% K-12
- 36% College or University
- 12% Other*

*Includes government, non-profit, business, recreation, hospital clinic, retired, consultant, agency, early childhood, dance studio owner

Responsibility

- 14% Physical Education Teacher
- 28% Physical Education and Health Education Teacher
- 2% Health Education Teacher
- 25% College Professor
- 8% Administrator
- 10% Retired
- 13% Other*

*Includes research, coach, pre-service teacher, exercise/fitness instructor, athletics trainer, dance educator, therapist, nurse

Interests

- 53% Physical Education
- 16% Teacher Education
- 9% Health Education
- 3% Physical Activity and Fitness
- 6% Adapted Physical Activity
- 13% Other*

*Includes research, sport science, coaching, dance, early childhood, safety, nutrition, leisure/recreation, aging/adult development
SHAPE America Corporate Membership

Connecting the business and nonprofit communities with our nation's health and physical educators, SHAPE America Corporate Members provide annual financial contributions that support a variety of SHAPE America initiatives, programs and projects that promote effective health and physical education.
About Membership

SHAPE America Corporate Members will:

• Benefit from **valuable insights** on issues facing the health and physical education market, such as legislation, market trends, activities, and more;
• **Network** with like-minded businesses and nonprofit organizations that are ensuring that all children have the opportunity to lead healthy, physically active lives; and
• Receive **exclusive perks** such as year-round listings in the HPE Marketplace Guide and other recognition, and additional savings on exhibit space, sponsorship and advertising.

Eligibility

SHAPE America Corporate Membership is open to corporations and nonprofit organizations that share SHAPE America's commitment to put all children on the path to health and physical literacy through effective health and physical education programs.

Membership Term

**Membership Term:** 12 months

Membership activates on the first of the month following receipt of a completed application (e.g., application received August 27, 2022, membership activates on September 1, 2022 and expires on August 31, 2023.)

Join Today!
# Membership Options & Rates

## Visibility, Access, Engagement and Exclusive Discounts

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A complimentary Thought Leadership opportunity</strong> during the course of the year. Choose one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• One (1) Sponsored Content Guest Blog Post on the SHAPE America blog, to be published on a mutually agreed upon date.</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>• One (1) pre-recorded 30-Minute Sponsored Webinar hosted through the SHAPE America Online Institute to be released on a mutually agreed upon date.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Feature in one (1) Corporate Member Spotlight post on the SHAPE America Website, offering a one-on-one SHAPE America to Corporate Member Q&amp;A.</strong></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Periodic logo and hyperlink recognition on the SHAPE America blog</strong></td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Use of the SHAPE America Corporate Member badge for inclusion in marketing emails, website and other promotional materials</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Year-round listing in the HPE Marketplace Guide</strong></td>
<td>Basic Listing</td>
<td>Premier Listing</td>
</tr>
<tr>
<td>One (1) ad insertion in the <strong>Momentum digital magazine</strong> issue of your choice — Winter, Spring or Fall</td>
<td>Sixth-Page Square 2.3194&quot; W x 4.5&quot; H</td>
<td>Horizontal Strip 7.375&quot; W x 2.375&quot; H</td>
</tr>
<tr>
<td><strong>Year-round recognition on the Partnerships and SHAPE America Corporate Membership landing pages of the SHAPE America website</strong></td>
<td>Name &amp; Hyperlink</td>
<td>Logo &amp; Hyperlink</td>
</tr>
<tr>
<td><strong>Recognition in a SHAPE America Corporate Member acknowledgement in each issue of Momentum digital magazine</strong></td>
<td>Name &amp; Hyperlink</td>
<td>Logo &amp; Hyperlink</td>
</tr>
<tr>
<td><strong>Recognition on SHAPE America Corporate Member signage displayed during the SHAPE America National Convention &amp; Expo</strong></td>
<td>Name</td>
<td>Logo</td>
</tr>
<tr>
<td><strong>A SHAPE America Institutional Membership</strong> for up to four (4) individuals, including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Access to SHAPE America journals and archives (1 print/1 digital) — hard copy mailed to Primary Contact; additional contacts will have access to the journal online</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Online access to Quest, Measurement in Physical Education and Exercise Science, and Physical Education and Sport Pedagogy</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Et Cetera e-newsletter and Momentum digital magazine subscriptions</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Opportunity to join a Special Interest Group (SIG)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Access to the Exchange online community</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Not eligible for voting or convention discounts

## Discount on Sponsored Webinars

<table>
<thead>
<tr>
<th></th>
<th>10% discount</th>
<th>20% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>15% discount on SHAPE America National Convention &amp; Expo <strong>exhibit booth space</strong></td>
<td>100 sq. ft.</td>
<td>up to 300 sq. ft.</td>
</tr>
</tbody>
</table>

## Discount on year-round sponsorship opportunities

(Includes SPEAK Out! Day, National PE & Sport Week, Back to School, Health Literacy Month, “By You, For You” Webinar Series, SHAPE America National Convention & Expo, and SHAPE America Academy)

<table>
<thead>
<tr>
<th></th>
<th>10% discount</th>
<th>15% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount on year-round advertising opportunities</td>
<td>10% discount</td>
<td>10% discount</td>
</tr>
</tbody>
</table>
Customized Partnerships

Work with SHAPE America to customize a package that demonstrates your thought leadership, builds awareness and excitement for your brand, or generates leads for your business.

All Customized Partnerships include a 1-year Premier Corporate Membership. Package pricing is determined based upon mutually determined inclusions and opportunities.
Thought Leadership Partner

Example Package inclusions:

- **Sponsored Webinar** to be released on a mutually agreed upon date
- **Featured Article** placement in the *Et Cetera* e-newsletter
- Sponsored Content **Guest Blog Post** on the SHAPE America blog
- Unplugged interview with SHAPE America CEO or a **Q&A interview** featured in *Momentum* digital magazine
- Collaboration to **develop a Focus Group session** on a topic relevant to your organization
- **Co-creation of a new member resource** aligned with the SHAPE America National Standards for K-12 Physical Education or the National Health Education Standards
- Option to **have SHAPE America serve as a consultant to co-develop a curriculum** on a topic relevant to your organization that is age-appropriate and aligned to the SHAPE America National Standards for K-12 Physical Education or the National Health Education Standards
- **Share resources, activities** and more through sponsorship of Physical Education & Sport Week (first week of May) or Health Literacy Month (October)
- Sponsor Theater Session or Coffee Talk sponsorship during the SHAPE America National Convention & Expo, providing speaking opportunities to showcase your thought leadership, resources and services
- **Shout outs** on social media
Branding & Awareness Partnership

Example Package inclusions:

- **Advertising placements** in a variety of publications — number of issues and/or duration may vary pending sponsor's goals and availability. Options may include:
  - *Momentum* digital magazine, with option to include embedded video
  - The highly popular SHAPE America blog
  - SHAPE America's new *Exchange* online community
  - *Et Cetera* bi-weekly e-newsletter
  - SHAPE America website
- Sponsor **ad re-targeting campaign** facilitated through our partner, Feathr (coming soon!)
- Exhibit **booth space** at the annual SHAPE America National Convention & Expo — the largest in-person gathering of health and PE professionals
- **Branding sponsorships** associated with the SHAPE America National Convention & Expo, which may include, but not be limited to:
  - Registration Bags
  - Online and Onsite Registration
  - Guest Room Key Cards or Guest Room "Do Not Disturb" Signs
  - Volunteer T-shirts
  - Name Badge Lanyards
  - Housing Sweepstakes
- **Share resources, activities and more** through sponsorship of Physical Education & Sport Week (annually the first week of May) or Health Literacy Month (annually in October)
- **Shout outs** on social media
Lead Generation Partnership

Example Package inclusions:

