

# leadership

FOR STUDENT ACTIVITIES

# 2011



## ADVERTISING INFORMATION

**R**ead by more than 35,000 middle level and high school activity advisers, *Leadership for Student Activities* is published by the National Association of Secondary School Principals 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 the

NATIONAL ASSOCIATION  
of SECONDARY SCHOOL  
**PRINCIPALS**



## READERSHIP AND BUYING HABITS

Dear Prospective Advertiser,

Thank you for your interest in *Leadership for Student Activities* magazine. Our readers, 35,000 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 Street  
Chicago, IL 60654-4655  
312-644-3888  
312-644-8718 (fax)  
advertise@principals.org

#### ATLANTA

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3685 Bellegrove Ridge  
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Los Angeles, CA 90015  
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347 Fifth Avenue, Suite 1101  
New York, NY 10016-5010  
212-725-2106  
212-779-1928 (fax)  
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#### PHOENIX

Fox Associates  
14300 N. Northsight  
Boulevard, Suite 118  
Scottsdale, AZ 85260-3673  
480-538-5021  
480-367-1110 (fax)  
advertise@principals.org

### Who reads *Leadership for Student Activities*?

More than 35,000 readers see *Leadership for Student Activities* (LSA) 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 LSA\*?

I read one-half or more of each issue ..... 76%  
I make time to read every issue of LSA ..... 71%  
Because LSA is published by NASSP, it has more credibility than other publications..... 82%

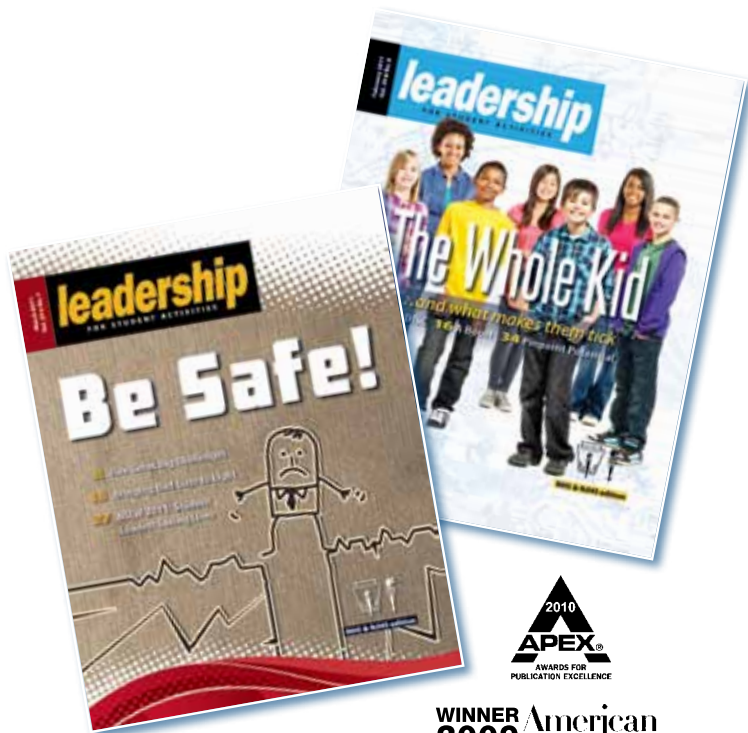
### What do readers buy?

Awards, certificates, recognition services ..... 88%  
Fundraising programs ..... 54%  
Decorations and supplies ..... 50%  
Assembly programs and equipment..... 47%  
Career, character, and leadership programs..... 42%  
Motivational speakers and programs ..... 38%  
School spirit products..... 36%  
Customized supplies and clothing..... 35%  
Graduation products..... 32%  
Reference books and materials..... 30%

\* Figures based on 2004 survey conducted by Stratton Publishing and Marketing.



## EDITORIAL CALENDAR



WINNER  
2009 American  
Graphic  
Design Awards

### JANUARY 2011 Energized

How do you keep your group going when the midyear slump hits, a project unravels a bit, or the dynamics just seem bad? Keep up the pace by making it interesting—and fun.

