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

2021-2022 Media Kit
LEVERAGE THE POWER OF ACTIVE EDUCATORS

WWW.SHAPEAMERICA.ORG
ADVERTISING@SHAPEAMERICA.ORG
WHO WE ARE

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.

ENGAGEMENT PLATFORMS

- Partners for Active & Healthy Children Membership
- Professional Learning & Advocacy Events
- Et Cetera e-Newsletter
- Momentum Digital Magazine
- SHAPE America Blog
- HPE Marketplace Guide
- SHAPE America Website

METRICS & ANALYTICS

- Facebook: 18.7K followers
- Twitter: 28K followers
- Yearly Website page views: 2.2M
- Monthly Website page views: 184.5K
- Monthly Website visits: 138.3K
- Average time on website: 1:30 minutes
OUR VISION
A nation where all children are prepared to lead healthy, physically active lives.

SHAPE 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 MISSION
To advance professional practice and promote research related to health and physical education, physical activity, dance and sport.
Member Profile

EMPLOYMENT

- College/University: 45%
- Middle School: 21%
- PK-12: 13%
- High School: 10%
- Other*: 11%

*Includes early childhood, government, nonprofit, parks/recreation facilities

RESPONSIBILITY

- College Professor: 62%
- Administration: 14%
- Other*: 7%
- Teacher: 17%

*Includes pre-service professional, exercise/fitness instructor, athletic trainer

INTERESTS

- Teacher Education: 57%
- Other*: 23%
- Health Education: 9%
- PE/Coaching: 8%
- Physical Activity/Adapted Physical Activity: 4%

*Includes research, sport science, coaching
1. **Partners for Active & Healthy Children**
   Priced at just $949 annually, this corporate/non-profit membership program offers a wide range of visibility and branding opportunities, engagement with SHAPE America leadership and members, and exclusive discounts. See page 6 for details.

2. **Professional Learning & Advocacy Events**
   Attendees rely on the mobile app, website and/or printed materials associated with SHAPE America's professional learning and advocacy events to maximize their on-site experience. Ads range from $125 - $7,500. See page 9 for details.

3. **Et Cetera e-Newsletter**
   Reach 40,300 health and physical education professionals through this bi-weekly e-newsletter. Advertising and advertorial opportunities help tell your story. 1-month insertions as low as $300; multiple-insertion discounts available. See page 17 for details.

4. **Momentum Digital Magazine**
   SHAPE America’s award-winning digital magazine reaches 40,300 health and physical education professionals three times throughout the year and provides you with opportunities to tell your story. Single insertions as low as $540; multiple-insertion discounts available. See page 23 for details.

5. **SHAPE America Blog**
   The blog covers a broad range of topics and perspectives through articles by association leaders, content experts, book authors, and other invited guests. 1-month insertions starting at $325; multiple-insertion discounts available. See page 27 for details.

6. **HPE Marketplace Guide**
   The online HPE Marketplace Guide provides a one-stop source for health and physical education professionals to identify vendors for the products and services they need for their classrooms or gymnasiums. Listings starting as low as $200 annually. See page 33 for details.

7. **SHAPE America Website**
   With 2+ million annual page views, the SHAPE America website is a key resource for health and physical education professionals. 1-month insertions as low as $56; multiple-insertion discounts available. See page 37 for details.
ELIGIBILITY

PAHC 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.

ABOUT THE PROGRAM

Partners for Active and Healthy Children membership program connects the business and nonprofit communities with our nation’s health and physical educators. Members provide annual financial contributions that support a variety of SHAPE America initiatives, programs and projects that promote effective health and physical education. In exchange, 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;
- Gain access to SHAPE America leadership by providing a forum for discussion and strategic thinking on ways to help develop our industry and the SHAPE America membership; and
- Receive exclusive perks such as complimentary listings in the HPE Marketplace Guide, year-round recognition, and additional savings on exhibit space, sponsorship and advertising.

