I have always appreciated the resources, support, and programs of NASC. Specifically, the magazine serves as an invaluable tool for me as an adviser and leadership teacher, as well as to the student leaders in my building. I value the relationship I’ve had with the organization and its response to member’s needs.

Jane Suberg, Adviser, Principal, and Executive Director of Montana Association of Student Councils, Highwood (MT) High School

“I look forward to the arrival of my magazine and the quick pick-me-up that it provides. As I talk to advisers across my state, I encourage them to use the magazine as a start-point for the month and to use the articles as mini lessons for their student leaders.”

Rashaan Davis, Adviser, Highlands Ranch (CO) High School
LETTER FROM THE DIRECTOR

Dear Prospective Advertiser,

Thank you for your interest in Advise magazine. Our readers, advisers of Honor Societies and students councils, depend on Advise 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,

Ann Postlewaite
Director of Student Programs, NASSP

WHO READS ADVISE?
More than 26,000 readers see Advise each month. Readers primarily include:
- Advisers of student councils, student government associations, and other student groups
- Advisers of National Honor Society and National Junior Honor Society Chapters
- Class officers and other student leaders
- Student activities directors
- Student fundraising groups

WHAT DO THE READERS SAY ABOUT ADVISE*?
I turn to Advise for ideas to help run my chapter .............. 78%
I make time to read every issue .......................... 66%

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

* Surveys of NHS, NJHS, and NASC members conducted in 2011 and 2013.
SEPTEMBER 2015

• Essential planning skills and organization management
• Engaging new members
• In-depth project ideas for the school year (to help advisers plan based on time of year, holidays, etc.)

Ad Close: July 24, 2015
Art Due: July 31, 2015

OCTOBER/NOVEMBER 2015

• Building a positive school climate
• Take a leading role in bullying prevention
• Teamwork and collaboration

Ad Close: August 20, 2015
Art Due: August 27, 2015

DECEMBER 2015/JANUARY 2016

• Fundraising and community relations
• Ideas for small schools
• Maintaining an active chapter or council throughout the year

Ad Close: October 20, 2015
Art Due: October 27, 2015

FEBRUARY/MARCH 2016

• Tap into new technologies with apps, digital innovations, and more
• College and career preparation
• Middle level leadership

Ad Close: December 26, 2015
Art Due: December 28, 2015

APRIL/MAY 2016

• Building student character—what is “good” character and how can students exemplify that?
• Highlighting global student leaders
• Student/faculty recognition ideas

Ad Close: February 19, 2016
Art Due: February 26, 2016

JUNE 2016

• Year-round student leadership with summer activity ideas
• Empowering students
• Parent and community involvement

Ad Close: April 22, 2016
Art Due: April 29, 2016

JASON VRANICH • JASON.VRANICH@THEYGSGROUP.COM • 717-430-2357
## Four-Color Rates

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,075</td>
<td>$3,000</td>
<td>$2,850</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,825</td>
<td>2,740</td>
<td>2,590</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>2,150</td>
<td>2,090</td>
<td>1,970</td>
</tr>
<tr>
<td>1/3 page square or vertical</td>
<td>1,540</td>
<td>1,500</td>
<td>1,400</td>
</tr>
</tbody>
</table>

## Black-and-White Rates

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,215</td>
<td>$2,160</td>
<td>$2,050</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,035</td>
<td>1,975</td>
<td>1,865</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>1,550</td>
<td>1,505</td>
<td>1,420</td>
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<tr>
<td>1/3 page square or vertical</td>
<td>1,110</td>
<td>1,080</td>
<td>1,010</td>
</tr>
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</table>

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

Contact Jason Vranich at jason.vranich@theygsgroup.com or 717-430-2357 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.

## Printed Web Offset

- Trim size: 8.375" x 10.875"
- Bleed size: 8.625" x 11.125"
- Safety: 1/4" inside trim
- Binding: saddle stitched

### Space

- Full page: 7" x 9.5"
- 2/3 page: 4.583" x 9.5"
- 1/2 page horizontal: 7" x 4.583"
- 1/3 square: 4.583" x 4.583"
- 1/3 vertical: 2.166" x 9.5"

### Size WxH

- Full page: 7" x 9.5"
- 2/3 page: 4.583" x 9.5"
- 1/2 page horizontal: 7" x 4.583"
- 1/3 square: 4.583" x 4.583"
- 1/3 vertical: 2.166" x 9.5"
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, publisher cannot be held responsible for color reproduction.

HOW TO SUBMIT FILES
Digital files may be submitted to sendmyad@theYGSgroup.com

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. Contact Jason Vranich at jason.vranich@theYGSgroup.com for press run before printing your insert. A sample must be provided to Advise 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.

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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
Advise 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 email info@sheridanreprints.com.

SPECIAL COMBINATION INCENTIVE
Advertisers placing a combination of advertisements in either of the NASSP official publications (Principal Leadership or Advise) may use the highest earned discount level in any publication and apply it to all publications.

DIRECT AD MATERIALS TO:
sendmyad@theygs.com or log in at theygs.com/sendmyad.com

NHS, NJHS, and NASC are programs of NASSP