LEVERAGE the POWER of ACTIVE EDUCATORS

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

2019-2020 Media Kit

MAXIMIZE YOUR Exposure
GENERATE High-Value Leads
EXPAND YOUR Network
About SHAPE America

Who We Are
SHAPE America – Society of Health and Physical Educators is the national organization that serves as the voice for 200,000+ health and physical education professionals across the nation. Since its founding in 1885, the organization has defined excellence in physical education, and our National Standards for K-12 Physical Education serve as the foundation for well-designed physical education programs across the country. We provide programs, resources and advocacy that support an inclusive, active, kinder, and healthier school culture and champion health and physical educators at every level, from preschool to university graduate programs. Our extensive community includes members, advocates and supporters, as well as 51 state affiliate organizations (including the District of Columbia). Together we are working, in and out of schools, to prepare every child to lead a healthy, physically active life. For more information, visit www.shapeamerica.org.

An Active Audience: SHAPE America Member Profile

<table>
<thead>
<tr>
<th>Employment</th>
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</thead>
<tbody>
<tr>
<td>College/University</td>
<td>30%</td>
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<tr>
<td>PK-12</td>
<td>27%</td>
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<tr>
<td>High School</td>
<td>18%</td>
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<tr>
<td>Middle School</td>
<td>13%</td>
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<tr>
<td>Other*</td>
<td>12%</td>
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</table>

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

<table>
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<th>Responsibility</th>
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<tr>
<td>Teacher</td>
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<tr>
<td>College Professor</td>
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<td>Other*</td>
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<tr>
<td>Administration</td>
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*includes pre-service professional, exercise/fitness instructor, athletic trainer

<table>
<thead>
<tr>
<th>Interests</th>
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</thead>
<tbody>
<tr>
<td>PE/Coaching</td>
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</tr>
<tr>
<td>Teacher Education</td>
<td>15%</td>
</tr>
<tr>
<td>Health Education</td>
<td>8%</td>
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<tr>
<td>Physical Activity/Adapted Physical Activity</td>
<td>9%</td>
</tr>
<tr>
<td>Other*</td>
<td>6%</td>
</tr>
</tbody>
</table>

*includes research, sport science, coaching
Ways to Connect with Health and Physical Educators

Connect with prospective health and physical education (HPE) customers using an integrated approach that includes digital advertising, advertorials, and face-to-face engagement. This positions your company as a leader in the HPE market, adding value to your sales proposition. Here are seven ways SHAPE America helps you reach potential customers.

**Partners for Active and Healthy Children (PAHC)**
Priced at just $949 annually, this membership program, designed for corporate and non-profit organizations, offers a wide range of visibility and branding opportunities, engagement with SHAPE America leadership and members, and exclusive discounts. See page 4 for details.

**Conferences and Conventions**
Each year, SHAPE America convenes HPE professionals for a series of in-person professional development and advocacy events, including SPEAK Out! Day, the National Convention & Expo, and the Professional Learning Institute. Attendees rely on the mobile app, website and/or printed materials associated with these events to maximize their experience on site. Ads range from $100 - $5,000. See page 6 for details.

**Et Cetera E-Newsletter**
Reach 41,000 health and physical education professionals through this bi-weekly e-newsletter. Advertising and advertorial opportunities help tell your story. Ads range from $180 - $900. See page 18 for details.

**Momentum Magazine**
SHAPE America’s award-winning digital magazine reaches 41,000 HPE professionals three times per year and provides you with opportunities to help you tell your story. Ads range from $657 - $2,400. See page 23 for details.

**SHAPE America Blog**
Covering a broad range of topics and perspectives, SHAPE America’s blog features articles by association leaders, content experts, book authors, and other invited guests. Ads range from $750 - $7,650. See page 26 for details.

**HPE Marketplace Guide**
The online HPE Marketplace Guide provides a one-stop source for HPE professionals to identify vendors for the products and services they need for their classrooms. Listings range from $200 - $2,000. See page 30 for details.

