



STRATEGIES



Ad Sizes

All advertisements must conform to space dimensions specified.

Size	Width	Depth
Full Page	7"	9 1/2"
1/2 Page (H)	7"	4 5/8"
1/2 Page (V)	3 3/8"	10"
1/3 Page (H)	4 5/8"	4 5/8"
1/3 Page (V)	2 1/4"	9 1/2"
1/4 Page	3 3/8"	4 5/8"
1/6 Page (H)	4 5/8"	2 1/4"
1/6 Page (V)	2 1/4"	4 5/8"

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

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
Jan 2020	12/13/19	12/27/19
March 2020	2/5/20	2/19/20
May 2020	4/7/20	4/21/20
July 2020	6/22/20	7/6/20
Sept 20 20	7/24/20	8/7/20
Nov 2020	9/22/20	10/6/20

Ad Rates

Rates are commissionable (15%) to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency (1x, 2x, 4x) is determined by the number of insertions made within 12 months of the first

Black and White	1X	3X	4X	6X
Full Page	\$810	\$755	\$700	\$640
1/2 Page	\$525	\$500	\$440	\$415
1/3 Page	\$400	\$380	\$330	\$300
1/4 Page	\$330	\$300	\$280	\$240
1/6 Page	\$240	\$215	\$190	\$150

Color

Four Color: Additional \$500

Covers and Preferred Positions

Cover II and III: Additional \$440

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

Preferred position requested by advertiser: Additional \$85

Bleeds: Additional 10%

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

eTOC	/Month	/Quarter	/Year
Top Position	\$130	\$350	\$1,265
Bottom Position	\$110	\$300	\$1,075

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

STRATEGIES

Rates and Data Sheet 2020

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 camera-ready PDF. The mode of black-and-white images should be "grayscale," and color images should be "CMYK". 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 Ads not conforming to these requirements will not be published.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 1/4" 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

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.

Advertising Inserts

Special four-color, four- and eight-page advertising inserts provide advertisers with an opportunity to share information about their products and services through a combination of stories, vignettes, testimonials, photographs, and advertising. The uniqueness of these inserts is that your products and services will be highlighted in a way that is not normally available in peer-reviewed journals. With the inserts, the advertiser can provide success stories about how their products and services have enhanced physical education/sport programs – a real plus for showing busy teachers and coaches how others like them have benefited in "real-life."

Insert Technical Requirements

Advertising inserts are offered in multiples of four pages (e.g., 4- and 8-page inserts). Photos and images for inserts should be sent as separate attachments, be at least 300 dpi, and sent in either a camera-ready PDF or JPEG format. Logos for the inserts must be sent in an EPS (Encapsulated Post Script) format.

4 page: \$2,500 per issue • 8 page: \$5,000 per issue

Loose Insert

Take advantage of this new offer in *Strategies* to make your healthy product visible in classrooms around the country. This special one-page insert is a two-sided, full-color option for food and beverage companies whose goal is to promote healthy eating habits. The advertisement is specifically designed as a visual aid to be displayed on classroom walls or used as a teaching tool. Purchase of ad also includes a PDF on a cross-promoted web page. Please contact the advertising representative for rates.

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