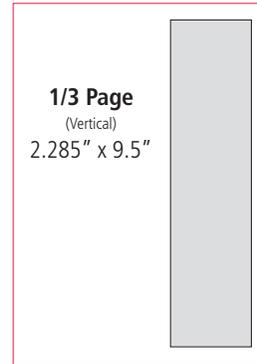
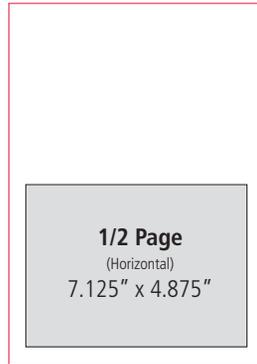
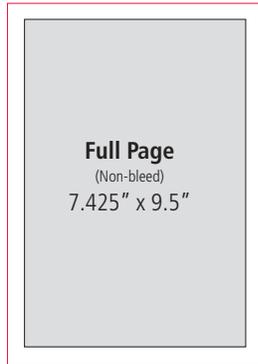
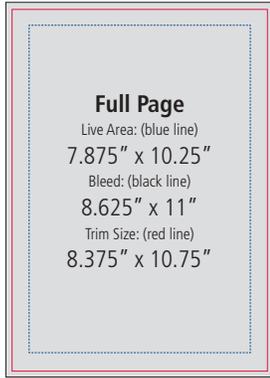


# HIGH SCHOOL TODAY®

THE VOICE OF EDUCATION-BASED ATHLETIC AND PERFORMING ARTS ACTIVITIES

RATE CARD/EDITORIAL CALENDAR



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.

The NFHS reserves the right to reject or discontinue any advertisement and edit all copy. Rates quoted are net to the NFHS. Rates are subject to change without notice. Space reservation or insertion order required. Cancellations not accepted after closing date. Advertisers are entitled to a 10% discount if payment is received by the copy deadline. Unpaid accounts are subject to a monthly service charge of 1.5%. Ads requiring any alteration(s) will be sent back to advertiser for such change(s).

## NEED MORE INFORMATION?

**Contact:** Shane Monaghan, NFHS Development Coordinator, at 317-822-5721 or [smonaghan@nfhs.org](mailto:smonaghan@nfhs.org)  
Visit us at [www.nfhs.org](http://www.nfhs.org)



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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

*"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 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

*"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

*"This is a great publication that highlights education-based athletics across the country. Articles are nice in that they provide education for the AD as a pause to double-*

*check/reflect on procedures and day-to-day operations to help improve the experience for the athletes we serve."*

–Lance Larkey, assistant athletic administrator, Indiana

*"Your periodical is consistently excellent, and I want to commend you and thank you for it! I find myself regularly passing it on to my fellow administrators, since your articles touch helpfully on so many aspects of healthy school programming and culture. Blessings on your work – thanks for helping us all serve students better."*

–Don Wiley, academic dean, Maryland

*"I always like the forum articles where several ADs weigh in on issues/questions. I am always interested in learning new and different ways to solve issues. I always enjoy reading High School Today typically in the late afternoon over the course of a few days while in the office as it gives me a chance to sit and relax and go through the magazine page by page. When I find something that my coaches need to see, I'm sure to pass it along for all to read."*

–John Catalano, athletic director, Illinois

*"I have been a reader of this journal for many years; my predecessor used to pass them down to me when he was finished with them. I find the wealth of information, and the breadth of coverage, very informational. I feel this is an outstanding professional publication. To be honest, I am affiliated with many organizations in my role as athletic director, health and physical education department chair, and pool director, and I believe High School Today is the best publication I receive. I gather more information from one issue than any other journal or newsletter that I subscribe to."*

–Doug Marchetti, athletic director, Connecticut

*"As always, the majority of the issue touches on topics that athletic directors are faced with in all facets of the position. This issue hit several key areas that I have dealt with this school year. The articles are well written but not too lengthy. They are easy to understand while covering the major issues. I always enjoy the issues and always find something relevant to my role as athletic director."*

–Bailey Jackson, athletic director, South Carolina

## Editorial Calendar

	Ads Due	Mail Date
October 2017	September 10	October 6
<ul style="list-style-type: none"><li>• Feature on Preparing for Cardiac Arrest</li><li>• Feature on Teams Supporting Teams – Innovative Ways to Promote Respect and Sportsmanship</li><li>• Feature on Investigating Allegations in an Athletic Program</li><li>• Feature on Issues Related to Foreign-Exchange Students in Athletic Programs</li><li>• Feature on Athletics Participation in Large Urban School Districts</li><li>• Feature on Managing a Crisis in a School Athletics Program</li><li>• Legal article on K-12 Recommendations for Preventing Sexual Violence</li><li>• Above and Beyond article on a Student Who Administered CPR</li><li>• Ideas That Work article on Adding an Assistant or Game Manager for Extra Help</li><li>• Sports Medicine article on Appearance and Performance Enhancing Drugs and Supplements</li><li>• Did You Know article on Cardiac Screenings for Students</li><li>• Technology article on Apps for Athletic Administrators</li></ul>		



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### FOR INFORMATION ON ADVERTISING, CONTACT:

Shane Monaghan, NFHS Development Coordinator  
(317) 822-5721 | [smonaghan@nfhs.org](mailto:smonaghan@nfhs.org)

# Editorial Calendar

	Ads Due	Mail Date
<b>November 2017</b>	<b>October 10</b>	<b>November 8</b>
<ul style="list-style-type: none"><li>• Feature on Establishing an Athletic and Performing Arts Culture in Your District</li><li>• Feature on Pre-season Parent Meetings Using PowerPoint</li><li>• Feature on the Value of Fine Arts in an ESSA World</li><li>• Feature on the Chain of Command Protocol Regarding Parent Complaints</li><li>• Feature on Title IX at 45 Years of Age</li><li>• Legal article on Music Copyright Issues</li><li>• Did You Know article on the Thank a Ref Program in Minnesota</li><li>• Technology article on Apps for Athletic Directors</li><li>• Above and Beyond article on a Student Who Was Saved by Use of an AED</li><li>• Sports Medicine article on All Sports for All People</li><li>• Performing Arts article on the National Jamboree Band</li><li>• Ideas That Work article on Successful Use of Student Advisory Committees</li></ul>		
<b>January 2018</b>	<b>November 15</b>	<b>December 19</b>
<ul style="list-style-type: none"><li>• Feature on National Impact and Reaction to Pitch-count Restrictions in High School Baseball</li><li>• Feature on Helping Students Participate in Both Athletics, Performing Arts</li><li>• Feature on Hiring Coaches Who Fit into Education-based Concept</li><li>• Feature on What to do When the School Board Wants a Coach Fired</li><li>• Feature on Equity in Activities – Providing Access for Everyone</li><li>• Legal article on Sports Law Year-in Review</li><li>• Sports Medicine article on Pitching Injuries</li><li>• Technology article on Portable Audio Recording Equipment</li><li>• Did You Know article on Officials Conference in Illinois</li><li>• Performing Arts article on Methods for Recruiting Music Students</li><li>• Ideas That Work article on Positive Results of Working with Students on New Interp Selection</li></ul>		
<b>February 2018</b>	<b>January 10</b>	<b>February 8</b>
<ul style="list-style-type: none"><li>• Feature on Sportsmanship From a Student Spectator Standpoint</li><li>• Feature on Importance/Process of Branding for School Programs</li><li>• Feature on Ways to Combat Specialization and Encourage Multi-sport Participation</li><li>• Feature on Value of Marketing in Your Program</li><li>• Legal article on Challenges to State Associations' Legal Authority</li><li>• Did You Know article on Unified Bass Fishing Championships</li><li>• Sports Medicine article on Opioids</li><li>• Performing Arts article on Developing Team Concepts in Performing Arts</li><li>• Ideas That Work article on Angel Tournament – Mentor Through Competition</li></ul>		



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# Editorial Calendar

	Ads Due	Mail Date
March 2018	February 10	March 9
<ul style="list-style-type: none"><li>• Feature on Establishing and Maintaining a Culture of Balance</li><li>• Feature on Officiating Mentorships</li><li>• Feature on Budget Cuts to Education – Leave Athletics Alone</li><li>• Feature on Effective School-based Strength and Conditioning Programs</li><li>• Feature on Ways to Have Positive Experiences as an Athletic Director</li><li>• Legal article on Legal Issues Related to Termination of a Coach</li><li>• Sports Medicine article on Sport Specialization</li><li>• Technology article on Social Media – Snapchat</li><li>• Did You Know article on the Texas University Interscholastic League Wind Ensemble Competition</li><li>• Performing Arts article on the Benefits of NFHS Speech/Music Membership</li><li>• Performing Arts article on Jazz Education</li><li>• Ideas That Work article on Going Paperless</li></ul>		



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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

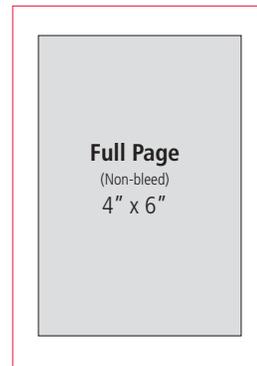
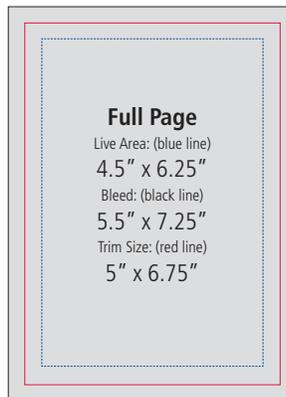
Sport	Rate	Closing Date	Circulation
Soccer	\$500	3/1	64,000
Football	\$650	3/1	98,000
Volleyball	\$500	3/1	66,000
Spirit	\$400	4/1	22,000
Field Hockey	\$350	3/1	8,000
Basketball	\$750	5/16	130,000
Wrestling	\$450	5/16	31,000
Swimming, Diving	\$400	5/1	24,000
Water Polo	\$350	5/2	3,800
Ice Hockey	\$350	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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Visit us at [www.nfhs.org](http://www.nfhs.org)



Take Part.  
Get Set For Life.™

### MECHANICAL & PRINTING REQUIREMENTS

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