

ADVERTISING INFORMATION

Read by more than 33,000 middle level and high school activity advisers, *Leadership for Student Activities* is published by NASSP and is the official publication of:

- National Honor Society
- National Junior Honor Society
- National Association of Student Councils

Leadership for Student Activities circulates monthly throughout the school year, September through May. It is received by Honor Society, student council, and other student group advisers and student leaders. When advisers plan and organize student activities—from dances, concession stands, and spirit assemblies to fundraisers, service projects, and campus beautification projects—they turn to *Leadership for Student Activities* for ideas and guidance.



“Leadership magazine is a must for every adviser. It is the helping hand that arrives promptly every month with new ideas, motivating thoughts, and simple solutions. It allows us an opportunity to network with schools throughout the country.”

Mary Leger Student Council Adviser
East Hartford (CT) High School

“Leadership magazine brings new ideas, thought-provoking articles, and projects that make every student council and leadership class better. It is the ultimate tool for every adviser!”

Karen Dawson Leadership Adviser
Washington (MO) High School



NHS, NJHS, and NASC are programs of

nassp
leading schools



READERSHIP AND BUYING HABITS

Dear Prospective Advertiser,

Thank you for your interest in *Leadership for Student Activities* magazine. Our readers, 33,000 advisers of Honor Societies and students councils, depend on *Leadership* to help them create and implement leadership curricula, fundraisers, service projects, recognition programs, and more. It's their guide to being better advisers and running excellent programs—and I'm sure you want your product in front of them when they're making their plans. Thanks again for your interest, and I hope to see your product advertised on our pages soon.

Sincerely,

Robert N. Farrace, CAE
Senior Director, Communications
and Development

Direct sales inquiries and insertion orders to:

CHICAGO

Fox Associates
116 West Kinzie St.
Chicago, IL 60654-4655
312-644-3888
FAX: 312-644-8718
advertise@nassp.org

LOS ANGELES

Fox Associates
1445 E. Los Angeles Ave.
Suite 301
Simi Valley, CA 93065-2817
805-522-0501
FAX: 805-522-0504
advertise@nassp.org

DETROIT

Fox Associates
6765 Woodbank Dr.
Bloomfield Hills, MI 48301-3040
248-626-0511
FAX: 248-626-0512
advertise@nassp.org

PHOENIX

Fox Associates
14300 N. Northsight Blvd.
Suite 118
Scottsdale, AZ 85260-3672
480-538-5021
FAX: 480-367-1110
advertise@nassp.org

NEW YORK

Fox Associates
347 Fifth Ave., Suite 1101
New York, NY 10016-5010
212-725-2106
FAX: 212-779-1928
advertise@nassp.org

ATLANTA

Fox Associates
3685 Bellegrove Ridge
Marietta, GA 30062-3040
770-977-3225
FAX: 888-853-9234
advertise@nassp.org

Who reads *Leadership for Student Activities*?

More than 33,000 readers see *Leadership for Student Activities* each month. Readers include primarily:

- Advisers of student councils, student government associations, and other student groups
- Advisers of National Honor Society and National Junior Honor Society
- Class officers and other student leaders
- Student activities directors
- Student fundraising groups

What do the readers say about *Leadership**?

I read one-half or more of each issue 71%
I make time to read every issue of *LSA* 65%

What do readers buy?

Awards, certificates, recognition services 79%
Fundraising programs 50%
Decorations and supplies 65%
Assembly programs and equipment 41%
Career, character, and leadership programs 31%
Motivational speakers and programs 35%
School spirit products 37%
Customized supplies and clothing 46%
Graduation products 31%

* Survey of NHS, NJHS, and NASC members conducted in April 2011.



EDITORIAL CALENDAR



JANUARY 2012 Counselor Too

You are often the person closest to the students you guide. So what is your role when it comes to their socio-emotional development? Discover projects that can help all students at your school feel better about themselves and avoid some of the personal problems that can develop at this age.

Space: October 17, 2011 Materials: October 24, 2011

Bonus circulation!

- LEAD Conference, February 3–5, 2012, Washington, DC

FEBRUARY 2012 Recognition

Some tips about honoring students and staff members at your school—from simple appreciation for the work they do for your organization to honors for the top students in a variety of categories.

Space: November 14, 2011 Materials: November 21, 2011

Bonus circulation!

- LEAD Conference, February 17–19, 2012, Chicago, IL

MARCH 2012 School Improvement

Some ideas about how students can get involved in improving their own school—from test scores to the food in the cafeteria.

Space: December 19, 2011 Materials: January 5, 2012

Bonus circulation!

- NASSP Conference, March 8–10, 2012, Tampa, FL
- NAESP National Conference, March 22–24, 2012, Seattle, WA
- ASCD Annual Conference, March 24–26, 2012, Philadelphia, PA

APRIL 2012 Here Comes Summer

Start planning now for ways to use your summer to prepare for next year and help your students grow. Advisers should come up with activities for their groups to plan, get to know each other, learn leadership skills, and have fun.

