

HighSchool

TODAY™ THE VOICE OF EDUCATION-BASED ATHLETIC AND PERFORMING ARTS ACTIVITIES

RATE CARD/EDITORIAL CALENDAR

Full Page
 Live Area: (blue line)
 7.875" x 10.25"
 Bleed: (black line)
 8.625" x 11"
 Trim Size: (red line)
 8.375" x 10.75"

Full Page
 (Non-bleed)
 7.425" x 9.5"

1/2 Page
 (Horizontal)
 7.125" x 4.875"

1/3 Page
 (Vertical)
 2.285" x 9.5"

Binding –
Saddle Stitched

**Live area must be
.25" in from trim on all
sides (for full-page only)

High School Today is a unique, one-of-a-kind publication for leaders in high school athletic and activities administration. It is published by the National Federation of State High School Associations (NFHS) eight times a year and distributed to the superintendent, principal, athletic director and school board president in almost 20,000 high schools nationwide. Advertisers, therefore, are assured of reaching the key decision-makers in high schools.

Rate Card

Publication: 56- or 64-page four-color magazine, 8X a year (September–May, with combined issue for months of December and January).

Readership: Athletic/activities directors; principals; superintendents; school board presidents; NFHS member state associations; speech, debate and music associations; district/city athletic directors; state athletic director associations; state association legal counsels; and media.

Circulation: 75,175 guaranteed, with 284,485 projected readership.

EDITORIAL CONTENT

High School Today, the voice of education-based athletics and activities, contains timely content of interest to a broad audience. Editorial content includes articles and guest columns on a wide variety of topics, ranging from school funding to legal issues, from marketing to lifestyle topics, from sports participation to gambling and hazing, and beyond.

DEADLINE

10th day of month prior to publication month, except for January issue, which is due preceding November 15.

FOUR-COLOR AD RATES

	1x	3x-8x*
2-Page Spread.....	\$4,750	\$2,375
Inside Front Cover (C2).....	\$4,000	\$2,000
Back Cover (C4).....	\$3,500	\$1,750
Inside Back Cover (C3).....	\$3,000	\$1,500
Full Page.....	\$2,500	\$1,250
1/2 Page.....	\$1,500	\$750
1/3 Page.....	\$1,000	\$500

*Per insertion rates
Special position charge: 10% (non-commissionable)

DIGITAL FILES FOR PRINT:

We prefer CMYK PDF using these settings when creating your .pdf "High Quality Print" or "PDF/x-1a:2001" files.

We will also accept PC files in Adobe Photoshop, Illustrator or InDesign. All files must be 300 dpi or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .tif, .eps and .jpg. All .jpg files will be converted. Don't apply attributes to a font (i.e., bold with applied italic) – use the bold italic font.

ADVERTISER INFORMATION

Use of the NFHS name, acronym or logo or letter mark is prohibited unless authorized in writing by the NFHS.

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NEED MORE INFORMATION?

Contact: Shane Monaghan, NFHS Development Coordinator, at 317-822-5721 or smonaghan@nfhs.org
Visit us at www.nfhs.org



Take Part.
Get Set For Life.™

MECHANICAL & PRINTING REQUIREMENTS

Magazine Ad Dimensions (in inches)

Ad Size	Width	Depth	Bleed	Trim
Cover – C2, C3 and C4 (Bleed**)	7.875	10.25	8.625 x 11	8.375 x 10.75
Full Page (Non-bleed)	7.425	9.5		
Full Page (Bleed**)	7.875	10.25	8.625 x 11	8.375 x 10.75
1/2 Page Horizontal (Non-bleed)	7.125	4.875		
1/3 Page Vertical (Non-bleed)	2.285	9.5		

RAVE REVIEWS

"As a high school principal for 12 years and educator now for 18, I can confidently say that the High School Today publication is one of the most robust and practical journals I read each month. Thank you for your commitment to leader and school improvement. I look forward to continuing to read this journal."

–Kirk Johnson, associate superintendent, Waukee, Iowa

"I've always enjoyed the magazine and look forward to receiving it. Any article by Lee Green always gets my attention. I'm also always looking for better and more efficient ways to perform my job and improve my student-athletes' experiences. I find the magazine to be full of good ideas."

–Peter Shambo, athletic director, Penfield, New York

"I love what you do for administrators. It is refreshing when I receive my copy. As I read it I find some things that help but more than anything I realize that everyone is dealing with issues and problems."