- Sponsored enter-to-win contest promoted through SHAPE America social media channels, website, e-newsletter, digital magazine, and/or blog; contact information for entry submissions shared with sponsor.
- Advertising placements in Momentum digital magazine, Et Cetera e-newsletter, the SHAPE America blog, the SHAPE America website, and/or SHAPE America's new Exchange online community. SHAPE America would work with sponsor to identify best opportunities to capture lead generation. Lead capture opportunities may include:
  - Offer a free download resource (e.g., e-book, guides, courses, activity sheets, etc.)
  - Share special offers on sponsor products/services/resources
  - Offers for a free trial or freemium to attract qualified, interested prospects who aren't yet ready to purchase
- Sponsor ad re-targeting campaign facilitated through our partner, Feathr to further visibility and reach (coming soon!)
- Sponsored Webinar hosted through SHAPE America; registrant list/contact information shared with sponsor. May include option for sponsor to incorporate polling into the webinar to gain additional insights
- Exhibit space at the annual SHAPE America National Convention & Expo
- Lead capture opportunities associated with the SHAPE America National Convention & Expo, which may include, but not be limited to:
  - Random Acts of Kindness Postcards
  - Exhibit Hall Door Prizes
Sponsored Programs & Initiatives

SPEAK Out! Day
National Physical Education & Sport Week
Back to School
Health Literacy Month
SPEAK Out! Day

Event Overview
February 14-15, 2023 | Crowne Plaza Crystal City

In February, approximately 200 SHAPE America members will descend on the Nation's Capital to represent their state, meet with members of Congress and network with fellow members in order to "speak out" in support of school health and physical education. Highlights include:

- "Prep Session" to brief attendees on current issues related to the Every Student Succeeds Act (ESSA), provide training on meeting talking points and responses to potential pushback, and engage in meeting role play with others from your state
- Visits with congressional representatives and their staff on Capitol Hill
- Making the case for more funding to support school health and physical education programs

Help us advocate to increase funding for HPE while boosting your brand reputation and building loyalty! This important advocacy event provides the platform to support your objectives.

Rates

<table>
<thead>
<tr>
<th></th>
<th>Qty. Avl.</th>
<th>NM Rate</th>
<th>BCM Rate</th>
<th>PCM Rate</th>
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</thead>
<tbody>
<tr>
<td>SPEAK Out! Day Co-Sponsor</td>
<td>6</td>
<td>$3,000.00</td>
<td>$2,700.00</td>
<td>$2,550.00</td>
</tr>
<tr>
<td>SPEAK Out! Day Attendee Travel Grants</td>
<td>unlimited</td>
<td>$250.00</td>
<td>$250.00</td>
<td>$250.00</td>
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</table>

NM Rate = Nonmember Rate
BCM Rate = SHAPE America Basic Corporate Member
PCM Rate = SHAPE America Premier Corporate Member
Co-Sponsor Package

Inclusions

- Logo and hyperlink included on the SPEAK Out! Day landing page
- Logo and hyperlink included in e-blast(s) promoting registration for SPEAK Out! Day
- Logo included on sponsor acknowledgement signage positioned by the SPEAK Out! Day check-in table at the hotel
- Opportunity to provide one (1) flyer for inclusion in the SPEAK Out! Day attendee packets distributed onsite (sponsor to provide up to 200 flyers)
- Logo included on a sponsor acknowledgement slide and verbal recognition during the SPEAK Out! Day Prep Session presentation on February 14, 2023
- Opportunity to attend key Congressional meetings on Capitol Hill. SHAPE America will place sponsor representative(s) in meetings with education/appropriations leadership and/or key leaders within their home state (or other state as requested)
- SHAPE America will tag the sponsor on social media one (1) time during the week of SPEAK Out! Day
- One (1) Box Ad (380px W x 320px H) to be featured on the SPEAK Out! Day landing page and a selection of related advocacy pages; ad will rotate in 5-second intervals with other sponsor ads
- One (1) Half-page Horizontal ad (7.375" W x 4.5" H) in the winter 2023 issue of Momentum digital magazine (if reserved by December 1, 2022)
- Logo recognition included in a SPEAK Out! Day acknowledgement in the winter 2023 issue of Momentum digital magazine (if reserved by December 1, 2022)
- Logo ID included in a SPEAK Out! Day recap shared via social media at the conclusion of the event
- Provision of and permission to use SPEAK Out! Day resources, including banner and social media graphics, landing page URL, and hashtag, to promote your alignment and participation.

Attendee Travel Grants

Help us ensure a strong voice on Capitol Hill now and in the future! Consider funding grants to bring educators to meet with Congress face-to-face so that federal education funding is retained in 2023 and beyond! All travel grant funders will be acknowledged on a recognition flyer included in the SPEAK Out! Day attendee packet and in a sponsor acknowledgement included in the winter 2023 issue of Momentum digital magazine.
National PE & Sport Week

Event Overview
National Physical Education & Sport Week (also known as May Week) is a celebration of the importance of physical education and health education, in addition to kicking off National Physical Fitness and Sports Month. Make a splash, boost your brand and put your resources in the hands of health and physical educators across the country by sponsoring one or more of the themed days during National Physical Education & Sport Week!

MAY 1      MAY 2      MAY 3      MAY 4      MAY 5      MAY 6      MAY 7
Motor Skills Monday | Teacher Appreciation Tuesday | Wellness Wednesday | Teamwork Thursday | Field Day Friday | Strike-a-Pose Saturday | Shout Out & Healthy Supper Sunday

Theme Day Sponsor Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Day</th>
<th>2 Days</th>
<th>3 Days</th>
<th>4 Days</th>
<th>5 Days</th>
<th>6 Days</th>
<th>7 Days</th>
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</thead>
<tbody>
<tr>
<td>NM Rate</td>
<td>$2,500.00</td>
<td>$4,500.00</td>
<td>$6,750.00</td>
<td>$9,000.00</td>
<td>$11,000.00</td>
<td>$13,000.00</td>
<td>$15,000.00</td>
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<tr>
<td>BCM Rate</td>
<td>$2,250.00</td>
<td>$4,050.00</td>
<td>$6,075.00</td>
<td>$8,100.00</td>
<td>$9,900.00</td>
<td>$11,700.00</td>
<td>$13,500.00</td>
</tr>
<tr>
<td>PCM Rate</td>
<td>$2,125.00</td>
<td>$3,825.00</td>
<td>$5,737.50</td>
<td>$7,650.00</td>
<td>$9,350.00</td>
<td>$11,050.00</td>
<td>$12,750.00</td>
</tr>
</tbody>
</table>

NM Rate = Nonmember Rate
BCM Rate = SHAPE America Basic Corporate Member Rate
PCM Rate = SHAPE America Premier Corporate Member Rate
Package Inclusions

- Logo and hyperlink included on the National Physical Education & Sport Week landing page
- Logo and hyperlink included in the section for the selected theme day
- Choose one of the following options, which will be linked within the section for the selected theme day:
  - Provide one (1) activity or resource
  - Feature a brief follow-along activity video; sponsor to provide embed code (must be YouTube or Vimeo)
  - Author a Sponsored Content Guest Blog Post
  - Lead a 30-minute Sponsored Webinar, hosted through the SHAPE America Online Institute
- Logo and hyperlink included in an e-blast promoting National Physical Education & Sport Week
- SHAPE America will tag the sponsor on social media on the selected theme day during National Physical Education & Sport Week
- One (1) Box Ad (380px W x 320px H) to be featured on the National Physical Education & Sport Week microsite; ad will rotate in 5-second intervals with other sponsor ads
- Logo ID included in a National Physical Education & Sport Week recap video shared via social media at the conclusion of the week
- Provision of and permission to use National Physical Education & Sport Week resources, including banner and social media graphics, landing page URL, and hashtag, to promote your alignment and participation

Exclusive Package Boosters

$500
Sponsor the Elementary National Physical Education & Sport Week activity calendar; available in English and Spanish. Sponsor may provide the featured activity for their selected theme day within the calendar. Calendars will include sponsor logo and acknowledgement.

$500
Sponsor the Secondary National Physical Education & Sport Week activity calendar; available in English and Spanish. Sponsor may provide the featured activity for their selected theme day within the calendar. Calendars will include sponsor logo and acknowledgement.

$750, plus donated prize(s)
Option to collaborate with SHAPE America to develop a co-branded photo contest or giveaway promoted through social media and other SHAPE America channels

Add-Ons*

Take your support of National Physical Education & Sport Week a step further and gain increased impressions with one of these add-on opportunities.