Space: January 26, 2012 Materials: February 9, 2012

MAY 2012 Activities for All

Innovative ways to develop programs that involve the whole school, along with feeder schools, parents, and the community. How do you include those who don't traditionally participate in school events? How can student leadership help improve the school's climate by broadening its scope?

Space: February 27, 2012 Materials: 9, 2012

SEPTEMBER 2012 The Kickoff

The school year is just getting started. Take a look at what you need to get your group up and running—regardless of its size—and to make this a productive and positive year for you and your students.

Space: June 18, 2012 Materials: June 25, 2012

OCTOBER 2012 Fundraising 101

Some basic tips on how to raise money for worthy projects, and how to motivate your students and encourage others to participate in the effort.

Space: July 18, 2012 Materials: July 25, 2012

Bonus circulation!

- AMLE Annual Conference, November 8–10, 2012, Portland, OR

NOVEMBER 2012 Everyone Involved

Here's how can you include more students and adults in your efforts—especially those who traditionally don't participate.

Space: August 13, 2012 Materials: August 20, 2012

Bonus circulation!

- LEAD Conference, November 9–11, 2012, Phoenix, AZ

DECEMBER 2012 Nitty Gritty

Follow these legal, fiscal, and practical guidelines for running a student leadership organization. Includes details on how to structure your group, and make sure that it runs smoothly and by the rules.

Space: September 17, 2012 Materials: September 24, 2012

AD RATES AND SIZES

Four-Color Rates

Space	1x	3x	9x
Full page	\$3,075	\$3,000	\$2,850
2/3 page	2,825	2,740	2,590
1/2 page horizontal	2,150	2,090	1,970
1/3 page square or vertical	1,540	1,500	1,400

Black-and-White Rates

Space	1x	3x	9x
Full page	\$2,215	\$2,160	\$2,050
2/3 page	2,035	1,975	1,865
1/2 page horizontal	1,550	1,505	1,420
1/3 page square or vertical	1,110	1,080	1,010

For two-color (black and one process color), add \$790 per page or fraction of page.

Cover Rates

Cover rates are fixed and include four-color process.

Cover 2	\$3,780
Cover 3	3,700
Cover 4	3,835

Note: Special covers are NOT subject to cancellation.

Inserts

Available upon request. Contact your Fox Associates representative for pricing.

Please Note

If your advertisement requires special placement (e.g., right facing, front section), add 10% to the appropriate advertising rate. There is no additional charge for bleeds.



MECHANICAL SPECIFICATIONS

Printed web offset

Trim size 8-3/8" x 10-7/8"
Bleed size 8-7/8" x 11-3/8"

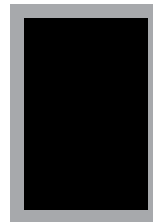
Safety 1/4" inside trim
Binding Saddle stitched

Space

Full page
2/3 page
1/2 page horizontal
1/3 square
1/3 vertical

Width and Depth

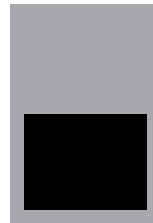
7-1/4" x 9-3/4"
4-1/8" x 9-1/8"
7-1/16" x 4-1/2"
4-1/8" x 4-1/8"
2-9/16" x 9-1/8"



FULL PAGE
7-1/4" x 9 3/4"



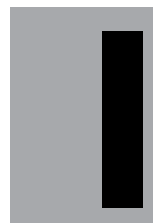
2/3 PAGE
4-1/8" x 9-1/8"



1/2 PAGE
HORIZONTAL
7-1/16" x 4-1/2"



1/3 SQUARE
4-1/8" x 4-1/8"



1/3 VERTICAL
2-9/16" x 9-1/8"

DIGITAL SPECIFICATIONS

Materials

The magazine is produced using Adobe InDesign CS5 for Macintosh. All materials must be SWOP (Specifications for Web Offset Publications) compliant.

The following file formats are listed in order of preference:

- Adobe InDesign CS4, CS5 or CS5.5 with all PostScript fonts and image files used.
- Adobe Illustrator CS4 or CS5 with type converted to outlines, saved as .eps, and with files linked.
- Acrobat PDF/X-1a distilled from PostScript; DDAP PPD (PostScript Printer Description) must be used when creating PostScript files. PDF ads must be 300 dpi at the desired print size, process color with fonts and art embedded. Art should originate in Adobe Photoshop or Adobe Illustrator. For information on what a PDF/X-1a is or how to create a PDF/X-1a go to www.adobe.com/products/acrobat/pdfs/pdfx.pdf
- Adobe Photoshop saved as high-resolution 300 dpi .eps.

Images

Images must be submitted as SWOP (CMYK or Grayscale) .tif, .eps or .jpg in final high-resolution format, 300 dpi. We do not scan or place images for advertisers. All files must be linked appropriately to layout. No RGB or .jpg formats will be accepted. Do not nest .eps files into other .eps files. Do not embed ICC Profiles within files. Files should be right reading, portrait mode (no rotations), 100% size.