–Chris Lancaster, athletic director, Indiana

"As always, the High School Today magazine is the best magazine for high school ADs. The topics are relevant. I always get excited

when I receive my copy. The magazine is a great opportunity to pull ideas."

–Tim Ahern, athletic director, Washington

"I always look forward to receiving the High School Today magazine. I feel the strength of this publication is the comprehensive information given on a variety of topics. . . I really like to hear from student-athletes (From the Student Perspective) and get their view on concerns and issues."

–Kevin Simmerman, athletic director, Nebraska

"I love the magazine! There is a nice blend of standard topics (legal, sports medicine, administration) and new, varied topics. This is one of the best professional development devices I have available. I actually read and share it each month."

–Rick Johns, athletic director, Wisconsin

"The strength of High School Today is that I am always able to find some information that is relevant to my everyday job and, at times, see a different perspective and viewpoint."

–Rob Dement, athletic director, Ohio

"High School Today is a great professional resource for all athletic directors, coaches and school administrators."

–Aaron Leniski, athletic director, Indiana

"I enjoy the variety of topics and appreciate any tips or advice the authors give related to the topic of the article. I really enjoy articles that show the success of athletes and how they can have success off the fields or courts."

–Scott Steward, athletic director, Illinois

"I think the magazine does a great job of sharing up-to-date information that I can share with my superintendent, principals and coaches/advisors."

–Barbara Dzuricko, athletic director, Pennsylvania

"I read it from cover to cover as much as I can. I share a lot of the information with my coaches and colleagues in our conference. There is often a wealth of information in High School Today. In the May issue, I found the information on grant writing for high school athletic directors very informative, especially the information on where to locate granting agencies."

–Rusty Todd, athletic director, New Jersey

Editorial Calendar

	Ads Due	Mail Date
October 2016	September 10	October 3
<ul style="list-style-type: none"> • What Did You Learn and Wished You Knew as a First-year Athletic Director? • Feature on Journalism Programs in Texas High Schools • Feature on Online Film Exchange Programs • Effective Collaboration with Law Enforcement to Develop Game Management Procedures, Department Policies • Update on Contact Limitations in High School Football Practices • Athletic Administration in Times of Transition • Legal Issues Related to Event Management • Implementing Inclusion Programs in Small Schools • Ideas for Generating Funds to Benefit Charitable Causes • Support for Novice Speech and Debate Coaches • Profile of State Association Sportsmanship Program • Sports Medicine article on Coaches' Health • Technology Article on Organizational Apps 		



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Editorial Calendar

	Ads Due	Mail Date
November 2016	October 10	November 4
<ul style="list-style-type: none">• How Education-based Athletics and Performing Arts Create a Culture to Help At-Risk Youth• How to Direct an Education-based High School Activity Program• How to Accommodate Various Sports on Multi-use Artificial Turf Field• SnapChat: Explaining It and Suggesting How to Use It• Sports Medicine article on the NFHS Overuse Injury Summit• Technology Article on School Broadcasts• Legal Issues on the Fair Labor Standards Act• Did You Know? Article on All-State Academic Teams in Illinois• Profile of State Association Sportsmanship Program• Performing Arts Article on “Singing and Signing”• Ideas That Work Article on Game Film on YouTube• Ideas That Work Article on Keeping Freshmen, Sophomores Involved in Athletics as Juniors, Seniors		
January 2017	November 15	December 7
<ul style="list-style-type: none">• Role of Superintendents in Education-based Sports• Feature on Emerging Sports and Activities• Feature on Ways Lack of Funding Affects all Programs• Team-Building Techniques• School Use of Public Surveys• Technology Article on Online Surveys• Legal Issues Year-in-Review• Did You Know? Article on Waiving of Fees, Granting of Patches for Servicemen in Illinois• Sports Medicine Article on Sleep Issues for Student-Athletes• Profile of State Association Sportsmanship Program• Ideas That Work Article on Simple but Effective Mentoring Ideas for Your Coaches		
February 2017	January 10	February 3
<ul style="list-style-type: none">• Feature on an Administrator Shadowing a Student-Athlete• Feature on a Principal/Superintendent Shadowing a Student-Athlete• Developing Leaders for Successful Sports Programs• Role of Superintendent in Making Sure Coaches Receive Training and Do Their Job• Steps and Initiatives to Improve Sportsmanship• Profile of State Association Sportsmanship Program• Ideas That Work Article on Emergence of Podcasts• Technology Article on Athletic Scheduling Software• Legal Article on Transgender Issues		