DUES & TERM

Annual Dues: $949

Membership Term: 12 months

Membership activates on the first of the month following receipt of a completed application (e.g., application received August 27, 2021, membership activates on September 1, 2021 and expires on August 31, 2022.)
Your Ticket to Exclusive Perks

**Brand Awareness and Visibility**

- Use of the PAHC digital member badge for inclusion in marketing emails, website and other promotional materials
- Year-round Basic Listing in the HPE Marketplace Guide, including up to three (3) product/service categories. Each listing includes company name, phone number, and active web and email links (a $200 value)
- One (1) Sixth-page Square Ad insertion in the *Momentum* digital magazine issue of your choice — fall, winter or spring (a $300 value; exclusively available to PAHC members)
- Logo and hyperlink on the [Partnerships](#) and [PAHC](#) landing page on the SHAPE America website (12 months)
- Periodic logo and hyperlink recognition on the SHAPE America [blog](#).
- Logo and hyperlink included in a PAHC acknowledgement in each issue of *Momentum*
- Logo recognition on signage displayed during the SHAPE America National Convention & Expo

**Insights and Advocacy**

- Periodic virtual meeting invitations, which may include advocacy/ESSA updates, CEO updates, or requests to participate in focus groups
- Invitation to SPEAK Out! Day, SHAPE America's annual advocacy event on Capitol Hill (travel/hotel are at member's expense)
- Complimentary subscription to *Momentum*, SHAPE America's digital magazine, distributed three times annually (circ. 41,000)
- Complimentary subscription to *Et Cetera*, SHAPE America's bi-weekly e-newsletter (circ. 41,000 subscribers)

**Exclusive Discounts**

- 20% discount on Sponsored Webinars; limit 1 per month and 1 per organization annually
- 15% discount on up to 300 square feet of exhibit booth space for the SHAPE America National Convention & Expo
- 15% discount on SHAPE America National Convention & Expo sponsorship opportunities; some restrictions may apply
- 10% discount on advertising throughout the year (includes *Momentum*, *Et Cetera*, SHAPE America blog, SHAPE America website, SPEAK Out! Day, and the SHAPE America National Convention & Expo)

$949 annually

JOIN NOW
Current Members

Listing reflects current members of Partners for Active and Healthy Children as of October 1, 2021.
Advocacy & Professional Learning Events

SPEAK Out! Day
SHAPE America National Convention & Expo
Sponsored Webinars
"By You, For You" Webinar Series
SPEAK Out! Day

WHAT, WHERE & WHEN

Each year, approximately 200 SHAPE America members 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.

- Location: Crowne Plaza Crystal City
- Date: February 15-16, 2022

HIGHLIGHTS

- "Prep Day" 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
SPONSOR

Demonstrate your advocacy support for HPE, while boosting your brand reputation and building loyalty! From physical activity breaks to refreshment breaks to networking opportunities, this important advocacy event provides the platform to support your objectives. 
PAHC members save 15%!

Contact sponsors@shapeamerica.org for details.

ADVERTISE

Increase your exposure before and during SPEAK Out! Day through advertising insertions on the event webpage. PAHC members save 10%!

Contact advertising@shapeamerica.org for details.
National Convention & Expo

Each year the SHAPE America National Convention & Expo brings together more than 4,000 health and physical educators from around the world — all dedicated to helping young people lead healthy, physically active lives. The Convention provides opportunities to explore new trends, learn from industry experts, and strengthen their professional networks.

Event Highlights
- More than 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

Ways to Participate

ADVERTISE
Increase your exposure before and during the 2022 SHAPE America National Convention & Expo through a wide range of electronic and print options. From tote bag inserts to email and website banners to onsite branding and participation in gamification, SHPAE America has a variety of solutions to fit your budget and goals. Learn more.

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.

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! From sponsor-curated sessions and alignment with keynote presentations to special events and branded items, the SHAPE America National Convention & Expo provides the platform to support your objectives. Learn more.
BUSY EXHIBIT HALL

ON-SITE BRANDING OPPORTUNITIES

SPONSOR THEATER SESSIONS
"By You, For You" 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.

Sessions selected for inclusion in the "By You, For You" series will be categorized as one of the following four content areas:

- Health Education
- Physical Activity
- Physical Education
- Professional Preparation

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.

Average participation per webinar is 160 registrants, with a low-end of 40 and a high-end of over 500 individuals.

RATE*

Rate listed are for an exclusive series sponsor.

