

RESEARCH QUARTERLY FOR EXERCISE AND SPORT

Ad Sizes

All advertisements must conform to space dimensions specified.

Size	Width	Depth
Full page	6 1/2"	9"
1/2 page (H)	6 1/2"	4 1/4"
1/2 page (V)	3 1/8"	9"
1/4 page	3 1/8"	4 1/4"
Full page, Bleed	8 1/2"	11"

*Insertion orders must indicate size and dimension (horizontal, vertical).

Closing Dates

Deadlines are two months prior to the issue date. Should these dates fall on a weekend, the deadline is extended to Monday. Late and rush orders are accepted whenever space and time permit.

Issue	Space Reservation	Artwork
Mar 2024	12 Jan. 2024	29 Jan. 2024
June 2024	12 Apr. 2024	26 April. 2024
Sept 2024	19 July 2024	2 Aug. 2024
Dec 2024	18 Oct. 2024	1 Nov. 2024

* Print dates are subject to change.

Ad Rates

Rates are commissionable (15%) to recognized agencies.

Additional charges are non-commissionable. When establishing a contract, the frequency (1x, 2x, 4x) is determined by the number of insertions made within 12 months of the first insertion.

Black and White	1X	2X	4X
Full Page	\$1,450	\$1,400	\$1,340
1/2 Page	\$790	\$735	\$680
1/4 Page	\$515	\$455	\$405

Color Option

Four color (cover IV only): Additional \$550 / Second color will be determined by the issue.

Covers

Cover III: \$2,250

Cover IV: \$2,305

Preferred Position: \$85



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Online Advertising

All files must be JPEG or GIF and no larger than 50KB.

eTOC	Month	Quarter	Year
Top Position	\$195	\$525	\$1,895
Bottom Position	\$175	\$475	\$1,705

Technical Requirements

Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a high-resolution (300 dpi or greater) PDF (Adobe Acrobat 4 or higher distilled for print quality), JPEG, EPS, or TIF. The mode of black-and-white images should be "grayscale," and color images should be "CMYK". Laser proofs must be provided for all ads. All ads must conform precisely to these requirements. Ads not conforming to these requirements will not be published.

For a complete list of technical requirements, visit www.shapeamerica.org under periodical advertising.

Bleeds:	Keep essential matter 3/16" within trim size
Binding:	Perfect Bound
Halftones:	150 line screen
Page Specs:	2 columns per page width of column: 3 1/8" depth of column: 9"
Trim size:	8 1/2" x 11"
Image Resolution:	Raster images should be 300 dpi for print and 1200 dpi for bitmap line art scans.
eTOC:	Top: 468px (w) X 60px (h) Bottom: 468px (w) X 60px (h)

Editor:

Laura Strecker

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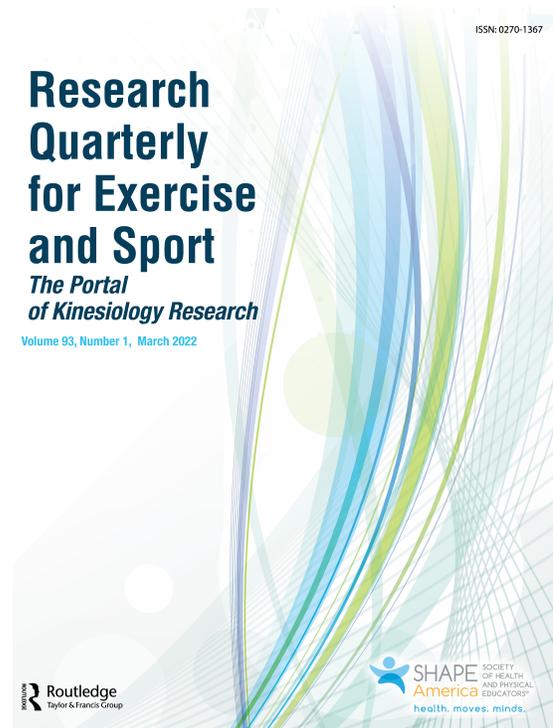
Advertising Sales:

Jeff Leonard

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** Advertisers are prohibited from promoting any content-based school fundraising programs, with the exception of those managed by SHAPE America.*



Rates and Data Sheet 2024