Space: October 15, 2010 Materials: October 22, 2010

### FEBRUARY 2011 Personality Plus

Socio-emotional development is a popular phrase in education today, and nowhere do young people develop more quickly than in a student leadership group. What should you look for in your students, how can you help them, and how do leadership opportunities and training build young people who are balanced?

Space: November 12, 2010 Materials: November 19, 2010

#### Bonus circulation!

- LEAD Conference, February 18–20, 2011, Chicago, IL
- NASSP Conference, February 24–27, 2011, San Francisco, CA

### MARCH 2011 Saving Lives

Student leadership groups can play a key role in keeping young people and other members of the community safe, teaching them about smart choices.

Space: December 17, 2010 Materials: January 5, 2011

#### Bonus circulation!

- ASCD Annual Conference & Exhibit, March 26–28, 2011, San Francisco, CA

### APRIL 2011 What's New

New ideas about leadership and new programs that touch on the hottest trends. How you can energize your group and your school by getting them involved in a new way of doing a traditional event—or a whole new cutting-edge tradition.

Space: January 26, 2011 Materials: February 9, 2011

#### Bonus circulation!

- LEAD Conference, April 1–3, 2011, Stamford, CT
- NAESP Annual Convention & Exposition, April 7–10, 2011, Tampa, FL

### MAY 2011 Civics

Whether it's the hot midterm election, the city council race that some of your students get behind...or just involvement in a small way in the neighborhood, we focus on getting your students involved as members of their community and the world.

Space: February 25, 2011 Materials: March 9, 2011

#### Bonus circulation!

- Star Leaders National Student Conference, June 25–27, 2011, St. Louis, MO
- International Confederation of Principals (ICP) World Convention, August 15–18, 2011, Toronto, Canada

### SEPTEMBER 2011 Gearing Up

The school year has begun, and your group is taking shape. Here are some tips on how to help guide it through a successful year and some resources that might prove helpful.

Space: June 17, 2011 Materials: June 24, 2011

### OCTOBER 2011 Motivation

How can you get your group motivated in the fall—and keep them moving throughout the school year.

Space: July 18, 2011 Materials: July 25, 2011

### NOVEMBER 2011 Student Service Learning

What is it and how can your students participate in activities where they offer real student service with new and challenging educational opportunities?

Space: August 12, 2011 Materials: August 19, 2011

#### Bonus circulation!

- NMSA Annual Conference & Exhibit, November 10–12, 2011, Louisville, KY

### DECEMBER 2011 Politics

Next year is another big year for elections, How can your student be involved in the local, state, and national level? Why is it important for them to participate and what will they gain?

Space: September 16, 2011 Materials: September 23, 2011

## 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"

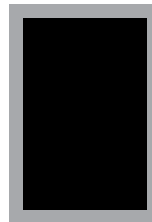
Safety . . . . . 1/4" inside trim  
Binding . . . . . Saddle stitched

### Space

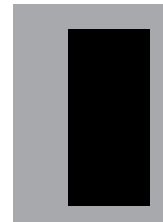
Full page  
2/3 page  
1/2 page horizontal  
1/3 square  
1/3 vertical

### Width and Depth

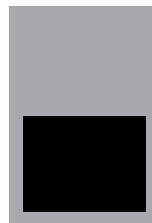
7-1/4" x 9-3/4"  
4-1/8" x 9-1/8"  
7-1/16" x 4-1/2"  
4-1/8" x 4-1/8"  
2-9/16" x 9-1/8"



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



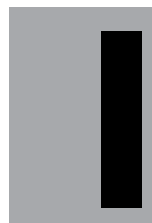
2/3 PAGE  
4-1/8" x 9-1/8"



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 CS3 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 CS3 or CS4 with all PostScript fonts and image files used.
- Adobe Illustrator 8.0–CS 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](http://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 or .eps 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.

# Aa

### How To Submit Files

- Digital files may be submitted to our FTP site at [ftp.principals.org](http://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)

[konikowp@principals.org](mailto:konikowp@principals.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](mailto: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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248-626-0512 (fax)  
[advertise@principals.org](mailto:advertise@principals.org)

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