



2024 MEDIA KIT

LEVERAGE THE POWER OF ACTIVE EDUATORS





TABLE OF CONTENTS

ABOUT US

About SHAPE America	3
Our Audience, By the Numbers	4

YEAR-ROUND ENGAGEMENT

SHAPE America Partner Program	5
-------------------------------	---

DIGITAL ADVERTISING

<i>Et Cetera</i> e-Newsletter	7
<i>Momentum</i> Digital Magazine	9
Exchange Online Community	11
SHAPE America Blog	13
www.shapeamerica.org	17
HPE Marketplace Guide	19
Retargeting Campaigns	21
Social Media	22

ONLINE LEARNING

<i>By You, For You</i> Webinar Series	23
Promoted Content Webinars	24

IN-PERSON EVENTS

2024 SPEAK Out! Day	25
2024 SHAPE America National Convention & Expo	27
2024 SHAPE America Summer Institute	29

ANNUAL CELEBRATIONS

2024 National Physical Education & Sport Week	31
Back to School 2024-2025	33
2024 Health Literacy Month	35

COLLABORATIONS

Customized Collaborations	37
---------------------------	----

THE FINE PRINT

Terms and Conditions	39
Advertising Policies	40
Contact Us	42



ABOUT SHAPE AMERICA

SHAPE America — Society of Health and Physical Educators is the national organization that serves as the voice for 200,000+ health and physical education professionals across the United States. The organization's extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50 state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in school-based health education and physical education. For decades, SHAPE America's **National Standards for K-12 Physical Education** have served as the foundation for well-designed physical education programs across the country. The organization also collaboratively developed and owns the **National Health Education Standards** which provide the framework for effective skills-based health education instruction for all K-12 students.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder and healthier school culture, and champions health and physical educators at every level, from preschool to university graduate programs. Our **health. moves. minds.®** **FUNdraiser** helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally, while raising funds to build and increase capacity for school health and physical education programs.

OUR VISION

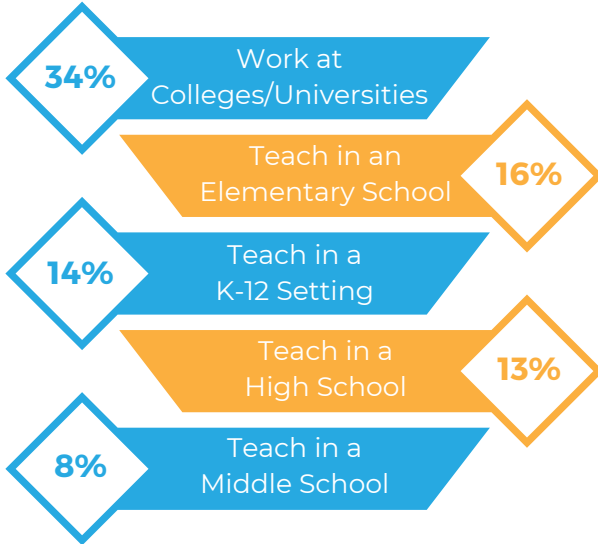
A nation where all children are prepared to lead healthy, physically active lives.

OUR MISSION

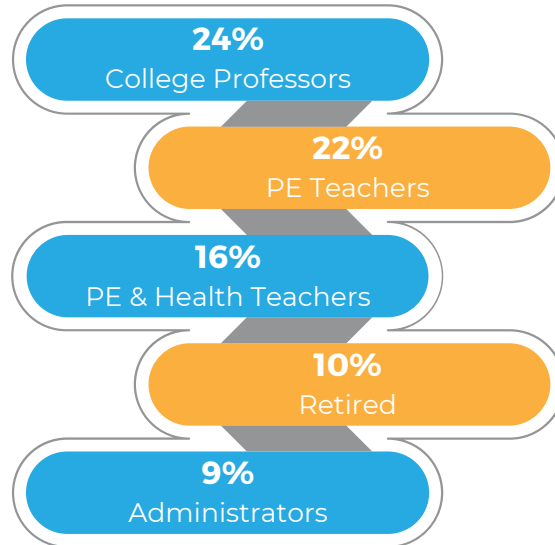
To advance professional practice and promote research related to health and physical education, physical activity, dance and sport.



