

HighSchool TODAY™

THE VOICE OF EDUCATION-BASED ATHLETIC AND PERFORMING ARTS ACTIVITIES



Rate Card/Editorial Calendar

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: 40-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.

Mechanical requirements

Publication Trim Size 8.375" x 10.75"

Back Cover Bleed (C4) 8.625" x 11"

Full Page Bleed 8.625" x 11"

Full Page 7.425" x 9.5"

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

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

Screens 133 lines

Need more information?

Please contact: Kelly Russell at 317-822-5745, krussell@nfhs.org, or NFHS marketing at (317) 972-6900, marketing@nfhs.org. Visit us at www.nfhs.org

Take Part. Get Set For Life.™

Four-color ad rates

	1x	3x-8x*
Full Page	\$2,500	\$1,000
1/2 Page	1,300	520
1/3 Page	875	350
Back Cover	2,500	1,000
Inside Front Cover	2,500	1,000
Inside Back Cover	2,250	900
2-Page Spread	4,900	1,960

* Per insertion rates

Special position charge: 10% (non-commissionable)
Black and white ad rates available on request

Deadline

10th day of month prior to publication month, except for January issue, which is due preceding November 19.

Information for advertisers

Four-color, spot color or black-and-white. Add 20% to base price for spot color. Accepted materials:

1. Electronically PC platform. File format: TIF, EPS, PDF or PSD preferred. Application file formats (QuarkX-Press, Illustrator, Photoshop). Supply all images 300 dpi or higher, CMYK and fonts with a proof.
2. Camera-ready artwork (must be original, no photocopies). 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, typesetting, negative work, strip-ins or conversions to offset are extra and will be billed to the advertiser.

Rave Reviews

I enjoy High School Today because of the variety of material that each issue contains. Not only does it talk about legal issues, but it gives practical advice and information about what is going on nationwide."

–Duane McMinn, athletic director, Maryland

"This publication is awesome. I have used articles from it to support things I have been implementing in my building and to gain the support of both my building administrators as well as district level administrators."

–Scott Nordi, athletic director, Washington

"High School Today is my favorite magazine because every article in it relates to high school issues. Athletic directors deal with these issues every day and this magazine is a great resource."

–Jean Vanderpool, athletic director, Maryland

"I thoroughly enjoy reading the magazine each month. Many times, it just re-affirms how we do things. However, I am able to glean new ideas or strategies into our system. I also enjoy learning how other states operate since I have been unable to get to the national convention."

–Richard Shello, athletic director, New Jersey

"It's an awesome magazine! I love it! Thank you! I would love the opportunity to write an article if that is possible. Maybe it is my seven years as an English teacher that excites me about writing."

–Karrah Ellis, athletic director, Massachusetts

"I thought this issue (February) was well done. It offers a great deal of information about a variety of topics that make it easy to not only stay on top of national trends and news, but to also get rejuvenated about the profession in just one sitting. The law cases are always interesting to me. I think they are important for all of us to review. I find the infographics a real strength as they convey a lot of information without a lot of time investment – provoking thought and reflection about my own program ... Great work overall. You always have great information and are a real resource for athletic administrators around the country."

–Jeff Morris, athletic director, North Carolina

"The information and articles are so current and applicable; it is by far one of the most useful resources I have in my toolbox as an athletic administrator. Along with the different articles every month, I also find the department and individual sections very useful."

–Michael Krueger, athletic director, Colorado

"High School Today is an excellent resource for athletic directors in all jurisdictions. It is good to see how other programs work and helps all readers pick up little things that can improve their own program."

–Jeff Walen, athletic director, Maryland

"I found much of the information to be things which can help my job right now as well as other things to put on the long-range planning list. This has quickly become my favorite magazine for my profession."

–John Wiley, athletic director, Washington



Editorial Calendar

	Ads Due	Mail Date
April 2014	March 10	April 7
<ul style="list-style-type: none">• Twitter – Developing Policy for Athletic Directors to Regulate Coach/Athlete Use• Using Twitter as a Communications Tool for Administrators• Dealing with Parents and Elite Athletes: The Scholarship Myth• How to Sustain an Athletic Program in Hard Economic Times• A High School Course for Parents of Athletes• Legal Article on Girls Playing on Boys Teams• Technology Article on Use of Skype for Meetings• Sports Medicine Article on Heat Issues• Ideas That Work Article on Filling Difficult Coaching Positions• 2014 Class of National High School Hall of Fame Selected• "Did You Know" Article on the Number of Student-Athletes Who Receive College Scholarships and Participate at NCAA Schools		

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	Ads Due	Mail Date
May 2014	April 10	May 2
<ul style="list-style-type: none">• Interscholastic Athletics and Booster Organizations: Maintaining Gender Equity• Successful Fund-Raising Strategies• Core Values – the Future of Education-based Athletics• Sportsmanship – Merits of Shaking Hands After Games• Athletic Director Assessment by Coaches, Students, Parents and Administrators• Updated NFHS Lightning Guidelines• Technology Article on New Scheduling and Budget Software• Legal Article on Sick Cell Trait• 2014 National High School Spirit of Sport Award Recipient Selected• Sports Medicine Article on “Return to Play – Whose Decision?”• In Their Own Words Article with Grant Teaff• Meeting the Needs of Challenged Students in Performing Arts• Ideas That Work Article on “What to do with Your Followers on Twitter”		
September 2014	August 8	September 5
<ul style="list-style-type: none">• High School Sports Participation Survey• Developing Policies for Transgender Issues• Helping Student Participants Become Self-Advocates• Educating Parents as to the Importance and Value of Education-based Athletics• Dealing with Athletes in Crisis• Legal Article on Revisions/Reviews of State Concussion Laws• Technology Article on Google Alerts• Sports Medicine Article on Calcium and Vitamin D• Feature on an Innovative Performing Arts Program• Ideas That Work Article on Innovative Community Service Projects• Five Potential Topics Selected for 2015-16 National High School Policy Debate Topic		
October 2014	September 10	October 6
<ul style="list-style-type: none">• Student-Athletes’ Responsible Use of Social Media• How State Associations Handle International Players at High Schools for Sports Purposes• Leading From the Middle – Athletic Directors in Leadership Role• Gaining the Trust of Your Community as a New Principal• Approach of NFHS Network vs. ESPN Model Regarding Televising High School Sports• Sports Medicine Article on Return to Play After an ACL Injury• Performing Arts Article on New Texas University Interscholastic League Film Competition• Ideas That Work Article on “Moving to an Electronic To-Do List”		
November 2014	October 10	November 3
<ul style="list-style-type: none">• Leadership Approaches to Embrace and Some to Avoid• Using Networking in Your Leadership Position• Feature on an Innovative Performing Arts Program		



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