<table>
<thead>
<tr>
<th>RATE</th>
<th>OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500.00</td>
<td>Add one (1) downloadable activity or resource document (PDF format)</td>
</tr>
<tr>
<td>$750.00</td>
<td>Add one (1) brief follow-along activity video (YouTube or Vimeo; provide embed code)</td>
</tr>
<tr>
<td>$1,000.00</td>
<td>Add one (1) Sponsored Content Guest Blog Post</td>
</tr>
<tr>
<td>$1,000.00</td>
<td>Add one (1) 30-minute Sponsored Webinar</td>
</tr>
</tbody>
</table>

*Requires sponsorship of at least one theme day.
Back to School

Campaign Overview

When kids are active they focus more, think more clearly, react to stress more calmly, and perform and behave better in class.

That’s why it’s so important that our schools offer high-quality health and physical education programs…and provide opportunities for students to meet the recommended 60 minutes of daily physical activity before, during and after school.

Each year, SHAPE America’s Back to School microsite provides resources and tools for health and physical education teachers, administrators, professors, future professionals, parents and coaches.

Make sure your brand, products and resources are part of the mix through a Back to School sponsorship! If we all join together, we have the power to solidify support for health and physical education… and change children’s lives.

Rates

<table>
<thead>
<tr>
<th>Back to School Co-Sponsor</th>
<th>Quantity Available</th>
<th>NM Rate</th>
<th>BCM Rate</th>
<th>PCM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>$5,000.00</td>
<td>$4,500.00</td>
<td>$4,250.00</td>
</tr>
</tbody>
</table>

NM Rate = Nonmember Rate  
BCM Rate = SHAPE America Basic Corporate Member Rate  
PCM Rate = SHAPE America Premier Corporate Member Rate
Package Inclusions

- Logo and hyperlink included on the Back to School microsite, in a sponsor acknowledgement section
- One (1) Rotating Box Ad (380px W x 320px H) on each page of the Back to School microsite for approximately 3 months; ads rotate in 6-second intervals
- One (1) Half-page Horizontal Ad (7.375" W x 4.5" H) with embedded video in the fall 2023 issue of Momentum, which serves as the Back to School issue
- One (1) Rotating Box Ad (380px W x 320px H) on the Momentum landing page between September 1 - November 30, 2023; ads rotate in 6-second intervals
- Choose one of the following options, which will be featured on the Back to School microsite:
  - Provide up to two (2) activities or resources
  - Author a Sponsored Content Guest Blog Post
- Logo and hyperlink included in an e-blast announcing new Back to School resources
- SHAPE America will tag the sponsor on social media at least two (2) times in the Back to School timeframe
- One (1) Rotating Box Ad (380px W x 320px H) on the HPE Marketplace Guide between August 1 - October 31, 2023; ads rotate in 6-second intervals
- One (1) Premier Listing in the HPE Marketplace Guide between August 1, 2023 - July 31, 2024
- Your choice of one (1) Event Listing or one (1) Grant Listing to be featured on the SHAPE America website between August 1 - October 31, 2023.

Package Boosters

Take your Back to School support a step further and gain increased impressions with one of these add-on opportunities.

$750, plus donated prize(s)
Option to collaborate with SHAPE America to develop a co-branded photo contest or giveaway promoted through social media and other SHAPE America channels. Limit 1 sponsor.

$873-$2,619
Add a 3-month advertising insertion into the Et Cetera bi-weekly e-newsletter between August - October 2023. Rates vary based on selected insertion type and are subject to availability at time of reservation.

$1,800
Add a 60-Minute Sponsored Webinar, hosted through the SHAPE America Online Institute, to be linked from the Back to School microsite.
Health Literacy Month

Event Overview

October 1 - 31, 2023
The goal of health education is to provide students with the knowledge and skills needed to lead healthy lifestyles. A skills-based approach is a best practice for delivering high-quality health education. Health literacy is an important measure of the effectiveness of health education and is critical to ensuring that students have the ability to be healthy throughout their lives. Each year, throughout the month of October, SHAPE America promotes a variety of health literacy resources such as sample health.moves.minds® lessons and activities, insightful blog posts from experienced health educators, health-related journal articles and books, and more!

Demonstrate your role in helping students across the country to become health literate and boost your brand by becoming a Health Literacy Month sponsor! Shine a light on the resources you provide around social emotional well-being, health promotion and disease prevention, and more!

Rates

<table>
<thead>
<tr>
<th>Health Literacy Month Co-Sponsor</th>
<th>Quantity Available</th>
<th>NM Rate</th>
<th>BCM Rate</th>
<th>PCM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>$5,000.00</td>
<td>$4,500.00</td>
<td>$4,250.00</td>
</tr>
</tbody>
</table>

NM Rate = Nonmember Rate
BCM Rate = SHAPE America Basic Corporate Member Rate
PCM Rate = SHAPE America Premier Corporate Member Rate
Package Inclusions

- Logo and hyperlink included on the Health Literacy Month landing page
- Choose one of the following options, which will be featured on the Health Literacy Month microsite:
  - Provide up to two (2) activities or resources
  - Feature up to two (2) brief videos for classroom use; sponsor to provide embed code (must be YouTube or Vimeo)
  - Author a Sponsored Content Guest Blog Post
  - Lead a 60-minute Sponsored Webinar, hosted through the SHAPE America Online Institute
- Logo and hyperlink included in an e-blast promoting Health Literacy Month
- SHAPE America will tag the sponsor on social media on the selected theme day during Health Literacy Month
- One (1) Box Ad (380px W x 320px H) to be featured on the Health Literacy Month microsite; ad will rotate in 5-second intervals with other sponsor ads
- One (1) Half-Page Horizontal Ad in the Fall 2023 issue of Momentum digital magazine, including the option to include an embedded video (sponsorship must be reserved by July 31, 2023 to ensure inclusion)
- Provision of and permission to use Health Literacy Month resources, including banner and social media graphics, landing page URL, and hashtag, to promote your alignment and participation

Add-Ons*

Take your support of Health Literacy Month a step further and gain increased impressions with one of these add-on opportunities.

<table>
<thead>
<tr>
<th>RATE</th>
<th>OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500.00</td>
<td>Add one (1) downloadable activity or resource document (PDF format)</td>
</tr>
<tr>
<td>$750.00</td>
<td>Add one (1) brief video for classroom use (YouTube or Vimeo; provide embed code)</td>
</tr>
<tr>
<td>$1,000.00</td>
<td>Add one (1) Sponsored Content Guest Blog Post</td>
</tr>
<tr>
<td>$1,800.00</td>
<td>Add one (1) 60-minute Sponsored Webinar</td>
</tr>
</tbody>
</table>

*Requires reservation of a Health Literacy Month co-sponsorship.

Exclusive Package Boosters

$500
Sponsor the Health Literacy Month activity calendar: available in English and Spanish. Sponsor may provide up to four (4) activities to be featured within the calendar (one activity per week). Calendars will include sponsor logo and acknowledgement.

$750, plus donated prize(s)
Option to collaborate with SHAPE America to develop a co-branded photo contest or giveaway promoted through social media and other SHAPE America channels.
Professional Learning

SHAPE America National Convention & Expo
SHAPE America Academy
"By You, For You" Webinar Series
Sponsored Webinars
National Convention & Expo

About the Event

March 28 - April 1, 2023
Seattle, WA

The 2023 health and physical education convention you don’t want to miss! The energy and excitement will be unmatched as we come together in Seattle to exchange ideas, connect with colleagues and friends, and learn from the best in the health and PE profession! You definitely won’t be left sleepless in Seattle!

- 300+ program presentations and industry experts in health, physical education, recreation and dance
- World-renowned keynote presenters, including national award-winning teachers, popular TED Talk alumni, Olympic champions, and professional athletes
- Networking and social events
- A multi-faceted exposition with vendor demonstrations and gamification

3 Ways to Participate

1. Exhibit
   Attendees flock to the exhibit hall to explore the latest products, services and technologies that support the implementation of high-quality, standards-based physical education and skills-based health education instruction. Learn More

2. Sponsor
   SHAPE America offers sponsorship opportunities for corporate and nonprofit organizations that want to reach the health and physical education market. Boost your brand reputation, reach your target audience, build loyalty, and maximize your market share! SHAPE America Corporate Members save up to 15%! Learn More

3. Advertise
   Increase your exposure before and during the 2023 SHAPE America National Convention & Expo through a wide range of electronic and print options. SHAPE America has a variety of solutions to fit your budget and goals. SHAPE America Corporate Members save 10%! Learn More
SHAPE America Academy

About the Event

**July 17-18, 2023 | West Chester, PA***

The SHAPE America Academy is ideal for educators looking to refine and advance in their profession. The Academy covers a variety of topics and concentrations and is designed for health and physical education professionals, including program administrators, teacher educators, trainers, teachers, and researchers.