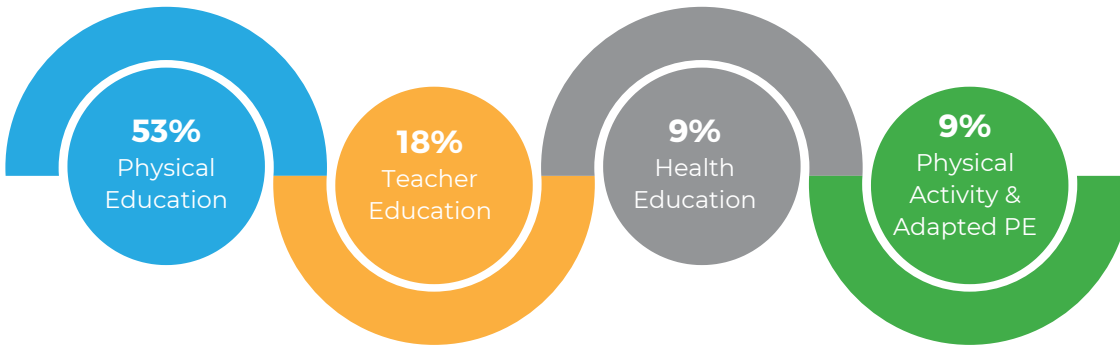
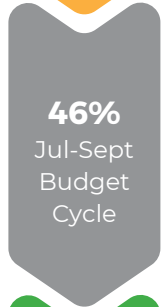
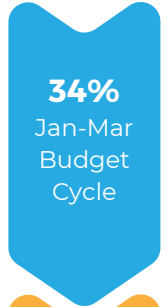
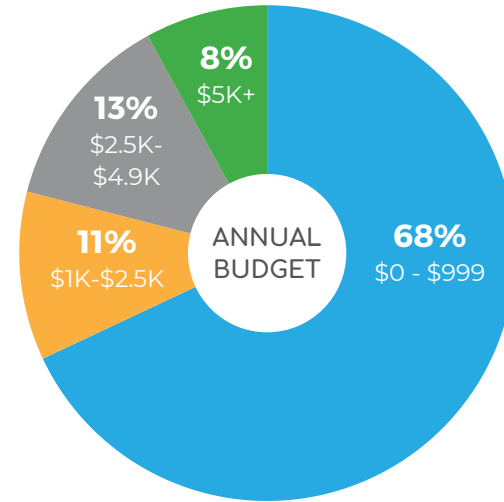
OUR AUDIENCE, BY THE NUMBERS



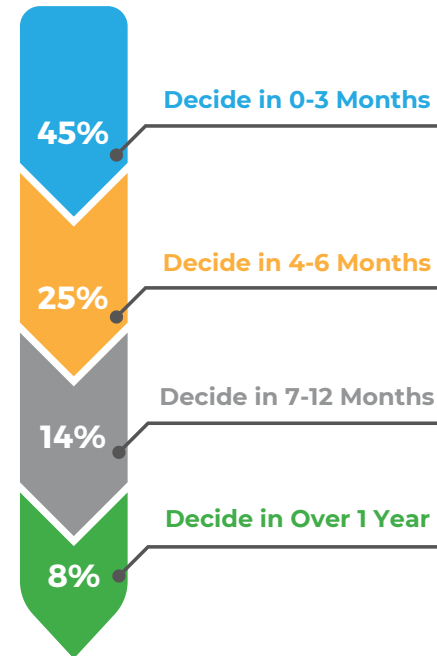
15% Other: includes government, non-profit, business, recreation, hospital clinic, retired, consultant, agency, early childhood, dance studio owner.



19% Other: includes research, coach, pre-service teacher, exercise/fitness instructor, athletics trainer, dance educator, therapist, nurse.



11% Other: Includes research, sport science, coaching, dance, early childhood, safety, nutrition, leisure/recreation, aging/adult development.





SHAPE AMERICA PARTNER PROGRAM

When you align with SHAPE America as a Partner, your company gains unparalleled access to key decision makers in the health and physical education space and the ability to leverage SHAPE America's ever-growing membership base to promote your brand, products, services and expertise.

SHAPE America's goal is to connect the business and nonprofit communities with our nation's health and physical educators. What's more, SHAPE America Partners help support a variety of SHAPE America initiatives, programs and projects that promote effective health and physical education.

SHAPE America Partners will:

- Benefit from **valuable insights** on issues facing the health and physical education market, such as legislation, market trends, activities, and more.
- **Engage** with Health Education and Physical Education professionals that are ensuring that all children have the opportunity to lead healthy, physically active lives.
- Receive **exclusive perks** such as year-round exposure to your brands and services, as well as boosted additional savings on exhibit space and advertising.

ELIGIBILITY

The SHAPE America Partner Program is open to all corporations and non-profit organizations that share SHAPE America's commitment to put all children on the path to health and physical literacy through effective health and physical education programs.