**SHAPE America Website**
With 2+ million annual page views, the SHAPE America website is a key resource for HPE professionals. Ads range from $200 - $3,650 for a 3-month placement. See page 33 for details.
SHAPE America’s Partners for Active and Healthy Children (PAHC) membership program connects the business and nonprofit communities with our nation’s health and physical educators. PAHC members provide annual financial contributions that support a broad array of SHAPE America initiatives, programs and projects that promote effective health and physical education. In exchange, PAHC 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 invested in ensuring that all children have the opportunity to lead healthy, physically active lives;
- Gain access to SHAPE America leadership, 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 and year-round advertising.

Membership 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.

Membership Term and Annual Dues
Annual PAHC membership dues are $949.

Organizations may join PAHC on a rolling basis, and all memberships are active for a period of 12 months. Memberships activate on the first of the month following receipt of a completed application (e.g., application received September 14, 2019, membership activates on October 1, 2019 and expires on September 30, 2020).
Your Ticket to Exclusive Perks! Just $949 Annually!

Brand Awareness and Visibility

► Use of the PAHC digital member badge for inclusion in marketing emails, website and other promotional materials
► Complimentary 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. Additional categories available for $50 each or upgrade to a Premier Listing for just an additional $135. (a $200 value)
► One (1) complimentary 1/6 Page Square ad in the Momentum issue of your choice — fall, winter or spring (a $300 value; exclusively available to PAHC members)
► Opportunity to have an activity or resource highlighted in a special PAHC section on the microsite for National PE & Sport Week (1st week of May) or Health Literacy Month (October)
► Logo and hyperlink on the Partnerships and PAHC landing pages on the SHAPE America website (12 months)
► Periodic logo and hyperlink recognition on the SHAPE America blog
► Recognition in each issue of Momentum and 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 member 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

► 15% discount on up to 300 sq. ft. of exhibit booth space for the SHAPE America National Convention & Expo (a savings of up to nearly $600!)
► 5% discount on a tabletop display for the SHAPE America Professional Learning Institute (summer 2020)
► 10% discount on advertising throughout the year (includes Momentum, Et Cetera, SHAPE America blog, SHAPE America website, SPEAK Out! Day, SHAPE America National Convention & Expo, and the SHAPE America Professional Learning Institute)
► One (1) complimentary Exhibit Hall Only pass for the SHAPE America National Convention & Expo (an $85 value)
SPEAK Out! Day
Help support this important annual advocacy event! Each year, approximately 200 SHAPE America members descend on the nation’s Capitol 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.

Event Highlights
► “Prep Day” to brief attendees on current issues related to the Every Student Succeeds Act (ESSA), review “asks” for congressional representatives, and role-play meeting with legislative leaders
► Personal visits with congressional representatives and their staff
► Walk the halls of the nation’s Capitol building
► Making the case for more funding to support school health and physical education programs
SPEAK Out! Day

Folder Inserts
Demonstrate your commitment to health and physical education, while gaining exposure for your products and services, by placing a postcard insert in the SPEAK Out! Day folders that each attendee receives upon check-in.

Website Box Ads
The SPEAK Out! Day landing page is home to all of the information participants need — registration, hotel information, the event agenda, and more. Gain exposure in alignment with this annual event and demonstrate your commitment to advocating for HPE. Ad blocks on the SPEAK Out! Day landing page are posted within two weeks of receipt of artwork.

Advertising Rate Chart

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folder Inserts</td>
<td>4” x 6” or 5” x 7”</td>
<td>10</td>
<td>$100.00</td>
</tr>
<tr>
<td>Website, Box Ad, right side of page</td>
<td>380W x 320H</td>
<td>2</td>
<td>$250.00</td>
</tr>
</tbody>
</table>
SHAPE America National Convention & Expo
This annual event attracts and engages approximately 4,000 health and physical education professionals who are searching for new products, services and technologies. Supercharge your show presence with advertising options that deliver maximum visibility before, during and/or after the Convention.

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, professionals athletes
► Networking and social events
► A multi-faceted exposition with vendor demonstrations

Interested in Exhibits or Sponsorship?
Visit our Convention Sales Site today!
SHAPE America National Convention & Expo

**Tote Bag Inserts**
Remind attendees to participate in your sponsored event/activity, visit your exhibit booth, or just gain additional exposure for your brand, products and/or services. A PDF proof must be provided to SHAPE America for review and approval prior to printing (advertiser to provide 4,500 inserts). Three sizes available to fit every budget!

