

HIGH SCHOOL 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: 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

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NEED MORE INFORMATION?

Contact: Shane Monaghan, NFHS Development Coordinator, at 317-822-5721 or smonaghan@nfhs.org
Visit us at www.nfhs.org



Take Part.
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 think the main strength of this issue is the up-to-date timing of the articles. The #MeToo movement is in the news every day, and the article in this issue addresses it from a viewpoint close to our hearts. I like the issue as it gives me articles and viewpoints on subjects my coaches deal with but may never get a chance to talk about with me and their peers."

—Mark Sanderson, athletic director, New York

"Every issue has such relevant information along with experiences that we can all relate to. This is by far my favorite resource, and I look forward to reading each issue as it comes out."

—Rob Dement, athletic director, Ohio

"I really enjoyed the April issue. It was made with specifics about what we are currently working on in our district, so most of the information was applicable and very helpful. I was able to save ample time based on suggestions made in the magazine. Love it."

—William Duarte, principal/athletic director, Arizona

"One of the strengths of this issue and of High School Today in general is that the articles are not just centered in interscholastic athletics. It reaches all extracurricular activities. In the March issue, I felt the article about the Opioid crisis was a good introduction to the issue affecting many communities. The interview with experienced athletic directors regarding focusing on positive experiences was reassuring that what I experience in my position is similar to everyone."

—Anne MacNeil, athletic administrator, Connecticut

"I really enjoy reading High School Today and saving some of the articles either for immediate use or to refer back to when dealing with that particular topic. The magazine definitely helps my professional development and gets me to reflect on topics that I might not otherwise reflect on."

—Tim Chandler, athletic director, Illinois

"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

"There are great ideas to pull from and use within my own school and I always pick up a few tips that I will use at my school. It's also encouraging and enjoyable to read the many ideas and strategies that different schools around the country are implementing to deal with the many issues facing high school students daily."

—Matt Baker, athletic director, Massachusetts

"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

Editorial Calendar

	Ads Due	Mail Date
October 2018	September 17	September 28
<ul style="list-style-type: none">• Feature on Push for High School Boys Volleyball Programs• Feature on Evaluating Coaches in an Education-based Program• Feature on How to Deal with a Major Illness Outbreak in a School• Feature on Promoting and Marketing Your Athletic Program• Q-and-A with New NFHS Executive Director Karissa Niehoff on National Issues• Feature on An Athletic Administrator's Legacy• Feature on NFHS Affiliate Member, Montreal Association in Canada• Legal Issues article on Transgender Case in Pennsylvania• Performing Arts article on Promoting and Protecting Arts Activities• Performing Arts article on Starting a Drum Line Program• Sports Medicine article on Sickle Cell• Did You Know article on Dealing with Online Transfers for Eligibility• Ideas That Work article on Starting a Target Shooting Program in a School• Technology article on iScan Replacing Fax Machines		



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	Ads Due	Mail Date
November 2018	October 10	October 26
<ul style="list-style-type: none">• Q-and-A Feature on Current NFHS President David Jackson of Oklahoma• Feature on Why Multi-sport Athletes Should Matter to Administrators• Feature on Mentoring Coaches to Work Within the Concept of an Education-based Program• Feature on Starting of Esports Programs in High Schools• Feature on A School's Responsibility for Locker Room Security and Guidelines for Site Supervisors• Sports Medicine article on Cold Weather Guidelines• Legal Issues article on Review of State Concussion Laws• Ideas That Work article on Starting a High School Hall of Fame• Performing Arts article on Response to the Parkland, Florida, High School Shooting• Technology article on Electronic Medical Records		
January 2019	November 9	December 12
<ul style="list-style-type: none">• Feature on Changing Your School's Culture Through Unified Sports• Feature on Building School Spirit from the Bottom Up• Feature on the Importance of Public Address Announcer Scripts (Sponsors, Safety, Sportsmanship)• Feature on the Benefits of Starting a Unified Bowling Program• Feature on the Challenges for Female Administrators• Legal Issues article on Sports Law Year-in-Review• Ideas That Work article on Developing Coaches Through Use of Weekly Newsletters• Performing Arts article on Summer Debate Co-op – Providing a Local, Free Debate Camp• Performing Arts article on Activity/Athletic Collaborations• Technology article on Digital Ticketing		
February 2019	January 10	January 28
<ul style="list-style-type: none">• Feature on Supporting the School Mission• Feature on Administrators Dealing with the Media• Feature on Selling Education-based Athletics to Constituents• Interview Feature with Athletic Directors on Adding Esports to Your Program• Feature on How STUNT Has Affected School and/or Cheer Programs• Feature on the NFHS Recruiting Officials Campaign• Legal Issues article on Competitive Cheer• Sports Medicine article on Preventing Sudden Death in High School Off-seasons• Ideas That Work article on Helping Students Find New Material for Interpretation Events Through "Book Tasting"• Performing Arts article on Ways Speech/Theatre Coaches are More of a Mentor Than Teacher• Technology article on Team/Coach Communication App		



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	Ads Due	Mail Date
March 2019	February 11	February 27
<ul style="list-style-type: none">• Feature on Why Principals Should Consider Athletics to be Component and Extension of Instructional Day• Interview Feature on Advice for New Athletic Directors• Feature on Creative Solutions for Inclement Spring Weather• Feature on Assisting Families in Finding a College Program• Feature on Empowering Athletic Departments to Use Social Media• Sports Medicine article on Return to Play vs. Return to Learn After Concussion• Ideas That Work article on Badminton as an Interscholastic Sport• Performing Arts article on Team Building Across a School District for Teachers, Coaches, Sponsors, Directors• Legal Issues article on Disabilities Law		



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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

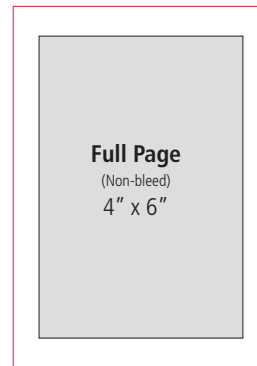
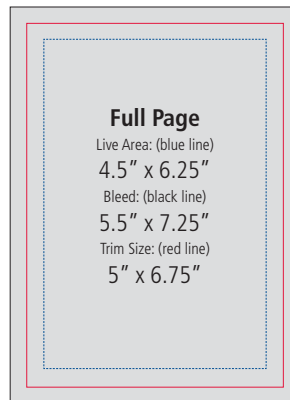
Sport	Rate	Closing Date	Circulation
Soccer	\$500	3/1	64,000
Football	\$650	3/1	98,000
Volleyball	\$500	3/1	66,000
Spirit	\$400	4/1	22,000
Field Hockey	\$350	3/1	8,000
Basketball	\$750	5/16	130,000
Wrestling	\$450	5/16	31,000
Swimming, Diving	\$400	5/1	24,000
Water Polo	\$350	5/2	3,800
Ice Hockey	\$350	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.

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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