PACKAGES

The SHAPE America Partner Program is built to be conducive to your advertising budget.

Refer to the Benefits Chart for complete package details.



Annual Rate: \$1,000
Value: \$2,100+
\$1,000+ SAVINGS!



Annual Rate: \$3,000
Value: \$6,200+
\$3,000+ SAVINGS!



[ACTIVATE A PARTNERSHIP](#)



BENEFITS CHART

PROFESSIONAL

PREMIER

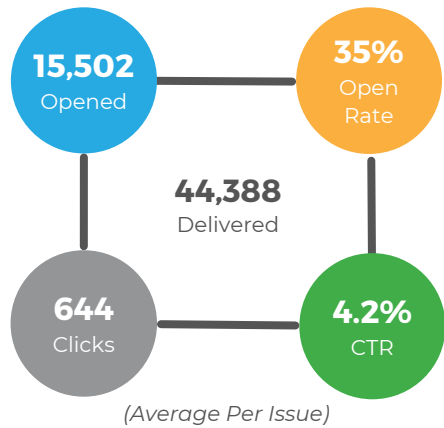
Year-Round Recognition of Partner Status in Print and Digital Media	✓	✓
SHAPE America Partner Badge for Use in Marketing Collateral	✓	✓
Year-Round Premium Listing in the HPE Marketplace Guide	✓	✓
Partner Spotlight Q&A Published Online	✗	✓
1-month Ad Included on the SHAPE America Blog	Below Post Content Banner	Below Post Title Banner
Single Image Ad on SHAPE America Social Media Feeds		 
Banner Ad on Select Sections of the SHAPE America Website	1 month	3 months
1-month Banner Ad on Home or Interior Pages of Exchange	Bottom	Top
Ad Placement in Momentum Digital Magazine (Spring, Fall or Winter Issue)	Half-page	Full-page
Advertising Discount (Print and Digital Media) and 2024 #SHAPECleveland Exhibit Space Discount	5%	10%
2024 #SHAPECleveland Full Convention Registration	0	1
2025 #SHAPEBaltimore Booth Selection Priority Points	1	2
SHAPE America Institutional Membership	2 individuals	4 individuals



ET CETERA E-NEWSLETTER

Et Cetera is a bi-weekly e-newsletter that delivers timely information on a variety of topics relevant to SHAPE America and health and physical educators.

SHAPE America tackles today's most relevant issues, gathered from leading news sources like *The Associated Press*, *The New York Times*, *Financial Times* and other prominent industry publications. Delivered to the inboxes of appropriately 45,000 health, physical education, recreation and dance educators, *Et Cetera* keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchase power — the top-tier professionals in the industry.



RATES & SAVINGS

5% SAVINGS

10% SAVINGS

15% SAVINGS

20% SAVINGS

	SINGLE ISSUE	6 ISSUES	12 ISSUES	18 ISSUES	FULL YEAR
Primary Leaderboard	\$500	\$2,850	\$5,400	\$7,650	\$10,400
Secondary Leaderboard	\$375	\$2,138	\$4,050	\$5,738	\$7,800
Banner Ad	\$250	\$1,425	\$2,700	\$3,825	\$5,200
Promoted Content	\$250	\$1,425	\$2,700	\$3,825	\$5,200
Product Showcase	\$250	\$1,425	\$2,700	\$3,825	\$5,200
Feature Article	\$125	\$713	\$1,350	\$1,913	\$2,600



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.



PLACEMENT TYPES

PRIMARY LEADERBOARD

LIMIT 1 PER ISSUE

This premier position provides your company with top exposure and quality traffic.

ARTWORK SPECIFICATIONS

Size: 728px W x 90px H

SECONDARY LEADERBOARD

LIMIT 1 PER ISSUE

This secondary leaderboard gives your company a prominent position right under the *Et Cetera* masthead.

ARTWORK SPECIFICATIONS

Size: 580px W x 70px H

BANNER AD

LIMIT 2 PER ISSUE

Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.

ARTWORK SPECIFICATIONS

Size: 580px W x 70px H

PROMOTED CONTENT

LIMIT 2 PER ISSUE

Share your subject matter expertise with HPE professionals through this placement that includes 5 unique headlines and your logo.

ARTWORK SPECIFICATIONS

Size: 150px W x 100px H
(logos ONLY permitted)

URL links: includes 5 URL hyperlinks

PRODUCT SHOWCASE

LIMIT 2 PER ISSUE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and a link to your site.

ARTWORK SPECIFICATIONS

Size: 175px W x 175px H

FEATURE ARTICLE

LIMIT 1 PER ISSUE

Feature your best content with this placement and include a 5- to 7-word headline, 100-word description and link to the article of your choice.