**Mobile App Banners and Push Notifications**
SHAPE America’s mobile app is an attendee favorite and helps them keep up with everything at the Convention.

Gain additional visibility and drive traffic to your exhibit booth or website with a **Banner Ad**. All banner ads are placed as received and post from February – April 2020.

**Push Notifications** allow you to send a short, customized announcement to all Convention mobile app users. Limited to one alert per day, per organization, messages may be scheduled on Tuesday, Wednesday, Thursday or Friday of Convention week.

**Website Box Ads and Banners**
The Convention website is home to all of the information attendees need — registration, hotels, the event calendar, exhibitors, program sessions and more. With over 100,000 page views, the site provides exposure throughout the year. Ad blocks on the Convention website are posted within two weeks of receipt of artwork and remain posted through April 30, 2020. Placements run on numerous pages across the Convention site.
SHAPE America National Convention & Expo

Email Banners
Stand out before the Convention with a banner in the “News You Can Use” email sent to all confirmed Convention registrants. Sent approximately one week prior to the Convention, this e-communication highlights select program sessions, useful information about the Convention destination, and more. Capitalize on this opportunity to promote your sponsored event/activity, drive traffic to your exhibit booth, or just gain additional visibility for your brand, programs or services.

Daily Session Sampler emails are sent on Wednesday, Thursday and Friday of Convention week to all confirmed Convention registrants. Each email features highlighted program sessions for the day, exhibit hall information, social events, and more. Three placement locations are available for each day. And, you can save 20% when you purchase a placement in all three Daily Session Sampler emails!
Conferences and Conventions

SHAPE America National Convention & Expo

Exhibit Hall Game Booklet

*Designed Exclusively for Exhibitors!*

Drive traffic to your exhibit booth with this exhibit hall game that is popular with attendees and exhibitors alike! As an added bonus, the booklet also serves as a pocket guide of sessions and events scheduled throughout the Convention.

Each attendee will receive a game booklet at registration which includes the participating exhibitor names and booth numbers. Attendees will engage with your brand, product or service by asking a question OR performing an activity that you specify in the game booklet. Upon asking the question or completing the specified activity, the attendee will receive a stamp in their booklet.

Once all stamps have been collected, game booklets are deposited into a drop-box in the SHAPE America Resource Center. Completed booklets must be turned in by 9 a.m. on Friday, April 24 to be eligible for the prize drawing. The prize drawing is held at 11 a.m. on Friday, April 24 in the SHAPE America Resource Center.

Participating exhibitors have the option to donate an item for the prize drawing held at the conclusion of the game (recommended minimum value of $100). Plus, you can boost your visibility in the game booklet with a half- or full-page ad.
## Advertising Rate Chart

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote Bag Insert, Postcard</td>
<td>4” x 6” or 5” x 7”</td>
<td>6</td>
<td>$750.00</td>
</tr>
<tr>
<td>Tote Bag Insert: Single- or Double-sided Flyer</td>
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<td>6</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Tote Bag Insert: Multi-page Brochure OR Promo Item</td>
<td>Size should not exceed 8.5” x 11”</td>
<td>3</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Mobile App Banner Ad (PNG or GIF)</td>
<td>640 x 150 pixels</td>
<td>10</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Mobile App Push Notifications</td>
<td>35-character or 5-word Subject</td>
<td>12</td>
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</tr>
<tr>
<td>Website, Premium Top Banner</td>
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<td>$5,000.00</td>
</tr>
<tr>
<td>Website, Box Ad, right side of page</td>
<td>380W x 320H</td>
<td>2</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Website, Bottom Banner</td>
<td>1000W x 150H</td>
<td>1</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>
# Advertising Rate Chart