Exclusive Sponsor: $7,500

*Partners for Active and Healthy Children members receive 15% off listed rate.
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's Informz email communication platform. All emails will be clearly labeled as "Promotional 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; ad graphics may be updated periodically at sponsor’s discretion.

- Inclusion in all "By You, For You" Series promotional e-blasts, including text acknowledgement and a **sponsor-provided 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, to appear on the following SHAPE America website pages: Webinars and Online Courses, SHAPE America Online Institute Dashboard (rotating), SHAPE America Online Institute Catalog, and SHAPE America Online Institute Webinar Landing Pages

- 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, as well as 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
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 live or recorded Sponsored Webinar)
• A SHAPE America host/moderator for the live or recorded presentation
• On-Demand version of the Sponsored Webinar accessible through the SHAPE America Online Institute

PROMOTION
• 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 after the live presentation; 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
• Promotional blurb announcing the On-Demand availability of the Sponsored Webinar included in one (1) issue of Et Cetera; includes a link to the Webinar Landing Page

RATES*
Rates listed are per webinar.
60-Minute Webinar $2,500
30-Minute Webinar $1,500

*Partners for Active and Healthy Children members receive 20% off listed rates.
August 4, 2021

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.

Sneak Peek of Sessions at the Back to School Summit

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.
ABOUT ET CETERA

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 more than 40,000 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.

40,307

circulation per issue

24

annual issues

2

issues per month
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

FEATURED ARTICLE

When All Abilities Play Together, Everybody Wins
It is a constant challenge to find new, unique ways to engage kids in physical education. There are lots of options out there, but how do you choose one? What priorities do you set when selecting new engaging activities? The answer we hear most often is adaptability. In other words, games that are suitable for all ages, strengths, and abilities, that challenge the most athletically inclined children alongside those with limited mobility or physical fitness. Read on to learn all about a unique non-physical education activity that covers all these bases and introduces students to the Olympic sport of curling.

Peer to Peer
Health and physical educators across the country are sharing top-notch ideas, resources and more!

NEW Video Series: Interactive Lessons for Health and Physical Education
Step into the classroom of health and physical education teachers across the nation as they
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

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

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
### Advertising Rates*

*Insertion rates are for 2 issues per month (e.g., 1 Month = 2 issues, 2 Months = 4 issues; etc.). Insertions for the months of September 2021, March 2022 and August 2022 will receive one (1) additional bonus issue at no extra charge.

**Partners for Active and Healthy Children members receive 10% of listed rates.**

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<thead>
<tr>
<th>Leaderboard</th>
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<th>Feature Article</th>
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### Important Dates

#### Publication Dates

<table>
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<th>Month</th>
<th>Artwork/Content Deadlines</th>
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<tr>
<td>September 2021</td>
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<td>October 2021</td>
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<tr>
<td>August 2022</td>
<td>8/3, 8/17, 8/31</td>
</tr>
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### Artwork/Content Deadlines

Artwork/Content is due two (2) weeks prior to the publication date for which the advertising insertion has been reserved.
Momentum Magazine

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

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.

40,307 circulation per issue

3 annual issues

DEPARTMENTS

- President's Message
- From the CEO
- Teacher to Teacher
- Advocacy
- Reflection
- Districts
- Resource Roundup
- Research
- Final Bell

AD FEATURES

"Shoppable" Links: direct readers to your e-commerce site through clickable links directly from your ad.

Web Links: lead readers to more informatino or additional content with clickable links directly from your ad placement

AD UPGRADE

Embedded Video: engage readers with YouTube or Vimeo video content that plays directly from your ad
Advising Rates* & Sizes

Partners for Active and Healthy Children members receive 10% of listed rates.