GENERAL SPECIFICATIONS

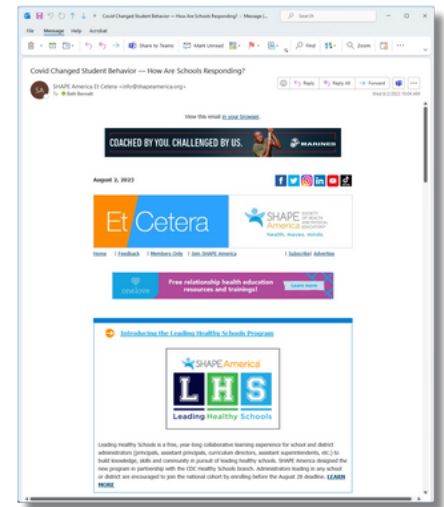
- All graphics should be submitted in JPG format, 300 DPI.
- All Placement Types include one (1) URL Link, unless otherwise noted.

ARTWORK & CONTENT DEADLINES

Artwork and content are **due two (2) weeks prior** to publish date for the contracted issue(s).

AD SUBMISSIONS

All artwork and content should be submitted to advertising@shapeamerica.org.



SAMPLE ISSUE

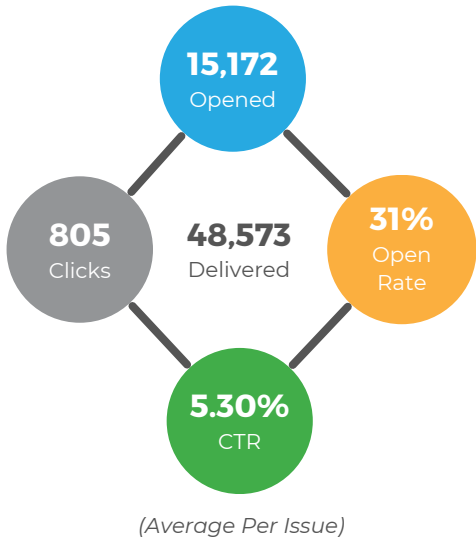
FULL
SPECIFICATIONS
& DEADLINES



MOMENTUM DIGITAL MAGAZINE

Momentum, SHAPE America's digital magazine published three times annually, brings insights, ideas and inspiration to the health and physical education community.

Momentum helps promote SHAPE America's mission to advance professional practice and promote research related to health and physical education, physical activity, dance and sport. Packed with member-focused and member-generated content, *Momentum* includes classroom tips, professional development resources and advocacy news, as well as updates on partnerships, educational programs and upcoming conferences.



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.

RATES & SAVINGS

15% SAVINGS 20% SAVINGS

	1 ISSUE	2 ISSUES	3 ISSUES
Full page	\$1,500	\$2,550	\$3,600
Half Page	\$750	\$1,275	\$1,800
Quarter Page	\$375	\$638	\$900
PREMIUM PLACEMENTS <i>Limit of one (1) per type available per issue.</i>			
Full Page Inside Front Cover	\$1,875	\$3,188	\$4,500
2-Page Spread	\$3,563	\$6,056	\$8,550
Advertorial	\$2,500	\$4,250	\$6,000
PLACEMENT ENHANCEMENTS <i>Requires purchase of a Full, Page, Half Page, Quarter Page or Premium Placement.</i>			
Embedded Video	\$300	\$510	\$720
Announcement Email Leaderboard (1 per issue)	\$900	\$1,530	\$2,160
Momentum Page Medium Rectangle (up to 6 per issue; ads rotate in 6 second intervals)	\$300	\$510	\$720



PLACEMENT TYPES

NEW 2-PAGE SPREAD

ARTWORK SPECIFICATIONS

Size: 16.75" W x 10.875" H

Artwork must be submitted as single page format (two page files each sized at 8.375" W x 10.875" H).

NEW ADVERTORIAL

Advertorials are featured articles, created by an advertiser, providing information about a product or service in the style of a traditional news article.

ARTWORK & CONTENT SPECIFICATIONS

Size: 16.75" W x 10.875" H

Artwork must be submitted as single page format (two page files each sized at 8.375" W x 10.875" H). Refer to the **Advertorial Writing Tips & Guidelines** for complete details.

FULL PAGE AD

ARTWORK SPECIFICATIONS

Size: 8.375" W x 10.875" H

Dimensions are the same for a Full Page Inside Front Cover ad.