<table>
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<th>Description</th>
<th>Dimensions</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Banners: News You Can Use</td>
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<td>$2,000.00</td>
</tr>
<tr>
<td>Email Banners: Daily Session Sampler, above General Session section</td>
<td>650W x 75H</td>
<td>2</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Email Banners: Daily Session Sampler, below Exhibit Hall section</td>
<td>650W x 75H</td>
<td>3</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Email Banners: Daily Session Sampler, bottom banner</td>
<td>650W x 75H</td>
<td>3</td>
<td>$1,000.00</td>
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<tr>
<td>Exhibit Hall Game Booklet: Game Space Only</td>
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<tr>
<td></td>
<td>3.5” W x 5.5” H (nonbleed)</td>
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<td></td>
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<tr>
<td>Exhibit Hall Game Booklet: Game Space + C2 Full-page Ad (Inside Front Cover)</td>
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<td>$1,200.00</td>
</tr>
<tr>
<td></td>
<td>3.5” W x 5.5” H (nonbleed)</td>
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<td></td>
</tr>
</tbody>
</table>
Professional Learning Institute
This annual summer event attracts and engages up to 500 health and physical education professionals seeking further opportunities for professional development, networking, and solutions. Each year, the conference is themed around a specific topic (e.g., “The Mind-Body Connection: Exploring Social and Emotional Learning in HPE” in 2019). Make a splash with highly affordable advertising options that deliver maximum visibility associated with the conference.

Event Highlights
► Over 70 program presentations and industry experts in health, physical education, recreation and dance
► Focused general session keynote, setting the tone for the overall conference experience
► Networking opportunities
► Tabletop displays showcasing innovative solutions to support student learning
Professional Learning Institute

Tote Bag Inserts
Remind attendees to participate in your sponsored event/activity, visit your tabletop display, or just gain additional exposure for your brand, products and/or services. A PDF proof must be provided to SHAPE America for review and approval prior to printing (advertiser to provide 500 inserts).

Mobile App Banners and Push Notifications
SHAPE America’s mobile app is an attendee favorite and helps them keep up with everything at the conference.

Gain additional visibility and drive traffic to your tabletop display or website with a Banner Ad. All banner ads are placed as received and post from June – August 2020.

Push Notifications allow you to send a short, customized announcement to all conference mobile app users. Limited to one alert per day, per organization, messages may be scheduled on one or both days of the conference.

Website Box Ads and Banners
The conference website is home to all of the information attendees need — registration, hotels, the event calendar, tabletop display vendors, program sessions and more. Ad blocks on the conference website are posted for ninety (90) days — June 1 – August 31, 2020. Placements run on numerous pages across the conference site.
Professional Learning Institute

Email Banners
Stand out before the conference with a banner in the “News You Can Use” email sent to all confirmed conference registrants. Sent approximately one week prior to the conference, this e-communication highlights select program sessions, useful information about the conference destination, and more. Capitalize on this opportunity to promote your sponsored event/activity, drive traffic to your tabletop display, or just gain additional visibility for your brand, programs or services.

Daily Session Sampler emails are sent on both days of the conference week to all confirmed registrants. Each email features highlighted program sessions for the day, exhibit hall information, social events, and more. Three placement locations are available for each day. And, you can save 20% when you purchase a placement in both Daily Session Sampler emails!

“News You Can Use” Banner placed above footer section
Daily Session Sample Banner
## Professional Learning Institute

### Advertising Rate Chart

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
<th># Available</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote Bag Insert, Single- or Double-sided Flyer</td>
<td>8.5&quot; x 11&quot;</td>
<td>25</td>
<td>$250.00</td>
</tr>
<tr>
<td>Mobile App Banner Ad (PNG or GIF)</td>
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<td>10</td>
<td>$250.00</td>
</tr>
<tr>
<td>Mobile App Push Notifications</td>
<td>35-character or 5-word Subject 160-character or 20-word Message</td>
<td>6</td>
<td>$100.00</td>
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<tr>
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<td>$500.00</td>
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<td>Website, Bottom Banner</td>
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<td>$250.00</td>
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<td>Email Banners: “News You Can Use”</td>
<td>650W x 75H</td>
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<td>$500.00</td>
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<tr>
<td>Email Banners: Daily Session Sampler, above General Session section</td>
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<td>Email Banners: Daily Session Sampler, below Tabletop Displays section</td>
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<td>Email Banners: Daily Session Sampler, bottom banner</td>
<td>650W x 75H</td>
<td>2</td>
<td>$200.00</td>
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</table>
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 41,000 health, physical education, sport, recreation and dance educators, Et Cetera keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power — the top-tier professionals in the industry.