- An inspiring opening keynote session to kick-off the event
- Up to 30 program presentations and industry experts in health, physical education, recreation and dance
- Small group Coffee Talk discussions on a variety of topics
- A mid-afternoon panel discussion
- Optional half-day workshop add-on

*Date and location for the SHAPE America Academy are tentative and may be subject to change.

**July 17: Tentative Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>7:30 - 8:30 AM</td>
<td>Breakfast &amp; Keynote</td>
</tr>
<tr>
<td>8:45 - 9:45 AM</td>
<td>Session 1</td>
</tr>
<tr>
<td>10:00 - 11:00 AM</td>
<td>Coffee Talks</td>
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<tr>
<td>11:15 AM - 12:15PM</td>
<td>Session 2</td>
</tr>
<tr>
<td>12:30 - 1:30 PM</td>
<td>Lunch</td>
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<tr>
<td>1:45 - 2:45 PM</td>
<td>Session 3</td>
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<tr>
<td>3:00 - 4:00 PM</td>
<td>Panel Discussion</td>
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<tr>
<td>4:15 - 5:15 PM</td>
<td>Session 4</td>
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**July 18: Half-Day Workshop**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>7:30 - 8:15 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:30 - 10:30 AM</td>
<td>Workshop Part 1</td>
</tr>
<tr>
<td>10:30 - 11:00 AM</td>
<td>Mid-Morning Snack Break</td>
</tr>
<tr>
<td>11:00 AM - 1:00 PM</td>
<td>Workshop Part 2</td>
</tr>
<tr>
<td>1:15 - 2:00 PM</td>
<td>Lunch</td>
</tr>
</tbody>
</table>
Sponsorship Opportunities

**Breakfast Keynote**
$2,500 | 1 available

This inspirational, opening breakfast keynote presentation offers maximum exposure. As the sponsor, you will have the opportunity to make brief remarks and/or show a short video during the Keynote Session.

- Verbal recognition during the Breakfast Keynote
- Opportunity to deliver a brief welcome and/or show a short video during the Breakfast Keynote (max. 5 minutes)
- Seat drop during the Breakfast Keynote (sponsor to provide 250 pieces of collateral)
- Logo ID on signage displayed before and during the Breakfast Keynote
- Opportunity to display up to two (2) branded pop-up banners during the Breakfast Keynote
- Recognition in at least one (1) e-blast promoting the Breakfast Keynote
- Reserved seating for two (2) during the Breakfast Keynote
- One (1) Tote Bag Insert

**Networking Lunch**
$1,750 | 1 available

Keep attendees from getting "hangry" as the sponsor of this mid-day networking lunch for all participants!

- Logo ID on signage in the lunch room
- One (1) Tote Bag Insert
- Opportunity to provide branded napkins to be used during the lunch (to be provided at sponsor's expense)

**Registration**
$1,500 | 1 available

Make a splash before and throughout the SHAPE America Academy. Prior to the onsite event, gain visibility through box advertising on the registration and housing page of the event microsite. Throughout the onsite event, your brand will be featured on registration and directional signage. Your visibility extends beyond the face-to-face event, with branding on the tote bags that each attendee will receive and continue to use back at home.

- Logo ID on signage placed in the registration area and other areas to direct attendees to the registration check-in desk
- Logo ID on the Tote Bag desk
- One (1) Tote Bag Insert
- One (1) Box Ad on the event microsite
- Text ID in the registration confirmation email

**Break Sponsor**
$750 | 2 available

Treat attendees to a mid-morning or mid-afternoon energy boost of healthy snacks and beverage.

- Logo ID on signage in the break room
- One (1) Tote Bag Insert
- Opportunity to provide branded napkins to be used during the break (to be provided at sponsor's expense)
Advertising Opportunities

Tote Bag Inserts
$250 | 10 available
Promote new products and services, offer special discounts and more with a Tote Bag Insert. Inserts may be single- or double-sided and should not exceed 8.5" x 11" in size. A PDF proof must be provided to SHAPE America for review and approval prior to printing. Advertiser to provide 250 inserts.

Promotional E-blasts
$375 | 3 available
SHAPE America sends promotional emails to its in-house database (circulation of approximately 40,000 individuals) to encourage health and physical educators to register to attend the SHAPE America Academy in July. Advertising in a pre-Institute promotional e-blast gives you exposure not just to registered attendees, but to SHAPE America members and stakeholders across the country. And, because the email is sent by SHAPE America, the open rate on these emails can’t be beat.

File format: JPG
Size specifications: 650px W x 75px H

News You Can Use Email
$375 | 1 available
Stand out ahead of the SHAPE America Academy with a banner ad (includes a URL hyperlink) in this News You Can Use email sent to all confirmed attendees. The email is sent approximately one week prior to the event and offers a great vehicle to promote special offers, new products, and more.

File format: JPG
Size specifications: 650px W x 75px H

Website Box Ads
Up to 6 available per month
The SHAPE America Academy microsite is home to all of the information attendees need: registration, housing, the conference schedule, and more. Box ads will run across all pages of the microsite.

File format: JPB
Size specifications: 380px W x 320px H

Rates

<table>
<thead>
<tr>
<th>DATE RANGE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
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<tr>
<td>June 1 - 30, 2023</td>
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<td>July 1 - 31, 2023</td>
<td>$500.00</td>
</tr>
<tr>
<td>August 1 - 31, 2023</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

SAVE 10% with Corporate Membership!
"By You, For You" Series

About the Series
Led by classroom teachers and industry experts, this series of professional learning sessions will deliver insights, innovations and opportunities to the health and physical education community. Align your brand as the exclusive sponsor of this popular series and generate a high-level of visibility throughout the year.

The series features an average of twenty (20) webinars released between January - December annually. All sessions are offered free-of-charge to SHAPE America members; non-members are able to access the series for a nominal fee per webinar.

Package Inclusions

- **One (1) dedicated e-blast:** Send your message directly to SHAPE America members and stakeholders. E-blast content and graphics are developed by the sponsor and provided to SHAPE America for deployment through SHAPE America. All emails will be clearly labeled as "Sponsored Content" or "Advertising."
- **Twelve (12)-month banner/box ad insertion** on the Professional Development pages of the SHAPE America website to promote your products and resources throughout the year.
- **Inclusion in all "By You, For You" Series promotional e-blasts,** including text acknowledgement and a banner ad (650 W x 75 H; JPG) with URL link
- **Logo incorporated into the graphic created for each webinar in the "By You, For You" Series,** graphic appears on multiple pages across the SHAPE America website
- **Text acknowledgement of sponsorship** will appear in "hover" box for each included webinar through the SHAPE America Online Institute Catalog
- **Each individual Webinar landing page** will incorporate a text acknowledgement into the webinar description.
- **Opportunity to provide up to three (3) PDF documents** to be distributed with the webinar. Documents will be attached to each included "By You, For You" Series webinar and will appear on the Resources tab of each Webinar landing page and the Resources section when each webinar is viewed
- **Logo incorporated on a sponsor acknowledgement slide** for each recorded webinar included in the Series
- **Verbal recognition** at the beginning and end of each recorded webinar included in the Series

Rates*

Exclusive Sponsor: $5,000.00

*SHAPE America Corporate Members save up to 15%! 

Participation

- Low 40
- Average 160
- High 500
Sponsored Webinars

Showcase how your organization is positioned to support educators (and their students) within a safe and supportive classroom instruction environment. Demonstrate new products and classroom activities; highlight best practices for the classroom setting; feature customer case studies; share proprietary research that may be of interest to health and physical educators; and more.