Color

All layout and art files must be converted to CMYK mode as a process color equivalent. PMS inks are not used; files for two-color ads must be converted to CMYK to match the desired color. If color mode is not submitted as CMYK and appropriate proofs do not accompany files (see How to Submit Files), publisher cannot be held responsible for color reproduction.

Fonts

All type fonts used in ad layouts must accompany files, both screen and printer versions. PostScript Type 1 and Open Typeface fonts are acceptable. Submit printer and screen fonts as well as all fonts embedded in graphics. TrueType and Multiple Master fonts or font substitutions cannot be accepted.

How To Submit Files

- Digital files may be submitted to our FTP site at ftp.principals.org. Please compress (Stuffit or Zip) the file folder before uploading to the ftp site.
username: ftpuser2 **password:** nasspweb123
- Submit files on Macintosh-formatted CD-ROM or DVD directly to the address listed below for ad materials. Please label files with your identification, publication name, and cover date you are scheduled to run, and include a copy of the insertion order to further ensure correct placement.
- Please collect files carefully. All fonts and image files used to create the ad must accompany files. Incomplete files will not be accepted. Every CD or DVD sent should be accompanied by a print directory of the contents.
- A laser proof or velox printed at 100% must be submitted with each black-and-white ad. A digital color proof, color laser proof, or four-color film proof printed at 100% must accompany each four-color ad submitted, including ones submitted by FTP. Ads submitted without color proofs will be accepted at the advertiser's risk and accurate color reproduction cannot be guaranteed. An additional charge may apply to generate proofs where none are supplied.

Changes/Corrections

NASSP will charge a fee for any resizing, mechanical and production services, or corrections to existing ads.

Inserts

Completed inserts must be supplied, ready for binding, in sufficient quantity to match the press run for the scheduled issue. Call your ad sales representative for press run before printing your insert. A sample must be provided to *Leadership* staff at least 45 days before publication. NASSP has the right to require that "Advertisement" be printed on any insert resembling editorial or run-of-book material.

Direct ad materials to:

Leadership for Student Activities Advertising
1904 Association Drive, Reston, VA 20191-1537
703-860-7254 • 703-476-5432 (fax)
admaterials@nassp.org



ADVERTISER INFORMATION

Advertiser Responsibilities

The advertiser is responsible for meeting all deadlines, requirements, and submission charges. If artwork that meets the appropriate specifications is not received by the artwork deadline, the advertiser will be responsible for all reserved ad-space fees and applicable charges. Artwork submitted incorrectly will be returned for correction to the advertiser at the advertiser's expense. NASSP will not be responsible for making corrections to artwork.

Agency Commission

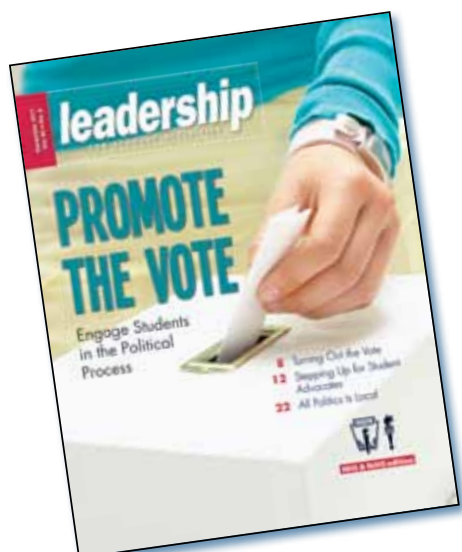
Recognized agencies are eligible for a 15% commission on reserved ad space, net 30 days. All advertisements are subject to approval by the publisher, and the National Association of Secondary School Principals reserves the right to reject or cancel any advertisement and/or contract. Frequency rates are earned on placement in at least three (3) issues, beginning with the first insertion. All AAAA Contract and Copy Regulations apply.

Reprints

Leadership for Student Activities' reprint service offers advertisers and authors personalized, high-quality reprints of ads and articles to stretch their advertising investment even further. Reprints are excellent promotional tools that can be used as direct mailers to potential and established clients, as handouts at conferences and exhibits, or as informational pieces for industry associates. Call Sheridan Reprints for more information at 800-352-2210 or 717-632-3535, or e-mail info@sheridanreprints.com.

Special Combination Incentive

Advertisers placing a combination of advertisements in either of the NASSP official publications (*Principal Leadership* or *Leadership for Student Activities*) may use the highest earned discount level in any publication and apply it to all publications.



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6765 Woodbank Drive
Bloomfield Hills, MI 48301-3040
248-626-0511
FAX: 248-626-0512
advertise@nassp.org

PHOENIX

Fox Associates
14300 N. Northsight Blvd.,
Suite 118
Scottsdale, AZ 85260-3672
480-538-5021
FAX: 480-367-1110
advertise@nassp.org

NEW YORK

Fox Associates
347 Fifth Ave., Suite 1101
New York, NY 10016-5010
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FAX: 212-779-1928
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