



NASSP'S *ADVISE* 2019-20 MEDIA KIT

Powerful print and digital
advertising opportunities

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June 2019 | Volume 47, Issue 6

Powering Student Leadership and Engagement

ADVISE

#ICANHELP

Tips to empower your student groups on social media

Bring Change by Rallying Student Voice

How RSVP drastically improved school climate at an Illinois high school

MAKING MENTAL HEALTH TOP OF MIND

The #Work2BeWell campaign unites students from all backgrounds in raising awareness about emotional well-being



Received by more than 32,000 middle level and high school activity advisers, *Advise* is published by NASSP and is the official publication of:

- National Honor Society
- National Junior Honor Society
- National Student Council

Advise circulates four times during the school year, fall through summer. 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 *Advise* for ideas and guidance.



More than 70 percent of readers say they have adopted ideas, strategies, or projects featured in the magazine.

"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 starting point for the month and to use the articles as mini lessons for their student leaders."

Rashaan Davis, adviser, Eaglecrest High School, Centennial, CO

"I have always appreciated the resources, support, and programs of NatStuCo. 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 members' needs."

Jane Suberg, executive director, adviser, and principal
Montana Association of Student Councils, Highwood High School, Highwood, MT

LETTER FROM THE DIRECTORS

Dear Prospective Advertiser,

Thank you for your interest in *Advise* magazine. Our readers—advisers of the National Honor Societies and student councils—depend on *Advise* to help them create and implement leadership curricula, fundraisers, service projects, recognition programs, and more. It serves as their guide to being better advisers and running excellent programs—and we're sure you want your product in front of them when they're making plans. Thanks again for your interest, and we hope to see your product advertised on our pages soon.

Sincerely,

Nara Lee

Director of National Honor Societies, NASSP

Ann Postlewaite

Director of Student Programs, NASSP

MORE THAN 32,000 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%
 I share *Advise* with other chapter/affiliate officers . . . 67%
 I consider *Advise* a "must read" 53%

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 NatStuCo members conducted in 2011 and 2013.



FALL 2019	<ul style="list-style-type: none"> • Proud to Be First: Preparing First-Generation College Students • College Admissions Review Processes • Prudential Award Winners • Preparing Students to Be Active Leaders 	Ad Close: July 10, 2019 Art Due: July 17, 2019
WINTER 2020	<ul style="list-style-type: none"> • Ensuring Equity in Your Chapter or Council • The Ethics of Advisers and Tackling Delicate Situations • Exploring Honorary Memberships for Special Education and ESL Students • Mindful Campaigning and Active Citizenship 	Ad Close: October 18, 2019 Art Due: October 25, 2019
SPRING 2020	<ul style="list-style-type: none"> • Empowering Student Voice and Advocacy • Fundraising and How to Responsibly Handle Those Funds • Health and Wellness for Advisers and Students • Students on Capitol Hill 	Ad Close: January 14, 2020 Art Due: January 21, 2020
SUMMER 2020	<ul style="list-style-type: none"> • Chapter and Council Face-Lift (how to implement change and improve your chapter/council) • Keeping Students Safe on and off Campus • Transitions (school activity advisers and school leaders staying connected) • Student Support Systems and Elevating School Culture 	Ad Close: March 30, 2020 Art Due: April 6, 2020

*Feature topics are subject to change

RATES

SPACE	W X H	1X	3X
COVER 2	9.25" X 11.125"	\$3,780	
COVER 3	9.25" X 11.125"	\$3,700	
COVER 4	9.25" X 11.125"	\$3,835	
FULL PAGE	8.5" X 10.375"	\$3,075	\$3,000
FULL PAGE WITH BLEED	9.25" X 11.125"	\$3,075	\$3,000
2/3 PAGE	4.516" X 9.541"	\$2,825	\$2,740
1/2 PAGE HORIZONTAL	7.625" X 4.5"	\$2,150	\$2,090
1/3 PAGE SQUARE	3.8167" X 3.8167"	\$1,540	\$1,500
1/3 PAGE VERTICAL	2.166" X 9.541"	\$1,540	\$1,500

MAGAZINE SPECS

Trim size..... 9" x 10.875"
 Bleed size..... 9.25" x 11.125"
 Safety 1/4" inside trim
 Binding Saddle stitched

INSERTS

Contact Kim Daniele at
kim.daniele@mci-group.com or
 410-584-1975 for pricing.