HALF PAGE AD

ARTWORK SPECIFICATIONS

Size: 7.375" W x 4.5" H (Horizontal)

Size: 3.5" W x 9.5" H (Vertical)

Advertiser may submit artwork using either the Horizontal or Vertical size dimensions.

QUARTER PAGE AD

ARTWORK SPECIFICATIONS

Size: 3.5" W x 4.625" H (Square)

Size: 7.375" W x 2.375" H (Horizontal Strip)

Advertiser may submit artwork using either the Square or Horizontal Strip size dimensions.

GENERAL SPECIFICATIONS

Publication is 4-Color. All black-and-white images must be set to "grayscale" and all color images should be "RGB."

Bleeds:

Keep essential matter within 1/4" of trim size.

Trim Size:

8.375" W x 10.875" H

SPACE RESERVATIONS

Spring 2024: March 4, 2024

Fall 2024: July 8, 2024

Winter 2025: November 22, 2024

Image Resolution:

All images should be at least 300 dpi.

File Format:

PDF, JPG or EPS

ARTWORK DEADLINES

Spring 2024: April 1, 2024

Fall 2024: August 5, 2024

Winter 2025: December 13, 2024

AD SUBMISSIONS

All camera-ready artwork must be submitted to advertising@shapeamerica.org.

EMBEDDED VIDEO

Video must live on YouTube or Vimeo — please provide BOTH the URL link and embed code. Integrate a still image from the video directly in the ad design.

ANNOUNCEMENT EMAIL LEADERBOARD

This premier position provides maximum visibility at the top of the email announcing that the current issue is available.

ARTWORK SPECIFICATIONS

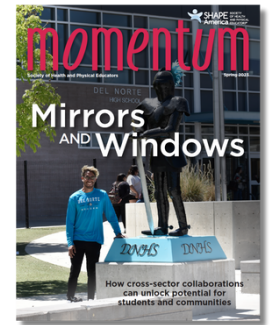
Size: 728px W x 90px H

"MOMENTUM" PAGE MEDIUM RECTANGLE

This medium rectangle ad will be inserted in the left column of the **Momentum landing page** on the SHAPE America website. Ads will rotate in 6-second intervals.

ARTWORK SPECIFICATIONS

Size: 380px W x 320px H



SAMPLE ISSUE

FULL SPECIFICATIONS & DEADLINES

ADVERTORIAL WRITING TIPS & GUIDELINES



EXCHANGE ONLINE COMMUNITY

Exchange is an online forum that makes it easy for health and physical education professionals — and future professionals — to connect, engage and learn with their peers in the HPE community.

SHAPE America members can log in to Exchange to ask questions, seek advice, participate in discussions, and share resources — significantly expanding their professional network!

RATES & SAVINGS

5% SAVINGS

10% SAVINGS

15% SAVINGS

20% SAVINGS

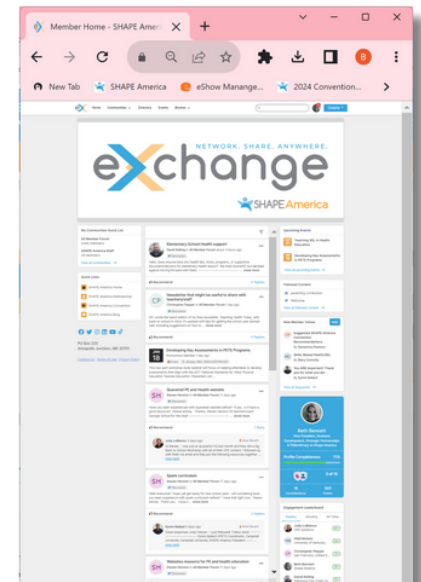
	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	FULL YEAR
Discussion Threads and Alerts	\$1,500	\$4,275	\$8,100	\$11,475	\$14,400
Home Page Top Banner	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Interior Pages Top Banner	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Home Page Bottom Banner	\$250	\$713	\$1,350	\$1,913	\$2,400
Interior Pages Bottom Banner	\$250	\$713	\$1,350	\$1,913	\$2,400



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.





PLACEMENT TYPES

DISCUSSION THREADS & ALERTS

LIMIT 1 PER MONTH

This product offers the highest level of visibility on the Exchange community, and the advertiser is visible at the top of every single discussion thread, as well as Real Time and Daily Digest email messages, for a period of 30 days.

ARTWORK SPECIFICATIONS

Size: 728px W x 90px H

GATEWAY PAGE TOP BANNER

LIMIT 3 PER MONTH

This premier position provides your company with top exposure and quality traffic. Banner graphic appears on the gateway (or login) page between the site navigation bar and Exchange masthead.