Inclusions

- Hosting through SHAPE America’s professional learning platform
- Marketing and promotional support
- A SHAPE America-hosted practice run (prior to the recording the Sponsored Webinar)
- A SHAPE America host/moderator for the recorded presentation
- On-Demand version of the recorded Sponsored Webinar accessible through the SHAPE America Online Institute

Rates

<table>
<thead>
<tr>
<th></th>
<th>60-Minute</th>
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<tbody>
<tr>
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<tr>
<td>BCM Rate</td>
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<tr>
<td>PCM Rate</td>
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</tbody>
</table>

NM Rate = Non-Member Rate
BCM Rate = SHAPE America Basic Corporate Member Rate
PCM Rate = SHAPE America Premier Corporate Member Rate

Refer to pages 7-9 for SHAPE America Corporate Membership details.

Promotion

- One (1)-month Right Column Box Ad insertion on the SHAPE America Blog to promote your products and resources
- One (1) promotional e-blast to market the webinar to the SHAPE America community, including logo recognition, text acknowledgement of the sponsorship, and a banner ad (650 W x 75 H; JPG) with URL link
- Promotional blurb with link to webinar registration included in one (1) issue of Et Cetera; blurb to include text sponsor credit
- Two (2) social media posts to promote the webinar, including a sponsor ID (e.g., Thank you to our sponsor @ABC_Company)
- Verbal recognition at the beginning and end of the webinar

- Logo recognition with "sponsored by" ID on each slide (Sponsors shall be required to use the SHAPE America PPT template for webinars)
- Webinar landing page housing an On-Demand version of the webinar for viewing; including:
  - Webinar Title
  - Long description of the webinar
  - Text sponsor credit
  - Up to three (3) PDF downloadable resources to be featured on the Resources tab
Et Cetera e-Newsletter

*Et Cetera* is a bi-weekly e-newsletter that delivers timely information on a variety of topics relevant to SHAPE America and health and physical educators.

SHAPE America tackles today's most relevant issues, gathered from leading news sources like *The Associated Press, The New York Times, Financial Times* and the leading industry publications. Delivered to the inboxes of approximately 45,000 health, physical education, recreation and dance educators, *Et Cetera* keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchase power — the top-tier professionals in the industry.
Leaderboard

Limit 1 per issue
This premier position provides your company with top exposure and quality traffic.

Artwork Specifications
Size: 728px W x 90px H
File format: JPG
URL link: includes 1 URL hyperlink

Lower Leaderboard

Limit 1 per issue
This lower leaderboard gives your company a prominent position right under the Et Cetera masthead.

Artwork Specifications
Size: 580px W x 70px H
File format: JPG
URL link: includes 1 URL hyperlink

Sponsored Content

Limit 2 per issue
Share your subject matter expertise with HPE professionals through this placement that includes 5 unique headlines (each includes a URL link) and your logo.

Artwork Specifications
Size: 150px W x 100px H
File format: JPG
URL link: includes 5 URL hyperlinks

Product Showcase

Limit 2 per issue
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Artwork Specifications
Size: 175px W x 175px H
File format: JPG
URL link: includes 1 URL hyperlink

5.3% avg. click through rate
45,000 circulation per issue
29.9% avg. open rate
2 issues per moth
24 annual issues
**Feature Article**

**Limit 1 per issue**
Feature your best content with this placement and include a 5- to 7-word headline, 100-word description and link to the article of your choice.

---

**Important Dates**

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<thead>
<tr>
<th>Publication Date</th>
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<tr>
<td>November 23, 2022</td>
<td>November 9, 2022</td>
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<td>December 7, 2022</td>
<td>November 23, 2022</td>
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<tr>
<td>December 21, 2022</td>
<td>December 7, 2022</td>
</tr>
<tr>
<td>January 4, 2023</td>
<td>December 21, 2022</td>
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<tr>
<td>January 18, 2023</td>
<td>January 4, 2023</td>
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<tr>
<td>February 1, 2023</td>
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<tr>
<td>October 25, 2023</td>
<td>October 11, 2023</td>
</tr>
</tbody>
</table>

**Banner Ad**

**Limit 2 per issue**
Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.

**Artwork Specifications**
- Size: 468px W x 60px H
- File format: JPG
- URL link: includes 1 URL hyperlink

---

**Feature Article**

**Unlock Research — Global Levels of Fundamental Motor Skills in Children: A Systematic Review**

SHAPE America

**Peer to Peer**

Health and physical educators across the country are sharing ideas, resources and more!

Check out the latest video on our YouTube channel:
- TOY Talk Tuesday, S3, Episode 2: #1 Skill to Teach Kids This School Year
  - Jen Reynolds, SHAPE America’s 2020 National Adopted Physical Education Teacher of the Year.
## Advertising Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Leaderboard</th>
<th>Lower Leaderboard</th>
<th>Featured Article</th>
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<tbody>
<tr>
<td></td>
<td>NM Rate</td>
<td>MBR Rate</td>
<td>NM Rate</td>
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<tr>
<td>1 month</td>
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<td>$810.00</td>
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NM Rate = Non-Member Rate  
MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for details).
Momentum Magazine

*Momentum*, SHAPE America's digital magazine published three times annually, brings insights, ideas and inspiration to the health and physical education community.

*Momentum* helps promote SHAPE America's mission to advance professional practice and promote research related to health and physical education, physical activity, dance and sport. Packed with member-focused and member-generated content, *Momentum* includes classroom tips, professional development resources and advocacy news, as well as updates on partnerships, educational programs and upcoming conferences.
Ad Features

**Web and Email Links:**
Lead readers to more information or additional content with clickable links directly from your ad placement.

**Ad Upgrades**
The following options require purchase of an ad placement within the digital magazine.

**Embedded Video:**
Engage readers with YouTube or Vimeo video content that plays directly from your ad.

**NEW! E-blast Banner Ad:**
1 available per issue
Boost your visibility with this Leaderboard position banner ad in the e-blast announcing the latest issue.

**NEW! Rotating Box Ad**
Up to 6 available per issue
Increase your visibility and impressions with a rotating box ad in the left column of the Momentum landing page on the SHAPE America website. Ads rotate in 6-second intervals.

---

**Specifications**
All black-and-white images must be set to "grayscale" and all color images should be "CMYK."

**Bleeds:**
Keep essential matter within 1/4" of trim size

**Image Resolution:**
All images should be at least 300 dpi

**Trim Size:**
8.375" W x 10.875" H

**Image Size:**
7.375" W x 9.875" H

**Color:**
4-color

**File Format:**
PDF, JPG or EPS

**Embedded Video:**
Must be YouTube or Vimeo - please provide the embed code. For optimal reader response, integrate a still image from the video directly in the ad design.
### Advertising Rates* & Sizes

<table>
<thead>
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<th>Ad Size</th>
<th>Dimensions</th>
<th>1 Issue NM Rate</th>
<th>1 Issue MBR Rate</th>
<th>2 Issues NM Rate</th>
<th>2 Issues MBR Rate</th>
<th>3 Issues NM Rate</th>
<th>3 Issues MBR Rate</th>
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<td>8.375” W x 10.875” H</td>
<td>$1,500.00</td>
<td>$1,350.00</td>
<td>$2,850.00</td>
<td>$2,565.00</td>
<td>$4,050.00</td>
<td>$3,645.00</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.375” W x 4.5” H</td>
<td>$900.00</td>
<td>$810.00</td>
<td>$1,710.00</td>
<td>$1,539.00</td>
<td>$2,430.00</td>
<td>$2,187.00</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.5” W x 9.5” H</td>
<td>$900.00</td>
<td>$810.00</td>
<td>$1,710.00</td>
<td>$1,539.00</td>
<td>$2,430.00</td>
<td>$2,187.00</td>
</tr>
<tr>
<td>One-Third-Page Vertical</td>
<td>2.3194” W x 9.5” H</td>
<td>$720.00</td>
<td>$648.00</td>
<td>$1,368.00</td>
<td>$1,231.20</td>
<td>$1,944.00</td>
<td>$1,749.60</td>
</tr>
<tr>
<td>Quarter-Page Square</td>
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<td>$540.00</td>
<td>$486.00</td>
<td>$1,026.00</td>
<td>$923.40</td>
<td>$1,458.00</td>
<td>$1,312.20</td>
</tr>
<tr>
<td>Quarter-Page Vertical</td>
<td>1.75” W x 9.5” H</td>
<td>$540.00</td>
<td>$486.00</td>
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<td>$923.40</td>
<td>$1,458.00</td>
<td>$1,312.20</td>
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<td>Horizontal Strip</td>
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<td>$1,026.00</td>
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<td>$1,458.00</td>
<td>$1,312.20</td>
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<table>
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<th>MBR Rate</th>
<th>NM Rate</th>
<th>MBR Rate</th>
<th>NM Rate</th>
<th>MBR Rate</th>
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<tr>
<td>Embedded Video</td>
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<td>E-blast Banner Ad</td>
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<td>$950.00</td>
<td>$855.00</td>
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<td>Rotating Box Ad</td>
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<td>$712.50</td>
<td>$641.25</td>
<td>$1,012.50</td>
<td>$911.25</td>
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</table>

NM Rate = Non-Member Rate  MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for program details).