PLEASE NOTE

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



SUBMIT AD MATERIALS TO:

Submit ads to NASSP.sendmyad.com.

Please supply only a print-ready PDF file.

We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi.

All fonts must be embedded.

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission.

Do NOT include a bleed with fractional ads unless specified.

Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. Black & white ads should use black only (not 4-color); images should be grayscale.

We cannot guarantee an exact color match. If advertiser requires a critical color match, please contact Megan Lebo.

The publisher is not responsible for printing errors due to incorrect file preparation. We use an on-screen soft-proofing process. You are not required to send a printed proof.

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 Kim Daniele at kim.daniele@mci-group.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.

Contact Megan Lebo for assistance at megan.lebo@mci-group.com or 410-584-1907.



ADVISE

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

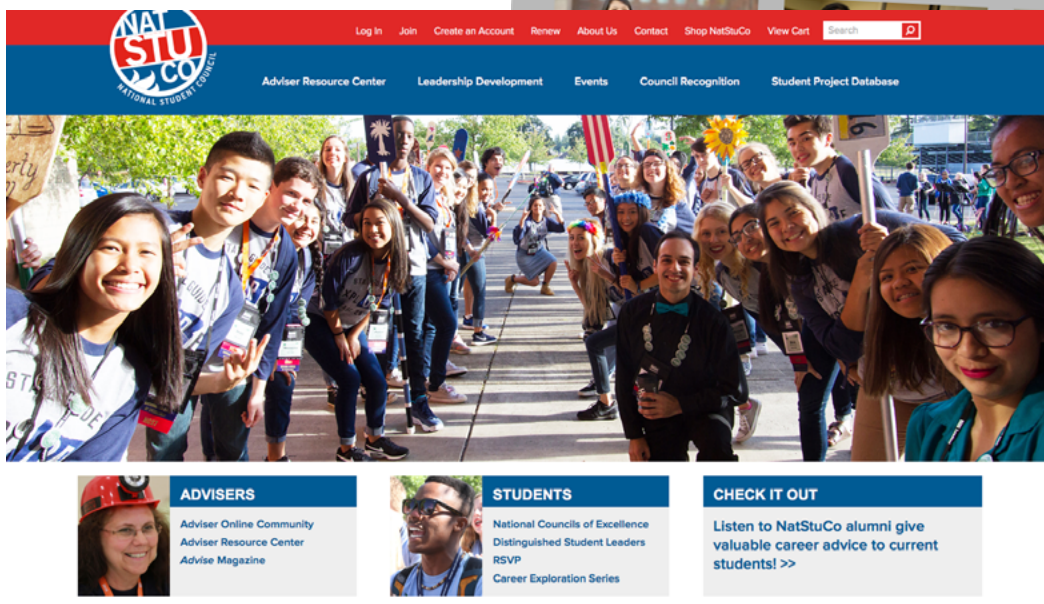
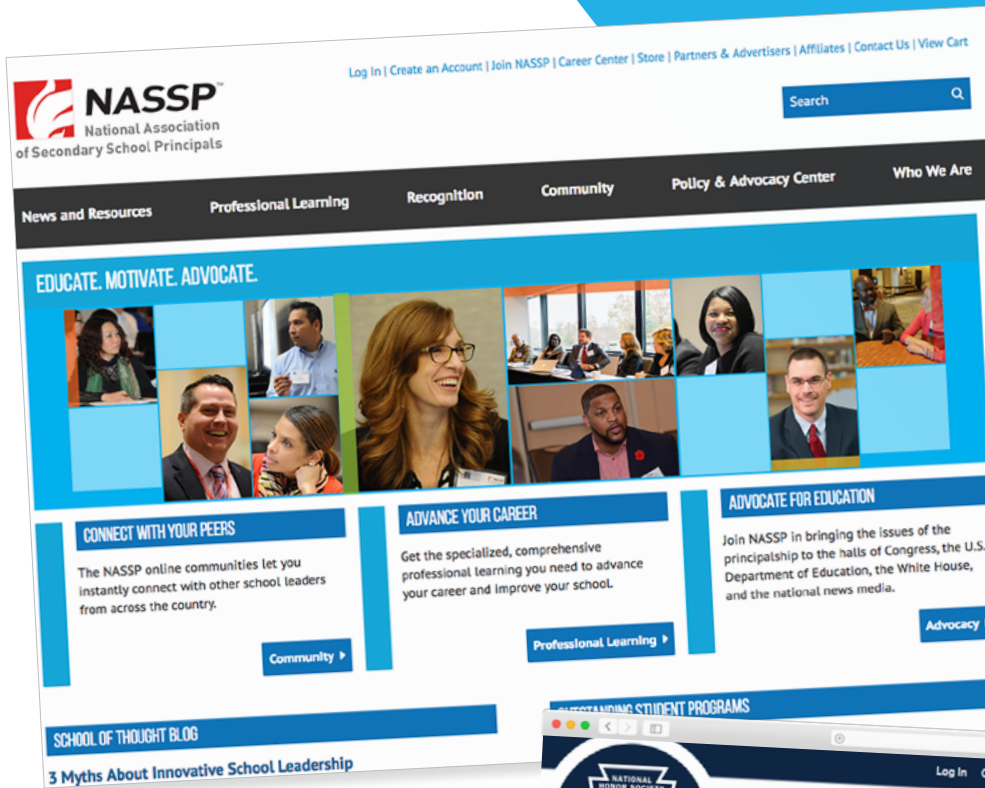
Recognized agencies are eligible for a 15 percent commission on reserved ad space, net 30 days. All advertisements are subject to approval by the publisher, and the National Association of Secondary School Principals reserves the right to reject or cancel any advertisement and/or contract. Frequency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