ARTWORK & CONTENT SPECIFICATIONS

Size: 1000px W x 110px H

INTERIOR PAGES TOP BANNER

LIMIT 1 PER MONTH

This premier position provides your company with top exposure and quality traffic. Banner graphic appears between the Exchange navigation bar and masthead on interior pages such as All Communities, Directory, Browse, etc.

ARTWORK SPECIFICATIONS

Size: 640px W x 125px H

GATEWAY PAGE BOTTOM BANNER

LIMIT 3 PER MONTH

Appearing at the bottom of the gateway (or login) page, this banner ad allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

ARTWORK SPECIFICATIONS

Size: 1000px W x 110px H

INTERIOR PAGES BOTTOM BANNER

LIMIT 1 PER MONTH

Appearing at the bottom of all interior pages (All Communities, Directory, Browse, etc.), you will be able to reach interested buyers with a colorful call-to-action banner advertisement.

ARTWORK SPECIFICATIONS

Size: 640px W x 125px H

GENERAL SPECIFICATIONS

- All graphics should be submitted in JPG format; 300 DPI.
- All Placement Types include one (1) URL Link.

ARTWORK DEADLINES

Artwork and content are **due two (2) weeks prior** to the first day of the month(s) contracted.

AD SUBMISSIONS

All artwork and content should be submitted to advertising@shapeamerica.org.

FULL SPECIFICATIONS & DEADLINES





SHAPE AMERICA BLOG

The SHAPE America blog offers articles on a variety of health and physical education topics authored by SHAPE America staff, leadership, and other invited guests.

The blog offers the health and physical education community a resource where they can find trusted and reliable information, as well as new ideas and fresh perspectives. Blog posts are promoted through the SHAPE America home page, the bi-weekly *Et Cetera* e-newsletter and SHAPE America's well-trafficked social media feeds.



RATES & SAVINGS

5% SAVINGS 10% SAVINGS 15% SAVINGS 20% SAVINGS

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	FULL YEAR
Site Header Banner	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Below Post Title Banner	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Medium Rectangle	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Below Post Content Banner	\$250	\$713	\$1,350	\$1,913	\$2,400



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.

TOP 5 MOST READ ARTICLES

7 CORE RESPONSIBILITIES OF SPORT COACHES: THE REVISION OF THE NATIONAL STANDARDS

Page Views: 7,091

HOW TO INTEGRATE SOCIAL AND EMOTIONAL LEARNING IN PE TO IMPROVE CLASSROOM CLIMATE

Page Views: 6,610

4 STRATEGIES FOR INTEGRATING CLASSROOM CONTENT INTO PHYSICAL EDUCATION

Page Views: 5,023

5 STRATEGIES FOR PROMOTING POSITIVE BEHAVIORS IN PHYSICAL EDUCATION CLASS

Page Views: 2,383

DEVELOPING CULTURAL COMPETENCE IN PHYSICAL EDUCATION: A HOW-TO APPROACH FOR ELEMENTARY PE

Page Views: 2,256



GENERAL SPECIFICATIONS

- All placements appear across all blog articles for the contracted placement term, with the exception of Promoted Content Posts.
- All graphics should be submitted in JPG format, 300 DPI.
- All Placement Types include one (1) URL Link.

ARTWORK DEADLINES

Artwork and content are **due two (2) weeks prior** to the first day of the month(s) contracted.

AD SUBMISSIONS

All artwork and content should be submitted to advertising@shapeamerica.org.

PLACEMENT TYPES

SITE HEADER BANNER

LIMIT 1 PER MONTH

This premium, featured position provides your company with top exposure and quality traffic.

ARTWORK SPECIFICATIONS

Size: 1100px W x 98px H

BELOW POST TITLE BANNER

LIMIT 1 PER MONTH

This top position gives your company a prominent placement right under the title of each blog post.

ARTWORK SPECIFICATIONS

Size: 728px W x 90px H

MEDIUM RECTANGLE

LIMIT 2 PER MONTH

This large format position provides your company with good exposure in the right column of the blog, just below the Recent Posts section.

ARTWORK SPECIFICATIONS

Size: 300px W x 250px H

BELOW POST CONTENT BANNER

LIMIT 1 PER MONTH

This banner position, located below the content of each blog post, allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

ARTWORK SPECIFICATIONS

Size: 728px W x 90px H





SHAPE AMERICA BLOG

PROMOTED CONTENT POSTS

LIMIT 4 PER MONTH

Our native advertising option will give your brand the platform to share your expertise and build relationships with health and physical education professionals.