C2 = Inside Front Cover  C3 = Inside Back Cover  C4 = Outside Back Cover

*C2, C3 and C4 positions are each limited to one advertiser per issue per position.

### Deadlines

**Winter 2023 Issue**
- Space Reservations: December 7, 2022
- Artwork Deadline: January 4, 2023

**Spring 2023 Issue**
- Space Reservations: March 29, 2023
- Artwork Deadline: April 5, 2023

**Fall 2023 Issue**
- Space Reservations: July 26, 2023
- Artwork Deadline: August 9, 2023
Exchange Community

SHAPE America members once again have access to the popular — and newly redesigned — Exchange online community!

This online community provides a space where health and PE colleagues can share resources and expand their professional network through discussion boards, a shared database and communities of practice.

Coming Soon!
Opportunities available beginning January 2023.
Home Top

Limit 1 per month
This premier position provides your company with top exposure and quality traffic. Banner graphic appears on the home page between the Exchange navigation bar and masthead.

Artwork Specifications
Size: 964px W x 125px H
File format: JPG
URL link: includes 1 URL hyperlink

Interior Top

Limit 1 per month
This premier position provides your company with top exposure and quality traffic. Banner graphic appears between the Exchange navigation bar and masthead on interior pages such as All Communities, Directory, Browse, etc.

Artwork Specifications
Size: 640px W x 125px H
File format: JPG
URL link: includes 1 URL hyperlink

Home Bottom

Limit 1 per month
Appearing at the bottom of home page, this banner ads allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

Artwork Specifications
Size: 962px W x 125px H
File format: JPG
URL link: includes 1 URL hyperlink

Interior Bottom

Limit 1 per month
Appearing at the bottom of all interior pages (All Communities, Directory, Browse, etc.), this banner ads allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

Artwork Specifications
Size: 962px W x 125px H
File format: JPG
URL link: includes 1 URL hyperlink
Daily Email and Discussion Sponsor

Limit 1 per month
This product offers the highest level of visibility on the Exchange community, and the sponsor is visible at the top of every single discussion thread, as well as Real Time and Daily Digest email messages, for a period of 30 days.

Artwork Specifications
Size: 728px W x 90px H
File format: JPG
URL link: includes 1 URL hyperlink

Advertising Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Email/Discussion Sponsor</th>
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<td>2 months</td>
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<td>3 months</td>
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<tr>
<td>12 months</td>
<td>$14,400.00</td>
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</tbody>
</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for program details).
SHAPE America Blog

The SHAPE America blog offers articles on a variety of health and physical education topics authored by SHAPE America staff, leadership, and other invited guests.

The blog offers the health and physical education community a resource where they can find trusted and reliable information, as well as new ideas and fresh perspectives. Blog posts are promoted through the SHAPE America homepage, the bi-weekly *Et Cetera* e-newsletter and through SHAPE America's well-trafficked social media outlets.
Top 5 Most Popular Articles from 2022

1. **7 Core Responsibilities of Sport Coaches: The Revision of the National Standards**
   Published: February 26, 2019; 6,961 page views in 2022
   authored by Lori Gano-Overway, Ph.D., assistant professor and director of coaching education minor program at James Madison University

2. **How to Integrate Social and Emotional Learning in PE to Improve Classroom Climate**
   Published: November 5, 2019; 6,692 page views in 2022
   authored by Kyle Bragg, National Board Certified Teacher and 2018 Arizona Elementary PE Teacher of the Year

3. **4 Strategies for Integrating Classroom Content into Physical Education**
   Published: November 21, 2019; 5,832 page views in 2022
   co-authored by Brenna Cosgrove, Ph.D. candidate in the School of Kinesiology at Auburn University and Jessica Richards, Ph.D. candidate in the School of Kinesiology at Auburn University

4. **Social Justice in Physical Education**
   Published: September 26, 2018; 2,039 page view in 2022
   authored by Shrehan Lynch, senior lecturer at University of East London, England and Dillon Landi, assistant professor in the Department of Kinesiology at Towson University (MD)

5. **Developing Cultural Competence in Physical Education: A How-To Approach for Elementary PE**
   Published: May 25, 2021; 1,993 page views in 2022
   co-authored by Edward Olsen, assistant professor of the Physical Education Teacher Certification program in the School of Health and Human Performance at Kean University; Masanobu Sato, professor in Faculty of Education at the Bunkyo University; Emi Tsuda, assistant professor of the Physical Education and Kinesiology program in the College of Physical Activity and Sport Sciences at West Virginia University; and James Wyant, assistant professor of the Physical Education and Kinesiology program in the College of Physical Activity and Sport Sciences at West Virginia University
Site Header

Limit 1 per month
This premium, featured position provides your company with top exposure and quality traffic.

Artwork Specifications
Size: 1100px W x 98px H

Below Post Title

Limit 1 per month
This top position gives your company a prominent position right under the title of each blog post.

Artwork Specifications
Size: 728px W x 90px H

Right Column

Limit 2 per month
This large format position provides your company with good exposure in the right column of the blog, just below the Recent Posts section.

Artwork Specifications
Size: 300px W x 250px H

Below Post Content

Limit 1 per month
This banner position, located just below the content of each blog post, allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

Artwork Specifications
Size: 728px W x 90px H

All Placements
Placements rotate across all blog articles for the contracted placement term and ad insertion will include one (1) provided URL link. Digital files are required for all advertising submissions (300 dpi or greater; JPG format).
Sponsored Content Guest Blog Post

Connect with professionals in the health and physical education community through meaningful sponsored content. Designed with branded content in mind, our native advertising option will give your brand the platform you need to build relationships with health and physical educators.

General Guidelines

- Advertisers/sponsors who want the benefit of contributing editorial content must agree to meet SHAPE America's required Editorial Guidelines and Standards. SHAPE America reserves editorial rights and approval of all blog posts.
- The tone and quality of Sponsored Content Guest Blog Posts should reflect SHAPE America editorial values — and primarily serve the reader. This means no "hard sell" of products and services — nothing that would be considered an aggressive sales pitch.
- Effective blog content should be honest and provide to the reader, even to someone not interested in buying or using a particular product or resource.
- All Sponsored Content Guest Blog Posts will be identified as "Sponsored Content".
- Sponsored Content Guest Blog Posts will have their own category within the SHAPE America blog, allowing users to search for all "Sponsored Content".
- Paid advertising placements are suppressed on Sponsored Content Guest Blog Posts. In-house SHAPE America placements recognizing Year-Round Mission Partners and SHAPE America Premier Corporate Members will appear on Sponsored Content Guest Blog Posts.

Promotion

- Advertiser will be provided with a URL link for the Sponsored Content Guest Blog Post.
- Post will initially appear on the landing page of the SHAPE America blog and thereafter may be found by scrolling through previous posts.
- All Sponsored Content Guest Blog Posts will be promoted on the SHAPE America homepage for one (1) week and through the Et Cetera e-newsletter and via social media (Facebook and Twitter).
- Submit post content based on the provided Editorial Guidelines & Standards document.