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

<table>
<thead>
<tr>
<th>Dimensions</th>
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<th>2 Issues</th>
<th>3 Issues</th>
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</table>

Ad Upgrades

| Embedded Video       | $250.00   | $475.00   | $675.00   |
TECHNICAL REQUIREMENTS & SPECS

Digital files are required for advertising submissions. Ads must be high-resolution (300 dpi or greater) PDF, JPEG or EPS. 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

**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.

DEADLINES AND DUE DATES

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<td>Spring 2022</td>
<td>March 30, 2022</td>
<td>April 8, 2022</td>
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<tr>
<td>Fall 2022</td>
<td>July 27, 2022</td>
<td>August 12, 2022</td>
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CONDITIONS

All advertising is subject to approval by the publisher. 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. 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 does not verify or substantiate the claims of advertisers. As a matter of law, it is the responsibility of any advertiser, not the publisher, to substantiate its claims.
SHAPE America Blog

Launched in August 2019, 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.
ABOUT THE SHAPE AMERICA BLOG

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, bi-weekly Et Cetera e-newsletter and through SHAPE America's well-trafficked social media outlets. The Top 5 most popular blog articles from calendar year 2020 include:

**How to Integrate Social and Emotional Learning in PE to Improve Classroom Climate**
Published: November 5, 2019; 8,084 page views in 2020
authored by Kyle Bragg, National Board Certified Teacher, 2018 Arizona Elementary Physical Education Teacher of the Year

**Much Ado About Remote Learning in Health and Physical Education**
Published: April 7, 2020; 7,757 page views in 2020
authored by Chad Dauphin, health educator at Adlai E. Stevenson High School

**7 Steps to Go From Surviving to Thriving With HPE at Home**
Published: March 31, 2020; 6,418 page views in 2020
authored by Kate Cox, National Board Certified physical educator, 2017 CAHPERD Middle School Physical Education Teacher of the Year, 2018 SHAPE America Middle School Physical Education Teacher of the Year

**Social Justice in Physical Education**
Published: September 26, 2018; 4,136 page view in 2020
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)

**Resources to Help Students Stay Healthy and Physically Active at Home**
Published: March 20, 2020; 3,556 page views in 2020
authored by Larissa Brickach, managing editor, SHAPE America blog, Momentum magazine, and Et Cetera email newsletter

- 112,000 annual pageviews
- 9,300 average monthly pageviews
- 2 average weekly posts
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
File format: JPG
URL link: includes 1 URL hyperlink

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
File format: JPG
URL link: includes 1 URL hyperlink

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.
**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  
File format: JPG  
URL link: includes 1 URL hyperlink

---

**Advertising Rates & Sizes**

**Partners for Active and Healthy Children members receive 10% of listed rates.**

<table>
<thead>
<tr>
<th></th>
<th>Site Header</th>
<th>Below Post Title</th>
<th>Below Post Content</th>
<th>Right Column</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$465.00</td>
<td>$419.00</td>
<td>$326.00</td>
<td>$372.00</td>
</tr>
<tr>
<td>2 Months</td>
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<td>$820.00</td>
<td>$638.00</td>
<td>$729.00</td>
</tr>
<tr>
<td>3 Months</td>
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<td>$1,218.00</td>
<td>$947.00</td>
<td>$1,083.00</td>
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<td>4 Months</td>
<td>$1,786.00</td>
<td>$1,607.00</td>
<td>$1,250.00</td>
<td>$1,429.00</td>
</tr>
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<td>5 Months</td>
<td>$2,186.00</td>
<td>$1,967.00</td>
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<td>6 Months</td>
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<td>$2,310.00</td>
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<td>7 Months</td>
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<td>$2,637.00</td>
<td>$2,051.00</td>
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<tr>
<td>8 Months</td>
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<td>$2,946.00</td>
<td>$2,292.00</td>
<td>$2,619.00</td>
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<td>9 Months</td>
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<td>$2,879.00</td>
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<td>10 Months</td>
<td>$3,906.00</td>
<td>$3,515.00</td>
<td>$2,734.00</td>
<td>$3,125.00</td>
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<td>11 Months</td>
<td>$4,194.00</td>
<td>$3,775.00</td>
<td>$2,936.00</td>
<td>$3,355.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$4,464.00</td>
<td>$4,018.00</td>
<td>$3,125.00</td>
<td>$3,571.00</td>
</tr>
</tbody>
</table>

Digital files are required for advertising submissions. Ads must be high-resolution (300 dpi or greater); JPG format. Placements rotate across all blog articles for the contracted placement term and link to a provided URL.
Native Advertising

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

- SHAPE America will publish a maximum of one (1) Sponsored Content Guest Blog Post per month; this may be subject to change in the future.
- 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 members of Partners for Active and Healthy Children 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.
Native Advertising Rates

Partners for Active and Healthy Children members receive 10% of listed rates.

| Sponsored Content Guest Blog Post | $1,000.00 |

TECHNICAL REQUIREMENTS & SPECS

- 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 an ad placements on their post in the Right Column location; refer to page 28 for technical requirements and specifications.
HPE Marketplace Guide

Launched in August 2019, 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 AD

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 140px H
File format: JPG
URL link: includes 1 URL hyperlink

BOX AD

Limit 3 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.