PROVIDED MARKETING & PROMOTIONAL SUPPORT

- Advertiser will be provided with a URL link for the Promoted Content Post.
- Post will initially appear on the landing page of the SHAPE America blog and thereafter may be found by scrolling through previous posts.
- All Promoted Content Posts will be promoted on the SHAPE America home page for one (1) week and through the *Et Cetera* e-newsletter and SHAPE America social media feeds.
- Advertiser shall receive a Medium Rectangle Ad to appear in the right column of the Promoted Content Post page.



[READ PAST PROMOTED CONTENT POSTS](#)

TECHNICAL SPECIFICATIONS

Post Headline: up to 10 words

Post Content Word Count: 500-1,200 words

Featured Image: 680px W x 350px H (JPG format, 300 DPI); should tie into the content of the post and should not include a logo

Additional Images: up to 600px W (JPG format, 300 DPI); may provide 2-3 images

Logo: 175px W x 175px H (JPG format; 300 DPI)

Company Description: up to 50 words

Category: select one (1) category tag

Right Column Square Ad: 300px W x 250px H (JPG format, 300 DPI) and one (1) URL link

RATES & SAVINGS

SINGLE POST	
Promoted Content Post	\$1,000



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.



EDITORIAL GUIDELINES

- Advertisers who want the benefit of contributing editorial content must agree to meet SHAPE America's required Editorial Guidelines and Writing Tips. SHAPE America reserves editorial rights and approval of all Promoted Content Posts.
- The tone and quality of Promoted Content Posts should reflect SHAPE America editorial values — and primarily serve the reader. This means no "hard sell" of products and services — nothing that would be considered a commercial or sales pitch.
- Effective blog content should be honest and provide value to the reader, even to someone not interested in buying or using a particular product or resource.
- Remember who the target audience is and write for them. Most blog posts are intended for the professional HPE audience, including health and physical education teachers, HPE professionals in higher education and future professionals.
- All Promoted Content Posts will be labeled and tagged as "Promoted Content," in addition to one other category tag of the advertiser's choice.
- Paid advertising placements are suppressed on Promoted Content Posts. SHAPE America reserves the right to showcase Year-Round Mission Partner logos in the right column of the post.

CONTENT DEADLINE

Content is **due two (2) weeks prior** to the agreed upon publish date.

CONTENT SUBMISSIONS

All content must be submitted via the **Promoted Content Post Submission Form**.

WRITING TIPS

- Use conversational, simple language that is easy for readers to digest.
- Use short sentences, short paragraphs, headers and lists to make the post more readable.
- Avoid excessive acronyms.
- Use text links within the post when referencing information from other articles or websites.
- Suggestions for crafting a headline that will capture readers' attention:
 - **Use numbers and lists.** Starting your headline with a number helps it stand out. Readers love lists, too, because it gives them a clear idea of what to expect in the article.
 - **Example:** *7 Fun Back-to-School Activities for Elementary PE*
 - **Use words that are proven to attract readers.** Examples include: Best; Reasons; Ways; Tips; Tricks; Secrets; Ideas; Techniques; Strategies; and Facts.
 - **Example:** *3 Strategies for Getting More Professional Development Funding*
 - **Explain the educational value of the blog post using attention-getting words and phrases.** Examples include: "How to"; "101"; "Complete Guide" and "Beginner's Guide."
 - **Example:** *Creating a Before-School Walking Club: A Beginner's Guide*



WWW.SHAPEAMERICA.ORG

The SHAPE America website — www.shapeamerica.org — receives nearly 2 million views annually, attracting a highly targeted and valuable audience of health and physical education, recreation and dance professionals representing many disciplines. Take advantage of opportunities to place your ad on key areas of our website.

RATES & SAVINGS

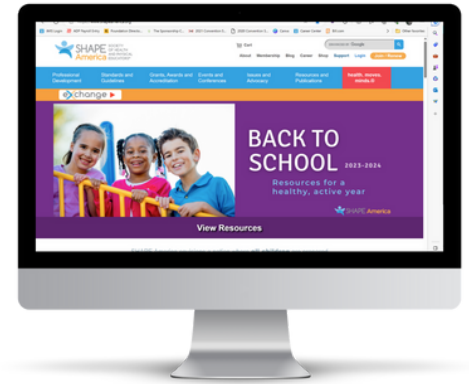
5% SAVINGS

10% SAVINGS

15% SAVINGS

20% SAVINGS

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	FULL YEAR
Coach's Toolbox	\$100	\$285	\$540	\$765	\$960
Events & Conferences	\$150	\$428	\$810	\$1,148	\$1,440
Professional Development	\$150	\$428	\$810	\$1,148	\$1,440
Career Center	\$150	\$428	\$810	\$1,148	\$1,440
Download Library	\$200	\$570	\$1,080	\$1,530	\$1,920
Health Education	\$200	\$570	\$1,080	\$1,530	\$1,920
Home Page	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Teacher's Toolbox	\$500	\$1,425	\$2,700	\$3,825	\$4,800
Physical Education	\$1,000	\$2,850	\$5,400	\$7,650	\$9,600



[EXPLORE SITE](#)

[FULL SPECIFICATIONS & DEADLINES](#)

1.95 million
annual page views

101,000+
unique monthly visitors



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.