2 (issues per month)
41,000 (circulation per issue)
24 (annual issues)
## Ad Sizes and Rates‡

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<th>Placement Type</th>
<th>Ad Size</th>
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<th>10x</th>
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</tbody>
</table>

‡Insertion rates are for 2 issues per month (e.g., 1x = 2 issues in the month of September; 2x = 4 issues in the months of September and October; etc.)
Et Cetera, SHAPE America’s E-Newsletter

Free Access Article

Applying Emotion Theory in Coaching Athletes: Play an Effective Affective Game

Download this free access article from the May/June issue of Strategies to read about the theoretical underpinnings and associated practical applications of the Individual Zones of Optimal Functioning (IZOF) model. This article provides an overview of the IZOF model, as well as preventive and coping strategies coaches can apply to help their athletes control their emotions and maximize their performance. READ MORE

Unified PE: Why Teachers Should Lead the Way on Inclusion

SHAPE America

In this recent blog post, SHAPE America member Michael Messerle writes: Think back to your successful teaching moments and undoubtedly you will focus on the moment when a student recognized their success and possibly other students recognized it as well. When you teach all students in your class — regardless of their abilities — and create a safe environment for all students by removing barriers, whatever they may be, you are modeling the concepts of Unified Physical Education. READ MORE

An Update on SHAPE America’s Teacher of the Year Program

SHAPE America

This fall will signal a change, not only to a new school year with new classes and students, but also to one of new perspectives and focus. The SHAPE America Teacher of the Year program will be at the forefront of this effort. We are excited about the changes ahead and the opportunity to expand the Teacher of the Year program even further with new partners. Please read this message from SHAPE America CEO Stephanie Morris as we salute a valued partner and release the RFP on this new opportunity. READ MORE

PRODUCT SHOWCASE

Your Free-Word Headline

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

Unified PE: Why Teachers Should Lead the Way on Inclusion

SHAPE America

In this recent blog post, SHAPE America member Michael Messerle writes: Think back to your successful teaching moments and undoubtedly you will focus on the moment when a student recognized their success and possibly other students recognized it as well. When you teach all students in your class — regardless of their abilities — and create a safe environment for all students by removing barriers, whatever they may be, you are modeling the concepts of Unified Physical Education. READ MORE

SUPPORTED CONTENT

Promoted by:

• Headline One
• Headline Two
• Headline Three
• Headline Four
• Headline Five

9 unique headlines, logo and max width of 150px

For more information email advertising@shapeamerica.org

SHAPE America 2019-2020 Media Kit
Et Cetera, SHAPE America’s E-Newsletter

An Update on SHAPE America’s Teacher of the Year Program

Top Banner Ad (268 x 60) | Opens 2 per row
Better ads allow your company to combine text, images, and graphics into a unique ad message for targeted buyers.

Ditching Detention for Yoga: Schools Embrace Mindfulness to Curb Discipline Problems

Education Week

In many schools, when kids consistently see their behavior card flipped from green to yellow and finally, to red, they know to expect some punishment. For some, that discipline may come in the form of after-school detention, a math worksheet, or staying in for recess. At Douil Elementary in Denver, when students misbehave repeatedly they are assigned to a new after-school activity — yoga. Douil’s version of alternative discipline is part of the school’s embrace of social and emotional learning and is emblematic of the growing trend of K-12 schools to cultivate school environments that are attuned to the social and emotional well-being of children.

Your 5-Word Headline Here

Integrates the best of the breath, a mindful Text and moves you, shopping online, with an im- age (157 x 100), 2-word headline and 25-word description.

When your ad is seen, consider incorporating it with direct traffic to your website and social media channels. Includes a 39% CTR social media icon and a 238 x 83 main image.

An Update on SHAPE America’s Teacher of the Year Program

Top Banner Ad (268 x 60) | Opens 2 per row
Better ads allow your company to combine text, images, and graphics into a unique ad message for targeted buyers.

Ditching Detention for Yoga: Schools Embrace Mindfulness to Curb Discipline Problems

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How to Improve Physical Activity and Health for All Children and Families

Stanford Social Innovation Review

Years of research tells us there are many influences on young people’s physical activity (PA), including psychological, social, educational, and environmental. Researchers have evaluated interventions focused on these factors and found several to be effective. However, little of what has been proven effective has been widely implemented or translated for under-resourced communities and communities of color.