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

ABOVE CATEGORY BANNER

Limit 28 per month
 Appearing above the category section of your choice, combine text, colors and graphics into a unique sales message for committed buyers.

Artwork Specifications
Size: 800px W x 75px H
File format: JPG
URL link: includes 1 URL hyperlink
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:

- Premium placement above Premier and Basic Listings within a single category of your choice
- One (1) embedded video
- Upgraded 100-word description
- Premier Listing in four (4) additional categories

PREMIER LISTINGS

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

*Partners for Active and Healthy Children members receive a complimentary Basic Listing.
## Advertising Rates

Partners for Active and Healthy Children members receive 10% of listed rates.

<table>
<thead>
<tr>
<th></th>
<th>Featured Company</th>
<th>Above Category Banner</th>
<th>Box Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$130.00</td>
<td>$115.00</td>
<td>$105.00</td>
</tr>
<tr>
<td>2 Months</td>
<td>$255.00</td>
<td>$225.00</td>
<td>$206.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$378.00</td>
<td>$335.00</td>
<td>$306.00</td>
</tr>
<tr>
<td>4 Months</td>
<td>$499.00</td>
<td>$442.00</td>
<td>$403.00</td>
</tr>
<tr>
<td>5 Months</td>
<td>$611.00</td>
<td>$541.00</td>
<td>$494.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$718.00</td>
<td>$635.00</td>
<td>$580.00</td>
</tr>
<tr>
<td>7 Months</td>
<td>$819.00</td>
<td>$725.00</td>
<td>$662.00</td>
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<tr>
<td>8 Months</td>
<td>$915.00</td>
<td>$810.00</td>
<td>$739.00</td>
</tr>
<tr>
<td>9 Months</td>
<td>$1,006.00</td>
<td>$890.00</td>
<td>$813.00</td>
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<tr>
<td>10 Months</td>
<td>$1,092.00</td>
<td>$966.00</td>
<td>$882.00</td>
</tr>
<tr>
<td>11 Months</td>
<td>$1,173.00</td>
<td>$1,037.00</td>
<td>$947.00</td>
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<td>12 Months</td>
<td>$1,248.00</td>
<td>$1,104.00</td>
<td>$1,008.00</td>
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</table>

## Listing Rates

Partners for Active and Healthy Children members receive a complimentary Basic Listing and 10% of listed rates.

<table>
<thead>
<tr>
<th>Category Sponsor, 1st Position</th>
<th># Available</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category Sponsor, 2nd Position</td>
<td>1</td>
<td>$650.00</td>
</tr>
<tr>
<td>Category Sponsor, 3rd Position</td>
<td>1</td>
<td>$500.00</td>
</tr>
<tr>
<td>Premier Listing</td>
<td>Unlimited</td>
<td>$350.00</td>
</tr>
<tr>
<td>Basic Listing</td>
<td>Unlimited</td>
<td>$200.00</td>
</tr>
<tr>
<td>Additional Categories</td>
<td>Unlimited</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

## AVAILABLE CATEGORIES

- Adapted Physical Education Equipment & Supplies
- Apparel
- Assessments
- Association/Non-Profit Organization
- Athletic Equipment & Supplies
- Business Services
- Coaching Equipment & Supplies
- Community Wellness
- Continuing Education Courses
- Curriculum and Lesson Plans
- Facilities Equipment & Services
- Fitness Equipment & Accessories
- Fitness Technology
- Food & Beverage
- Graduate Programs
- Health Education Resources
- Insurance
- Nutrition
- Olympic Sports/National Governing Bodies
- Physical Education Equipment
- Playground Equipment
- Professional Development & Training
- Publishing
- Research
- Social Emotional Wellness
- Teacher Recruitment/Employer
- Undergraduate Programs
- Wellness
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.