Blog Post Specifications

- Advertiser may provide a Featured Image (680px W x 350px H) to appear at the top of the post. The image should tie into the content of the post; image should not be an "ad" or include a logo.
- Provide logo (175px W x 175px H) to be used as the "author" headshot; file format should be JPG.
- Provide a brief description of approximately 50 words to be included in the "author" section.
- Advertiser shall also receive ad placements on their post in the Right Column location; refer to page 40 for technical requirements and specifications.
## Advertising Rates & Sizes

<table>
<thead>
<tr>
<th>Duration</th>
<th>Site Header</th>
<th>Below Post Title</th>
<th>Below Post Content</th>
<th>Right Column</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NM Rate</td>
<td>MBR Rate</td>
<td>NM Rate</td>
<td>MBR Rate</td>
</tr>
<tr>
<td>1 Month</td>
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<td>$3,615.84</td>
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<table>
<thead>
<tr>
<th>Sponsored Content Guest Blog Post</th>
<th>NM Rate</th>
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<tbody>
<tr>
<td></td>
<td>$1,000.00</td>
<td>$900.00</td>
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</tbody>
</table>

NM Rate = Non-Member Rate

MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for program details).
HPE Marketplace Guide

Newly redesigned! The HPE Marketplace Guide provides an online resource for health and physical education professionals seeking new products and services for their classrooms. Searchable by categories, the HPE Marketplace Guide offers an affordable option to showcase your organization year-round (all listings are for 12 months). The Guide is promoted through Momentum, Et Cetera and social media posts.
Featured Company

Limit 1 per month
This premium position banner appears at the top of the HPE Marketplace Guide. The package includes your custom banner graphic and a hyperlink to your preferred URL.

Artwork Specifications
Size: 1200px W x 200px H
File format: JPG
URL link: includes 1 URL hyperlink

Rotating Box

Limit 6 per month
These prime position box ads appear in the left column of the HPE Marketplace Guide. The package includes your custom graphic ad and a hyperlink to your preferred URL. Ads rotate in 6-second intervals.

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Advertising Rates

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<tr>
<th>Duration</th>
<th>Featured Company</th>
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<tbody>
<tr>
<td></td>
<td>NM Rate</td>
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</tr>
<tr>
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<td>2 months</td>
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<td>4 months</td>
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<td>$611.00</td>
<td>$549.90</td>
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<td>12 months</td>
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<td>$1,123.20</td>
</tr>
</tbody>
</table>

NM Rate = Nonmember Rate
MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for details)
Category Sponsor

Limit 3 per category

Guaranteed placement in the 1st, 2nd, or 3rd position within a single category of your choice. Listing includes all Premier Listing elements, PLUS:

- Priority placement above Basic Listings
- Full-color company logo
- Active Facebook, Instagram and Twitter links
- 50-word description
- Inclusion in your choice of five (5) categories total

Premier Listing*

Unlimited availability

This year-round package includes all Basic Listing elements, PLUS:

- Priority placement above Basic Listings
- Full-color company logo
- Active Facebook, Instagram and Twitter links
- 50-word description
- Inclusion in your choice of five (5) categories total

Basic Listing*

Unlimited availability

These year-round listings include:

- Company name
- Phone number
- Active website link
- Active email link
- Inclusion in your choice of three (3) categories

Listing Rates

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<th></th>
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<td>1st Position</td>
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<tr>
<td>2nd Position</td>
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<td>3rd Position</td>
<td>$500.00</td>
<td>$450.00</td>
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<tr>
<td>Listings</td>
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<td></td>
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<tr>
<td>Premier Listing*</td>
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<td>$315.00</td>
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<tr>
<td>Basic Listing*</td>
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<tr>
<td>Additional Categories</td>
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</table>

NM Rate = Nonmember Rate
MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for details)

*SHAPE America Corporate Membership includes a Premier or Basic Listing depending on the selected membership level.
www.shapeamerica.org

The SHAPE America website receives over 2 million views annually, attracting a highly targeted and valuable audience of health and physical education, recreation and dance professionals representing many disciplines. Take advantage of opportunities to place your ad on key areas of our website.
Home Page

Limit 1 per month
This premium position on the SHAPE America homepage is guaranteed to drive traffic to your website.

Artwork Specifications
Size: 1000px W x 110px H
File format: JPG
URL link: includes 1 URL hyperlink

134,558 annual page views
11,213 average monthly page views
9,432 monthly visits
1m7s average time on page
59% New Visitors
41% Returning Visitors

Insertion Rates

<table>
<thead>
<tr>
<th></th>
<th>NM Rate</th>
<th>MBR Rate</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>12 months</td>
<td>$3,811.20</td>
<td>$3,430.08</td>
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</tbody>
</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Events & Conferences

Limit 1 per month
Gain exposure through a banner ad on this popular listing of upcoming health and physical education events and conferences.

Artwork Specifications
Size: 1000px W x 110px H
File format: JPG
URL link: includes 1 URL hyperlink

28,025 annual page views
2,335 avg. monthly page views
1,950 monthly visits
2m18s avg. time on page
46% returning visitors
54% new visitors

Insertion Rates

<table>
<thead>
<tr>
<th></th>
<th>NM Rate</th>
<th>MBR Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
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<td>4 months</td>
<td>$314.88</td>
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<td>$385.40</td>
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<td>$452.64</td>
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<td>12 months</td>
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NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Professional Development

Limit 1 per month
Capture attention through a combination of banner and box ads posted on the Professional Development landing page and eleven (11) related pages, including information on workshops, the SHAPE America podcast series, distinguished lecture series, and more. Ad insertions will be placed on the following pages:

1. Professional Development
2. Workshops
3. Adapted Physical Education & Physical Activity Workshops
4. National Physical Education Standards Workshops
5. Skills-based Health Education Workshops
6. Physical Best Workshops
7. Unplugged with Stephanie Morris
8. SHAPE America Podcast Series
9. Research
10. Distinguished Lecture Series
11. Research Fellow Program
12. SHAPE America Online Institute

Artwork Specifications
Size: 1000px W x 110px H and 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

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NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Career Center

Limit 1 per month
Reach future professionals and educators seeking their next opportunity with this ad placed on the Career Center landing page and thirteen (13) related pages that include tips for future professionals, job search, post a job, student center and other career tools. Ad insertions will be placed on the following pages:

1. Career Center
2. Tips for Future Health and Physical Education Professionals
3. Find a Job
4. Post a Job
5. Student Center
6. Career Tools
7. Fields of Study
8. Fields of Study: Physical Education
9. Fields of Study: Athletic Training
10. Fields of Study: Coaching
11. Fields of Study: Dance
12. Fields of Study: Kinesiology
13. Fields of Study: Health Education
14. Fields of Study: Sport Management

Artwork Specifications
Size: 1000px W x 110px H and 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

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<td>$772.80</td>
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<td>7 months</td>
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NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Download Library

Limit 2 per month

This online resource provides classroom-ready and teacher-friendly resources that members can use right now to help their students on the path to health and physical literacy. Ad insertions will be placed on the following seven (7) pages and will rotate in 6-second intervals:

1. Posters/Infographics
2. Curriculum/Lessons
3. Activity Ideas: Skills-Based Health Education
4. Activity Ideas: Standards-Based Physical Education
5. Activity Ideas: Heart Healthy Activities
6. Activity Ideas: Early Childhood Activities
7. E-Publications/E-Templates

Artwork Specifications
Size: 1000px W x 110px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

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<td>$1,233.94</td>
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<td>$1,459.20</td>
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</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Teacher's Toolbox

Limit 2 per month
Reach health and physical educators with a box ad that appears on the Teacher's Toolbox landing page and ten (10) related pages. Ad insertions will be placed on the following pages:

1. Teacher's Toolbox
2. Activity Calendars
3. Hot Topics
4. Adapted Physical Education
5. Early Childhood
6. Elementary Physical Education
7. Secondary Physical Education
8. Health Education
9. Coaching
10. Physical Education Teacher Education/Health Education Teacher Education (PETE/HETE)
11. Research

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

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</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Coach's Toolbox

Limit 2 per month
Target coaches with this box ad package that will appear on the Coach's Toolbox landing page and ten (10) related pages. Ad insertions will be placed on the following pages:

1. Coach's Toolbox
2. National Standards for Sport Coaches
3. Training and Nutrition
4. Sport Safety
5. Sport Psychology
6. Athletes with Disabilities
7. College Recruiting
8. Upcoming Events
9. Professional Development
10. Position Statements
11. Contributors

