



# Strategies



*Strategies: A Journal for Physical and Sport Educators* is a peer-reviewed professional journal that publishes practical, how-to articles for sport and physical education professionals at all levels. The journal provides information to help educators and coaches become more effective in their work. The publication's goals include the following:

- Publishing state-of-the-art information related to sport and physical activity
- Sharing “best practices” of field professionals in sport and physical education
- Identifying, discussing, and analyzing current issues and trends of importance to sport-related professions.

**Circulation:**

2,315

**Page impressions:**

12,177

## Deadlines:

Volume, Issue	Cover Month	Ad Copy Deadline	Budgeted Ship Date
32,1	January/February	December 7, 2018	January 9, 2019
32,2	March/April	February 6, 2019	March 6, 2019
32,3	May/June	April 8, 2019	May 8, 2019
32,4	July/August	June 3, 2019	July 3, 2019
32,5	September/October	August 2, 2019	September 4, 2019
32,6	November/December	October 4, 2019	November 6, 2019

## Editor in Chief:

Thomas F. Lawson

## Rates

	Full Color					Black & White			
	1	3	4	6		1	3	4	6
Inside front cover	\$1,840	\$1,780	\$1,720	\$1,660		\$1,315	\$1,255	\$1,195	\$1,135
Inside back cover	\$1,840	\$1,780	\$1,720	\$1,660		\$1,315	\$1,255	\$1,195	\$1,135
Outside back cover	\$2,130	\$2,075	\$2,015	\$1,955		\$1,605	\$1,550	\$1,490	\$1,430
Full page	\$1,375	\$1,320	\$1,260	\$1,195		\$850	\$795	\$735	\$670
1/2 page	\$1,075	\$1,050	\$985	\$960		\$550	\$525	\$460	\$435
1/3 page	\$945	\$925	\$870	\$840		\$420	\$400	\$345	\$315
1/4 page	\$870	\$840	\$820	\$775		\$345	\$315	\$295	\$250
1/6 page	\$775	\$750	\$725	\$685		\$250	\$225	\$200	\$160
	Month	Quarter	Half	Year					
Online leaderboard	\$315	\$840	\$1,470	\$2,730					
Online skyscraper	\$160	\$420	\$710	\$1,260					
eTOC	\$135	\$370		\$1,330					

## Technical specifications

	Ad size (in)			Width (in)	Height (in)
	width	height			
			Trim Size	8 1/4	10 7/8
Full page	7	9 1/2	Bleeds	Keep essential matter 3/16" within trim size	
1/2 page (horizontal)	7	4 5/8	Binding	Saddle Stitch	
1/2 page (vertical)	3 3/8	10	Halftones	150 line screen	
1/3 page (horizontal)	4 5/8	4 5/8	Page Specs	3 columns per page Width of Column: 2 1/4" Depth of Column: 9 1/2"	
1/3 page (vertical)	2 1/4	9 1/2	Image Resolution	Raster images should be 300 dpi for print and 1200 dpi for bitmap line art scans	
1/4 page	3 3/8	4 5/8			
1/6 page (horizontal)	4 5/8	2 1/4			
1/6 page (vertical)	2 1/4	4 5/8			

High resolution PDFs only. All images/graphics embedded as either EPS or TIF composite CMYK with all fonts embedded  
 All materials supplied must be composite CMYK (any special colors e.g. Pantone by prior arrangement and additional cost)  
 All embedded images must be a minimum of 300 dpi  
 Please ensure all fonts are embedded and subsetted  
 PDFs with transparent elements need to be flattened

