



The Journal of Physical Education, Recreation & Dance (JOPERD)

Rates and Data Sheet 2020



Ad Sizes

All advertisements must conform to space dimensions specified.

Size	Width	Depth
Full page Bleed (covers only)	8 1/2"	11 1/4"
Full Page	7 1/4"	9 1/2"
2/3 (V)	4 3/8"	9 1/2"
1/2 (H) (Covers II & III only)	7 1/4"	4 6/8"
1/2 (H) (Interior Only)	6 6/8"	4 6/8"
1/3 (H) (Interior only)	6 6/8"	3"
1/3 Island (Interior only)	4 3/8"	4 6/8"
1/3 (V) (Interior only)	2"	9 1/2"
1/6 (V) (interior only)	2"	4 6/8"
Leaderboard	728px	90px
Skyscraper	160px	600px

*Insertion orders must indicate size and dimension (horizontal, vertical, island).

Editor:
Thomas F. Lawson
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Advertising Sales:
Jeff Leonard
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jeff@leonardmedia.com

Ad Rates

Rates are commissionable (15%) to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency (1x, 3x, 6x) is determined by the number of insertions made within 12 months of the first insertion.

Black and White	1x	3x	6x	9x
Full Page	\$2,215	\$2,125	\$2,040	\$1,950
2/3 Page	\$1,430	\$1,355	\$1,285	\$1,210
1/2 Page	\$1,220	\$1,145	\$1,070	\$980
1/3 Page	\$680	\$630	\$580	\$540
1/6 Page	\$360	\$350	\$340	\$325

Color

Four Color: Additional \$1,100

Covers and Preferred Positions

Cover II and III: Additional \$440

Cover IV (4 color, bleeding 4 sides only): Additional \$720

Preferred position: Additional \$85

Online Advertising	1 mo	3 mos	6 mos	12 mos
Leaderboard	\$300	\$800	\$1,400	\$2,600
Skyscraper	\$150	\$400	\$675	\$1,200

eTOCS	/Month	/Quarter	/Year
Top Position	\$165	\$440	\$1,580
Bottom Position	\$150	\$405	\$1,455

* Advertisers are prohibited from promoting any content-based school fundraising programs, with the exception of those managed by SHAPE America.

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Technical Requirements

Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a high-resolution (300 dpi or greater) PDF (Adobe Acrobat 4 or higher distilled for print quality), JPEG, EPS, or TIF. The mode of black-and-white images should be “grayscale,” and color images should be “CMYK”. Laser proofs must be provided for all ads. All ads must conform precisely to these requirements. Ads not conforming to these requirements will not be published. For a complete list of technical requirements, visit www.shapeamerica.org under periodical advertising.

Bleeds: Keep essential matter 3/16” within trim size

Binding: Saddle Stitch

Halftones: 150 line screen

Page Specs: 3 columns per page
Width of column: 2”
Depth of column: 9 1/2”

Trim size: 8 1/4” x 10 7/8”

Image Resolution: Raster images should be 300 dpi for print and 1200 dpi for bitmap line art scans.

Online Advertising: Leaderboard: 728px (w) X 90px (h)
Skyscraper: 160px (w) X 600px (h)

eTOC: Top Position: 468px (w) X 60px (h)
Bottom Position: 468px (w) X 60px (h)

Online accepted file types: GIF or JPEG
Files must be no bigger than 50KB

Closing Dates

Deadlines are two months prior to the issue date. Should these dates fall on a weekend, the deadline is extended to Monday. Late and rush orders are accepted whenever space and time permit.

Issue	Space Reservation	Artwork
January	12/23/20	1/6/20
February	2/4/20	2/18/20
March*	2/6/20	2/20/20
April	3/6/20	3/20/20
May	4/13/20	4/27/20
August*	7/6/20	7/20/20
September	8/4/20	8/18/20
October	8/25/20	9/8/20
November	9/11/20	9/25/20

*Special editions.

Conditions

All advertising is subject to approval by the publisher. All advertising submitted to the publisher is subject to the tenets specified by this rate card. 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. 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 content that does so. SHAPE America and its associations do 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.