www.shapeamerica.org
SHAPE AMERICA HOMEPAGE

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

140,475
annual page views

11,706
avg. monthly page views

45%/55%
Returning/New Visitors

<table>
<thead>
<tr>
<th>Rate*</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$410.00</td>
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<tr>
<td>2 Months</td>
<td>$803.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$1,192.00</td>
</tr>
<tr>
<td>4 Months</td>
<td>$1,572.00</td>
</tr>
<tr>
<td>5 Months</td>
<td>$1,925.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$2,260.00</td>
</tr>
<tr>
<td>7 Months</td>
<td>$2,580.00</td>
</tr>
<tr>
<td>8 Months</td>
<td>$2,883.00</td>
</tr>
<tr>
<td>9 Months</td>
<td>$3,170.00</td>
</tr>
<tr>
<td>10 Months</td>
<td>$3,440.00</td>
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<tr>
<td>11 Months</td>
<td>$3,694.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$3,931.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
EVENTS AND CONFERENCES PAGE

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

<table>
<thead>
<tr>
<th>Rate*</th>
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</thead>
<tbody>
<tr>
<td>1 Month</td>
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<td>2 Months</td>
<td>$130.00</td>
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<td>3 Months</td>
<td>$194.00</td>
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<tr>
<td>4 Months</td>
<td>$255.00</td>
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<tr>
<td>5 Months</td>
<td>$313.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$367.00</td>
</tr>
<tr>
<td>7 Months</td>
<td>$419.00</td>
</tr>
<tr>
<td>8 Months</td>
<td>$468.00</td>
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<tr>
<td>9 Months</td>
<td>$515.00</td>
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<tr>
<td>10 Months</td>
<td>$559.00</td>
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<tr>
<td>11 Months</td>
<td>$600.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$638.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.

22,804
annual page views

1,900
avg. monthly page views

50%/50%
Returning/New Visitors
PROFESSIONAL DEVELOPMENT PAGES

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

<table>
<thead>
<tr>
<th>Rate*</th>
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</thead>
<tbody>
<tr>
<td>1 Month</td>
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<td>2 Months</td>
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<td>$576.00</td>
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<td>7 Months</td>
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<td>$862.00</td>
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<td>$948.00</td>
</tr>
<tr>
<td>10 Months</td>
<td>$1,029.00</td>
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<tr>
<td>11 Months</td>
<td>$1,105.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$1,176.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.

42,356
annual page views

3,531
avg. monthly page views

43%/57%
Returning/New Visitors
CAREER CENTER PAGES

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

43,819 annual page views
3,652 avg. monthly page views
29%/71% Returning/New Visitors

<table>
<thead>
<tr>
<th></th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$130.00</td>
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<tr>
<td>2 Months</td>
<td>$254.00</td>
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<tr>
<td>3 Months</td>
<td>$377.00</td>
</tr>
<tr>
<td>4 Months</td>
<td>$497.00</td>
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<tr>
<td>5 Months</td>
<td>$609.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$715.00</td>
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<tr>
<td>7 Months</td>
<td>$816.00</td>
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<tr>
<td>8 Months</td>
<td>$912.00</td>
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<tr>
<td>9 Months</td>
<td>$1,002.00</td>
</tr>
<tr>
<td>10 Months</td>
<td>$1,088.00</td>
</tr>
<tr>
<td>11 Months</td>
<td>$1,168.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$1,243.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
RESOURCES & PUBLICATIONS PAGES

Limit 1 per month

Drive traffic to your website with this package of banner and box ads placed on the Resources and Publications landing page and seventeen (17) related pages, including SHAPE America's popular Download Library, Momentum magazine, Et Cetera e-newsletter, and research journal pages. Ad insertions will be placed on the following pages:

1. Resources & Publications
2. Download Library: Posters/Infographics
3. Download Library: Curriculum/Lessons
4. Download Library: Activity Calendars
5. Download Library: Skills-based Health Education Activities
6. Download Library: Standards-based Physical Education Activities
7. Download Library: Heart Healthy Activities
8. Download Library: Early Childhood Activities
9. Download Library: e-Guides
10. Download Library: Member-Shared Resources
11. Momentum magazine
12. Et Cetera e-newsletter
13. SHAPE America Journals
14. American Journal of Health Education (AJHE)
15. Journal of Physical Education, Recreation and Dance (JOPERD)
16. Strategies: A Journal for Physical and Sport Educators
17. Research Quarterly for Exercise Science (RQES)
18. Measurement in Physical Education and Exercise Science Journal (MPEES)

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

<table>
<thead>
<tr>
<th>Rate*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$434.00</td>
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<tr>
<td>2 Months</td>
<td>$851.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$1,263.00</td>
</tr>
<tr>
<td>4 Months</td>
<td>$1,667.00</td>
</tr>
<tr>
<td>5 Months</td>
<td>$2,040.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$2,396.00</td>
</tr>
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<td>7 Months</td>
<td>$2,734.00</td>
</tr>
<tr>
<td>8 Months</td>
<td>$3,055.00</td>
</tr>
<tr>
<td>9 Months</td>
<td>$3,359.00</td>
</tr>
<tr>
<td>10 Months</td>
<td>$3,646.00</td>
</tr>
<tr>
<td>11 Months</td>
<td>$3,915.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$4,166.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.

148,389
annual page views

12,369
avg.monthly page views

47%/53%
Returning/New Visitors
TEACHER'S TOOLBOX PAGES

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

257,206
annual page views

21,433
avg. monthly page views

40%/60%
Returning/New Visitors

<table>
<thead>
<tr>
<th>Rate*</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$749.00</td>
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<td>2 Months</td>
<td>$1,468.00</td>
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<tr>
<td>3 Months</td>
<td>$2,180.00</td>
</tr>
<tr>
<td>4 Months</td>
<td>$2,876.00</td>
</tr>
<tr>
<td>5 Months</td>
<td>$3,520.00</td>
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<td>6 Months</td>
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<td>7 Months</td>
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<td>8 Months</td>
<td>$5,273.00</td>
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<td>9 Months</td>
<td>$5,797.00</td>
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<td>10 Months</td>
<td>$6,292.00</td>
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<td>11 Months</td>
<td>$6,756.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$7,190.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
COACH'S TOOLBOX PAGES

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

19,727
annual page views

1,645
avg. monthly page views

40%/60%
Returning/New Visitors

<table>
<thead>
<tr>
<th>Rate*</th>
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<tbody>
<tr>
<td>1 Month</td>
</tr>
<tr>
<td>2 Months</td>
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<td>3 Months</td>
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<tr>
<td>10 Months</td>
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<tr>
<td>11 Months</td>
</tr>
<tr>
<td>12 Months</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
HEALTH EDUCATION PAGES

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

<table>
<thead>
<tr>
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<td>7 Months</td>
<td>$1,301.00</td>
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<td>8 Months</td>
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<td>11 Months</td>
<td>$1,863.00</td>
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<td>12 Months</td>
<td>$1,982.00</td>
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</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
PHYSICAL EDUCATION PAGES

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

346,804
annual page views

28,901
avg. monthly page views

41%/59%
Returning/New Visitors

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<tr>
<td>2 Months</td>
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<tr>
<td>12 Months</td>
<td>$9,710.00</td>
</tr>
</tbody>
</table>

*Partners for Active and Healthy Children members receive 10% off listed rates.
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:

- Listing Title (maximum of 5 words)
- 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

ADVERTISING RATES

Partners for Active and Healthy Children members receive 10% off listed 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>
<thead>
<tr>
<th>Rate</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
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<tr>
<td>6 Months</td>
<td>$690.00</td>
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<td>9 Months</td>
<td>$968.00</td>
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<tr>
<td>12 Months</td>
<td>$1,200.00</td>
</tr>
</tbody>
</table>
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 visiting 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
Advertising Policy

Acceptance of Advertising (continued)

- 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.
- 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 many 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, not may Advertiser or Agency authorize any others to use any advertising space.
SHAPE America
Advertising Policy

General Guidelines (continued)

- 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.