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

<table>
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</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Health Education

Limit 2 per month

Your box ad will appear on nine (9) pages that showcase health education-specific content such as health education teacher preparation, the National Health Education Standards, appropriate practices for school health, health education position statements, school-based employee wellness, Health Literacy Month, and more. Ad insertions will be placed on the following pages:

1. Health Literacy
2. Health Education Teacher Education (HETE)
3. National Health Education Standards
4. Appropriate Practices
5. Position Statements
6. Fields of Study: Health Education
7. Health Careers
8. School-based Employee Wellness
9. Health Literacy Month

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Insertion Rates

<table>
<thead>
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<td>2 months</td>
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<td>$489.75</td>
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<td>4 months</td>
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<td>7 months</td>
<td>$1,178.10</td>
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<td>$1,316.48</td>
<td>$1,184.83</td>
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<td>9 months</td>
<td>$1,447.38</td>
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<td>10 months</td>
<td>$1,570.80</td>
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<td>$1,686.74</td>
<td>$1,518.07</td>
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<tr>
<td>12 months</td>
<td>$1,795.20</td>
<td>$1,615.68</td>
</tr>
</tbody>
</table>

NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Physical Education

Limit 2 per month
This group of twelve (12) physical education-specific content pages includes resources such as student assessment, curriculum, appropriate instruction, position statements, appropriate practices, SHAPE America’s National Standards & Grade-Level Outcomes for K-12 Physical Education, National Physical Education & Sport Week, and more. Ad insertions will be placed on the following pages:

1. Policy and Environment
2. Fields of Study: Physical Education
3. Physical Education vs. Physical Activity
4. Physical Literacy
5. Student Assessment in Physical Education
6. Curriculum in Physical Education
7. What is Physical Education
8. Appropriate Instruction
9. National Standards for Physical Education
10. Physical Education Position Statements
11. Appropriate Instructional Practice Guidelines
12. National Physical Education & Sport Week

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

2m28s avg. time on page
28,357 monthly visits
64% new visitors
24,715 avg. monthly page views
296,580 annual page views
36% returning visitors

Insertion Rates

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NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Membership Rate (see pages 7-9 for details)
Event Listings

**Unlimited monthly availability**
Promote your upcoming workshop, conference or event to health and physical education professionals through this classified-style listing placed on the [Events and Conferences](#) page. Listings include:

- Event Title (maximum of 5 words)
- Event Dates
- Brief Description (up to 30 words)
- URL link to your event website/event page for more details

Grant Listings

**Unlimited monthly availability**
Draw attention to grant opportunities offered to health and physical education professionals through your organization with this classified-style listing placed on the [Grants, Awards and Accreditation](#) page. Listings include:

- Grant Title (maximum of 5 words)
- Brief Description (up to 30 words)
- URL link to your grant opportunities page for more details

Insertion Rates

Event Listing and Grant Listing ad insertion rates are available in 3-month increments to provide maximum exposure for your event or grant opportunity. Rates listed are applicable to both options.

<table>
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<tr>
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NM Rate = Non-Member Rate
MBR Rate = SHAPE America Corporate Member Rate (see pages 7-9 for program details)
SHAPE America
Advertising Policy
SHAPE America

Advertising Policy

Acceptance of Advertising

- Acceptance of advertising is subject to review and approval by SHAPE America.
- No advertising shall be permitted that may injure the good name or reputation of SHAPE America.
- SHAPE America prohibits discrimination on the basis of race, religion, creed, sex, age, marital status, sexual orientation, national origin, disability, or veteran status in the treatment of participants in, access to, or content of its programs and activities.
- Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, vaping products, marijuana, opioids, partisan causes, or the simulation of news or is directed at children.
- Promotion of products, meetings, and services that compete directly with those offered by SHAPE America is generally prohibited.
- Membership solicitation by organizations other than SHAPE America is prohibited. Fundraising by organizations or individuals other than SHAPE America is strictly prohibited.
- The following online advertising formats are prohibited:
  - Pop-ups and floating advertisements.
  - Advertisements that collect personally identifiable information from visitors without their knowledge or permission.
  - Advertisements that extend across or down the page without the visitor having clicked or rolled over the ad.
  - Advertisements that send visitors to another site without the visitor having clicked the ad.
- The use of the SHAPE America and health. moves. minds. names, seals and/or logos are prohibited without SHAPE America’s prior written approval.
- Advertisements may not imply endorsement by SHAPE America, its publications or websites except as may be provided for under a separate agreement, in which as advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.
- 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 copy that does so.
- SHAPE America reserves the right, at its absolute discretion and at any time before publication, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of copy by SHAPE America, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to SHAPE America.
- Advertisements that simulate editorial content must be clearly labeled “ADVERTISEMENT” and SHAPE America may, in its sole discretion, so label such copy. Such advertisements must appear in a different typeface than that used for SHAPE America’s editorial material.
- SHAPE America does not vouch for or assume responsibility for any material contained on web sites to which it links. The following statement will appear on each SHAPE America website — “The appearance of an advertisement on a SHAPE America site is neither a SHAPE America guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser.”
- SHAPE America will not link to web sites that frame SHAPE America sites content express permission of SHAPE America; prevent the viewer from returning to the SHAPE America website or other previously viewed screens, such as by disabling the viewer’s “back” button; redirect the viewer to a website the viewer did not intend to visit; or that do not otherwise follow SHAPE America policies with respect to use of SHAPE America logos and trademarks. SHAPE America reserves the right to not link to or to remove links to other websites.
- Advertising rates are subject to change without notice.

General Guidelines

- Advertiser and/or Agency agree that all material necessary for the placement must arrive at SHAPE America no later than the published closing dates. Advertiser and/or Agency agrees that in the event that such materials are not sent in time, that SHAPE America will not have any responsibility to Advertiser and/or Agency for failure to publish the proposed ad and hereby agrees that SHAPE America is authorized to publish the last prepared ad of Advertiser, if any, and that Advertiser will pay the contracted amount for the ad.
SHAPE America
Advertising Policy

General Guidelines (continued)

- In the event that the Advertiser and/or Agency pulls an ad after the space reservation deadline, therefore breaching the Advertising Contract, SHAPE America will not refund monies to the Advertiser or Agency.
- In the event a volume of advertising less than that agreed is used and paid for or the Advertiser or Agency otherwise breaches the terms of the Advertising Contract, or if at any time, SHAPE America in its reasonable judgment determines that Advertiser is not likely to have utilized the amount of space specified in the Advertising Contract, any rate discount will be nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used, in accordance with the applicable rates schedules (“short-rate”). In such event, Advertiser and Agency must reimburse SHAPE America for the short-rate within ten (10) days of SHAPE America’s invoice therefore and Advertiser will thereafter pay for advertising at the open rate or at the newly-determined rate(s) (as applicable).
- The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by SHAPE America, nor may Advertiser or Agency authorize any others to use any advertising space.
- Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted but such restrictions or specifications are at SHAPE America’s sole discretion.
- It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. If SHAPE America becomes aware of any breach or potential breach of any applicable law or regulation, or of this Advertising Policy, SHAPE America may remove the advertising.
- SHAPE America prefers to work with advertisers who share our mission of helping students, schools, and families achieve their physical and health educational goals and who provide education-seeking members a broad array of choices for the future.
- SHAPE America’s published Advertising Policy is not exhaustive and is subject to change at any time without notice.

Limitations of Liability

- Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and that publication by SHAPE America will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold SHAPE America harmless from and against any loss, expense, or liability (including attorney’s fees) resulting from claims or suits based upon such advertising, without limitation.
- As a not-for-profit, tax-exempt organization that publishes various publications, some of which contain advertising, SHAPE America does not verify or substantiate the claims of Advertisers. As a matter of law, it is the responsibility of an Advertiser and/or Agency, not SHAPE America, to substantiate its claims. Advertisers agree to indemnify and defend SHAPE America from any and all liability for all advertising content.
- Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes SHAPE America, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser’s liability to SHAPE America. The rights of SHAPE America shall in no way be affected by any dispute or claims as between Advertiser and Agency.
- SHAPE America’s liability for failure to publish an advertisement shall not exceed a refund of or credit for SHAPE America’s charge for such advertisement.