NHS, NJHS, and NatStuCo are programs of NASSP



DIGITAL PROPERTIES



NASSP WEBSITES

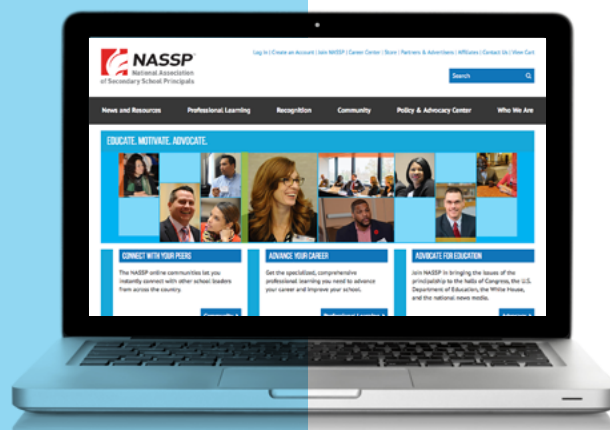
NASSP.ORG

The official NASSP website

Average views per month: 110,792

Specs and Rates

SPACE	PLACEMENT	SPECS	
Leaderboard	Home page only	728x90 px	
Square	Home page and internal	250x250 px	
SPACE	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard	\$900	\$1,650	\$3,000
Square	\$750	\$1,375	\$2,500



STUDENT PROGRAMS' WEBSITES

National Honor Society, **nhs.us** **Average views per month: 299,857**

National Junior Honor Society, **njhs.us** **Average views per month: 91,918**

National Student Council, **NatStuCo.org** **Average views per month: 27,645**

National Elementary Honor Society, **nehs.org** **Average views per month: 11,675**

Specs and Rates

SPACE	PLACEMENT	SPECS	
Square	Sub pages only	200x200 px	
SPACE	3 MONTHS	6 MONTHS	12 MONTHS
Square	\$900	\$1,625	\$2,950



Materials contact: Megan Lebo • megan.lebo@mci-group.com • 410-584-1907

KIM DANIELE

kim.daniele@mci-group.com

410-584-1975

NASSP E-NEWSLETTERS

HONOR SOCIETY NEWS

This monthly email newsletter (sent every month except July) is sent to more than 25,000 National Honor Society and National Junior Honor Society advisers and provides tips, updates, and reminders about Honor Society news and events.

Specs and Rates

SPACE	SPECS	1 MONTH	11 MONTHS
Banner	610x90 px	\$250	\$2,700
Square	200x200 px	\$200	\$2,250



NATSTuCo E-BULLETIN

This monthly email newsletter (sent every month except July) is sent to more than 7,000 National Student Council advisers and provides news, inspiration, and resources to help make their student council a success.

Specs and Rates

SPACE	SPECS	1 MONTH	11 MONTHS
Banner	610x90 px	\$200	\$2,250
Square	160x160 px	\$150	\$1,600



Materials contact: Megan Lebo • megan.lebo@mci-group.com • 410-584-1907

KIM DANIELE

kim.daniele@mci-group.com

410-584-1975