Applying an equity lens to promoting PA requires evaluation of evidence-based interventions in one

Call to Text

Limit 1 per issue

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FEATURED ARTICLE

Your Headline Appears Here

Use short, but compelling text with this package and include a 5-7 word headline, 100-word description and link to the article of your choice.

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SHAPE America 2019-2020 Media Kit | For more information email advertising@shapeamerica.org

21
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<tr>
<td>May 27</td>
<td>May 13</td>
<td>June 24</td>
<td>June 10</td>
</tr>
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**Momentum, SHAPE America’s Digital 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.

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

**Included Ad Features**
- “Shoppable” Links – direct readers to your e-commerce site through clickable links in the magazine
- Web Links – lead readers to more information or additional content with clickable links directly from your magazine ad

**Ad Upgrades**
- Embedded Video – engage readers with YouTube or Vimeo video content that plays directly from your ad

3  
# of annual issues

41,000  
Circulation per issue
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<th>Standard Ad Sizes and Rates*</th>
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<td>³⁄₄-Page Vertical</td>
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<td>Embedded Video</td>
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<tr>
<td>Fall 2019</td>
</tr>
<tr>
<td>Winter 2020</td>
</tr>
<tr>
<td>Spring 2020</td>
</tr>
</tbody>
</table>

*NOTE: All standard and premium ad placements include “shoppable” and/or web links.

‡Premium Placements
C2 Inside Front Cover – add 15% to Full-Page Rate
C3 Inside Back Cover – add 10% to Full-Page Rate
C4 Outside Back Cover – add 20% to Full-Page Rate

⁺¹/₆-Page Square: PAHC members receive one (1) ¹/₆-Page Square ad during the term of membership. ¹/₆-Page Square placements are not available outside of PAHC membership.
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 ¼” of trim size

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

**Trim Size:** 8.375” x 10.875”  **Image Size:** 7.375” x 9.875”

**Color:** 4-color

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 an advertiser, not the publisher, to substantiate its claims.
Launched in August 2018, the SHAPE America blog offers articles on a variety of health and physical education topics authored by SHAPE America staff, leadership, and other invited guest authors.

The blog offers the HPE 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. Popular blog articles from the past year include:

► **Social Justice in Physical Education**, authored by Shrehan Lynch, a doctoral candidate at the University of Alabama, and Dillon Landi, assistant professor, Department of Kinesiology, Towson University (MD)

► **Small Steps Toward Big Feats**, authored by Yasmeen Taji-Farouki, senior manager of community initiatives and social impact, SHAPE America

► **5 Tips for Including Students with Visual Impairments in PE**, authored by Lauren J. Lieberman, distinguished service professor in the Kinesiology Department of The College at Brockport, State University of New York (SUNY)

► **Equity, Diversity and Inclusion in HPE**, authored by Stephanie Morris, CEO, SHAPE America

► **Unified Physical Education Part 1: Why Physical Education Teachers Should Lead the Way on Inclusion**, authored by Michael J. Messerole, Ph.D., an associate professor and assistant director of the School of Health and Kinesiology at the University of Nebraska Omaha.
SHAPE America Blog

Blog Ad Rates
(Rates are listed in 3-month increments)

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Ad Size</th>
<th># Avl.</th>
<th>3</th>
<th>6</th>
<th>9</th>
<th>12</th>
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<td>Site Header</td>
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<td>$2,250.00</td>
<td>$4,275.00</td>
<td>$6,075.00</td>
<td>$7,650.00</td>
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<td>$5,100.00</td>
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<td>Below Post Content</td>
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<td>$1,050.00</td>
<td>$1,995.00</td>
<td>$2,835.00</td>
<td>$3,570.00</td>
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<tr>
<td>Right Column</td>
<td>300 x 250</td>
<td>2</td>
<td>$750.00</td>
<td>$1,425.00</td>
<td>$2,025.00</td>
<td>$2,550.00</td>
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Technical Requirements & Specs

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” Blog Post

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

General Guidelines for Native Advertising

► SHAPE America will publish a maximum of one (1) “Sponsored Content” blog post per month; this may be subject to change in the future.
► Posts currently are available only to current SHAPE America partners, advertisers, and sponsors.
► 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” blog posts should reflect SHAPE America’s 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 value to the reader, even to someone not interested in buying or using a particular product or resource.
► All “Sponsored Content” blog posts will be identified as “Sponsored Content”
► “Sponsored Content” 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” 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” posts.
## Native Advertising Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>“Sponsored Content” Blog Post</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

### Promotion

- Advertiser will be provided with a URL link for the 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” 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).

