

momentum

Magazine of SHAPE America

***Momentum*, SHAPE America's member magazine released three times per year, provides the latest SHAPE America news and people on the move, new products and publications, upcoming conferences and workshops, and new initiatives.**

Momentum delves into all aspects of the Society and helps promote SHAPE America's mission to advance professional practice and promote research related to health and physical education, physical activity, dance and sport. Additionally, *Momentum* shows what SHAPE America is doing to promote the profession, create new resources, identify opportunities and form new partnerships, as well as provides updates on partnerships, grant opportunities, advocacy efforts and professional resources for SHAPE America members.



Ad Sales: Danielle Platt | (703) 476-3457 | dplatt@shapeamerica.org

*Free samples available upon request

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Newsletter of SHAPE America

Ad Sizes/Rate

Size	Width	Depth	FY19 Rate
Full Page C2 inside front cover	7.375"	9.875"	RESERVED
Full Page C3 inside back cover	7.375"	9.875"	RESERVED
Full Page C4 back cover	7.375"	9.875"	RESERVED
Full Page	7.375"	9.875"	\$2,625
Half Page	7.375"	4.375"	\$1,575
Quarter Page	3.5"	4.375"	\$950

Specialty Insert Ads

SHAPE America prints a total of 6,100 newsletters. Entities wishing to purchase one of the specialty insert ads will also receive a skyscraper ad appearing in both the in print and digital versions of the magazine.

Size	Width	Depth	FY19 Rate
Postcard (blow-in)	4"	6"	\$2,260
Belly Band	18"	5"	\$2,575
Poster Insert (tip-on)			\$3,250
Folded size	5"	5.5"	
Unfolded size	11"	10"	

Specs

Issues: 3 (Fall, Winter, Spring) **Trim size:** 8.375" x 10.875"
Circulation: **Image size:** 7.375" x 9.875"
 • 15,000 digital
 • 6,100 printed
Color: 4-color

Technical Requirements

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

Deadlines and Due Dates

Deadlines are one month prior to the issue date. Should these dates fall on a weekend, the deadlines is extended to Monday.

Issue	Space Reservations	Final Art
Fall 2018	August 2, 2018	August 20, 2018
Winter 2019	November 14, 2018	December 10, 2018
Spring 2019	April 1, 2019	April 19, 2019

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.

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