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Editorial Calendar

	Ads Due	Mail Date
March 2017	February 10	March 3
<ul style="list-style-type: none">• Balanced Approach to Activities and Academics from a Superintendent's Perspective• How an Athletic Director Can Handle a Problematic Parent• Feature on State Association Issues with School Choice• Social Media Impact on Public Relations• Building School Support for Performing Arts Programs• Ideas That Work Article on "Online, On-Demand Learning"• Ideas That Work Article on Effective, Practical Communication Using Twitter• Profile of State Association Sportsmanship Program• Technology Article on Online Data Management• Legal Issues Article on Legal Rights of Pregnant and Parenting Student-Athletes		



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NFHS Rules Books

RATE CARD

Rate Card

Publication: 17 different 80 to 144 page books, published annually

Readership: High school sports officials, coaches, athletic directors, student-athletes

Circulation: Varies by sport

EDITORIAL CONTENT

The officials playing rules for virtually all boys and girls athletic competitions, as developed specifically for high school participation by committees of coaches, officials and administrators.

NFHS rules books clearly explain all aspects of the game, seek to maintain the sound traditions of the sport, encourage sportsmanship and minimize risk of injury.

BLACK-AND-WHITE AD RATES

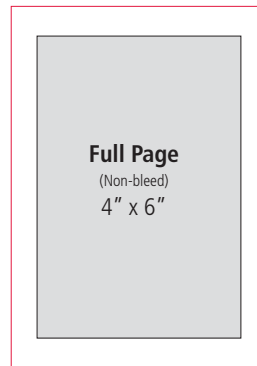
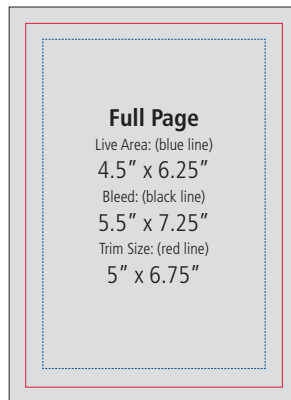
Sport	Rate	Closing Date	Circulation
Soccer	\$500	3/1	64,000
Football	\$650	3/1	98,000
Volleyball	\$500	3/1	66,000
Spirit	\$400	4/1	22,000
Field Hockey	\$350	3/1	8,000
Basketball	\$750	5/16	130,000
Wrestling	\$450	5/16	31,000
Swimming, Diving	\$400	5/1	24,000
Water Polo	\$350	5/2	3,800
Ice Hockey	\$350	5/31	7,000
Softball	\$500	8/1	60,000
Track & Field, Cross Country	\$500	8/1	56,000
Baseball	\$600	7/15	78,000
Boys Lacrosse	\$400	8/15	34,000
Girls Lacrosse	\$400	8/15	

BLACK-AND-WHITE COVER RATES

Cover 2 and Cover 3: 2x rate
Cover 4: 4x rate

FOUR-COLOR COVER RATES

Cover 2 and Cover 3: 4x rate
Cover 4: 8x rate



Binding –
Saddle Stitched and
few are Perfect Bound

***Live area must be
.25" in from trim on all
sides (for full-page only)*

FREE ADVERTISING AND SPECIAL OFFERS

Free Ads Reach Coaches, Officials, Athletic Directors. Advertising in *NFHS Rules Books* may earn you free placement in *NFHS Case Books* and *Officials' Manuals*. Contact NFHS office for requirements and availability.

Total Reach Package. Reach the entire audience throughout the year – coaches, officials, athletic directors and more – with one ad in each of 17 *NFHS Rules Books* for just \$6,000.

Stuck in the Middle. Get noticed with a four-page color ad in the center of any *NFHS Rules Book*. Contact NFHS office for special rates.

DIGITAL FILES FOR PRINT:

We prefer CMYK PDF using these settings when creating your .pdf "High Quality Print" or "PDF/x-1a:2001" files.

We will also accept PC files in Adobe Photoshop, Illustrator or InDesign. All files must be 300 dpi or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .tif, .eps and .jpg. All .jpg files will be

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Book Ad Dimensions (in inches)

Ad Size	Width	Depth	Bleed	Trim
Cover – C2, C3 and C4 (Bleed**)	4.5	6.25	5.5 x 7.25	5 x 6.75
Stuck in the Middle (Bleed**)	9.5	6.25	10.5 x 7.25	10 x 6.75
Full Page (Non-bleed)	4	6		
Full Page (Bleed**)	4.5	6.25	5.5 x 7.25	5 x 6.75