### Technical Requirements & Specs

- Submit post content based on the provided Editorial Guidelines & Standards document.
- Advertiser may provide a Featured Image (680 x 350) 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 (175 x 175) 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 placement on their post in the Right Column location; refer to page 27 for technical requirements and specifications.
SHAPE America’s new 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.

### 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

---

SHAPE America 2019-2020 Media Kit | For more information email advertising@shapeamerica.org
Featured Company Ad
These premium position banners appear at the top of the HPE Marketplace Guide. The package includes your custom banner graphic (1200px x 140px) and a hyperlink to your preferred URL. Featured Company ads also include a Premier Listing in up five (5) categories.

Right-Column Ad
These premium box ads appear in the right column of the HPE Marketplace Guide landing page. Both options feature your custom ad graphic (380px x 320px) and a hyperlink to your preferred URL. Featured Company ads also include a Premier Listing in up five (5) categories.

Category Sponsor
This listing provides guaranteed placement in the 1st, 2nd or 3rd position within a single category of your choice. Listing includes:

► Premium placement above Premier and Basic Listings within a single category of your choice
► Full-color company logo
► Company name
► Phone number
► Active web link
► Active Facebook, Instagram and Twitter links
► One (1) embedded video (advertiser must provide embed code logic for YouTube or Vimeo)
► Upgraded 100-word description
► Premier Listing in four (4) additional categories
**Premier Listing**
Your listing will appear in your choice of five (5) categories and includes:

► Priority placement above Basic Listings
► Full-color company logo
► Company name
► Phone number
► Active web link
► Active email
► Active Facebook, Instagram, and Twitter links
► Upgraded 50-word description

**Basic Listing***
These year-round placements appear in your choice of three (3) categories and include:

► Company name
► Phone number
► Active web link
► Active email

*Members of Partners for Active and Healthy Children receive a Basic Listing.*

---

**HPE Marketplace Guide Listing Rates**
*All listings are for twelve (12) months*

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<td>Category Sponsor – 2nd Position</td>
<td>1 per category</td>
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<tr>
<td>Category Sponsor – 3rd Position</td>
<td>1 per category</td>
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<tr>
<td>Premier Listing</td>
<td>Unlimited</td>
<td>$350.00</td>
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<tr>
<td>Basic Listing</td>
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<tr>
<td>Additional Categories</td>
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**HPE Marketplace Guide Advertising Rates**
*Placements available in 3-month increments*

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<tr>
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<td>Right-Column Ad</td>
<td>2</td>
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</table>
The SHAPE America site 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.
**Banners and Box Ads**

**Website Sections**

- **Homepage** --- This premium position on the SHAPE America homepage is guaranteed to drive traffic to your website.
- **Professional Development** --- Capture attention through this ad posted on the Professional Development landing page and eight (8) related pages, including information on workshops, the SHAPE America podcast series, distinguished lecture series, and more.
- **Events/Conferences** --- Gain exposure through a Box Ad on this popular listing of upcoming health and physical education events and conferences.
- **Career** --- Reach future professionals and educators seeking their next opportunity with this ad placed on the Career landing page and five (5) related pages that include tips for future professionals, job search, post a job, student center, and other career tools.
- **Publications and Resources** --- Drive traffic to your website with this ad placed on the Publications and Resources landing page and twelve (12) related landing pages, including SHAPE America’s popular Download Library, Momentum, Et Cetera, and research journals pages.
- **Teacher’s Toolbox** --- Reach health and physical educators with an ad that appears on the Teacher’s Toolbox landing page and ten (10) related landing pages.
- **Coach’s Toolbox** --- Target coaches with your ad that will appear on the Coach’s Toolbox landing page and eleven (11) related landing pages.

**Targeted Content**

- **Health Education** --- Your 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.
- **Physical Education** --- This grouping 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 PE & Sport Week, and more.
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<th>9-Month</th>
<th>12-Month</th>
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<td>$1,520.00</td>
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<td>Physical Education-specific Pages</td>
<td>Box</td>
<td>380px x 320px</td>
<td>304,156</td>
<td>$3,650.00</td>
<td>$6,935.00</td>
<td>$9,855.00</td>
<td>$12,410.00</td>
</tr>
</tbody>
</table>
Classified-style Ads | $250 per listing

**Event Listings**
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. Your listing will be posted for three (3) months and includes:

- Listing title (maximum of 5 words)
- Brief description (up to 30 words)
- URL link to your event website/event page for more details

**Grant Opportunity Listings**
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. Your listing will be posted for three (3) months and includes:

- Grant title (maximum of 5 words)
- Brief description (up to 30 words)
- URL link to your grant opportunities page for more details
Career Center Job Postings
Prospective employers have the opportunity to feature available employment opportunities through the SHAPE America website. All postings will be accessible from the Career link at the top of the homepage.

Featured Employer Listing
This position provides guaranteed placement at the top of the Career Center Job Postings page.

Landing Page Featured Tile
► Image/logo (725px x 480px)
► Organization name/city/state
► Brief description Organization name (up to 30 words)
► Link to a sub-landing page for your organization

Sub-landing Page
► Image (725px x 480px)
► Organization logo (440px x 248px)
► Callout Box for application deadline, online application URL, and email address for employment questions
► Overview of organization, who can apply, how to apply, and reasons to apply (up to 350 words)
Highlighted Employer Listing
These listings appear below the Featured Employer Listing, but before all Basic Listings on the Career Center Job Posting page.

Landing Page Highlighted Tile
► Organization name/city/state
► Brief description (up to 30 words)
► Link to a sub-landing page for your organization

Sub-landing Page
► Organization logo (440px x 248px)
► Callout Box for application deadline, online application URL, and email address for employment questions
► Overview of organization, who can apply, how to apply, and reasons to apply (up to 200 words)

Basic Employment Listing
► Listing title (maximum of 5 words)
► Brief description (up to 30 words)
► URL link to direct job posting on your site

Career Center Job Posting Rates
All placements are for three (3) months

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Quantity Avl.</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Employer Listing</td>
<td>1</td>
<td>$425.00</td>
</tr>
<tr>
<td>Highlighted Employer Listing</td>
<td>9</td>
<td>$350.00</td>
</tr>
<tr>
<td>Basic Listing</td>
<td>Unlimited</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

For more information email advertising@shapeamerica.org
INFOGRAPHIC – A Guide to HPE Marketing Success

SUMMER June – August
- Explore SHAPE America’s media kit for all opportunities
- Review your Partners for Active and Healthy Children (PAHC) benefits
- Renew your PAHC membership *(if applicable/due)*
- Reserve ad space in the Fall issue of Momentum *(released in September)*
- Explore potential national and regional sponsorship opportunities
- Prepare your HPE Marketplace Guide listing *(or purchase if applicable)*
- Submit a commercial session proposal for the SHAPE America National Convention & Expo
- Create your Health Literacy Month activity/recommendation

FALL Back to School September – November
- Reserve ad space in the Winter issue of Momentum *(released in January)*
- Schedule a meeting with a member of the business development team to develop a custom strategy/package
- Reserve booth space for the SHAPE America National Convention & Expo *(April)*
- Explore SHAPE America summer regional conference tabletop display, sponsorship and session opportunities
- Write a “Sponsored Content” blog post
- Renew your PAHC membership *(if applicable/due)*

SPRING March – May
- Renew your PAHC membership *(if applicable/due)*
- Reserve a tabletop display for the SHAPE America summer regional conference *(July)*
- Prepare and submit your National PE & Sport Week activity/recommendation
- Join us for SPEAK Out! Day, SHAPE America’s annual day of advocacy
- Contact the business development team to assist you in brainstorming your engagement/marketing strategy for the upcoming school year

WINTER December - February
- Reserve ad space in the Spring issue of Momentum *(released in May)*
- Renew your PAHC membership *(if applicable/due)*
- Submit a commercial session proposal for the SHAPE America summer regional conference
- Build awareness through advertising on the SHAPE America website, blog or in the bi-weekly Et Cetera e-newsletter
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.
Acceptance of Advertising (continued)

► 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 any 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 without 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.
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.