PLACEMENT OPTIONS

COACH'S TOOLBOX

LIMIT 6 PER MONTH

14,500+ ANNUAL PAGE VIEWS | NEARLY 850 UNIQUE MONTHLY VISITORS

Target coaches with this medium rectangle ad package that will appear on the **Coach's Toolbox landing page and ten (10) related pages.**

EVENTS & CONFERENCES PAGE

LIMIT 3 PER MONTH

27,000+ ANNUAL PAGE VIEWS | NEARLY 1,700 UNIQUE MONTHLY VISITORS

Gain exposure through a banner ad on this popular listing of upcoming health and physical education events and conferences.

PROFESSIONAL DEVELOPMENT

LIMIT 4 PER MONTH

9,000+ ANNUAL PAGE VIEWS | 500+ UNIQUE MONTHLY VISITORS

Capture attention through a combination of banner and medium rectangle ads posted on the **Professional Development landing page and eleven (11) related pages.**

CAREER CENTER

LIMIT 4 PER MONTH

26,500 ANNUAL PAGE VIEWS | NEARLY 1,700 UNIQUE MONTHLY VISITORS

Reach future professionals and educators seeking their next opportunity with this combination of banner and medium rectangle ads placed on the **Career Center landing page and thirteen (13) related pages.**

ARTWORK DEADLINE

Content is **due two (2) weeks prior** to the agreed upon posting date.

AD SUBMISSIONS

All content must be submitted to advertising@shapeamerica.org.

DESIGN SPECIFICATIONS

Banner Size: 1000px W x 100px H

Medium Rectangle Size: 380px W x 320px H

TECHNICAL SPECIFICATIONS

- All graphics should be submitted in JPG format; 300 DPI.
- All Placement Types include one (1) URL Link.
- All ads rotate in 6 second intervals.

DOWNLOAD LIBRARY

LIMIT 3 PER MONTH

39,500+ ANNUAL PAGE VIEWS | 1,500+ UNIQUE MONTHLY VISITORS

Your banner ad will appear on this online resource that provides classroom-ready and teacher-friendly resources that members can use right now to help their students on the path to health and physical literacy. Ads rotate in 6 second intervals.

HEALTH EDUCATION

LIMIT 6 PER MONTH

58,000+ ANNUAL PAGE VIEWS | 2,900+ UNIQUE MONTHLY VISITORS

Your medium rectangle ad will appear on **nine (9) pages** that showcase health education-specific content.

HOME PAGE

LIMIT 3 PER MONTH

151,000+ ANNUAL PAGE VIEWS | 8,600+ UNIQUE MONTHLY VISITORS

This premium banner ad position on the SHAPE America home page is guaranteed to drive traffic to your website.

TEACHER'S TOOLBOX

LIMIT 6 PER MONTH

NEARLY 100,000 ANNUAL PAGE VIEWS | 4,700+ UNIQUE MONTHLY VISITORS

Reach health and physical educators with this medium rectangle ad that appears on the **Teacher's Toolbox landing page and ten (10) related pages.**

PHYSICAL EDUCATION

LIMIT 6 PER MONTH

ALMOST 250,000 ANNUAL PAGE VIEWS | 12,500+ UNIQUE MONTHLY VISITORS

Your combination of banner and medium rectangle box ads will appear on **twelve (12) pages** that featured physical education-specific content.



HPE MARKETPLACE GUIDE

The HPE Marketplace Guide provides an online resource for health and physical education professionals seeking new products and services for their classrooms. Searchable by categories, the HPE Marketplace Guide offers an affordable option to showcase your organization year-round. The Guide is promoted through the *Momentum* Digital Magazine and *Et Cetera* e-Newsletter, as well as posts on SHAPE America's social media feeds throughout the year.



RATES & SAVINGS

	FULL YEAR
LISTING OPTIONS	
Standard Listing	\$200
Premium Listing	\$350
Elite Listing	\$500

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	FULL YEAR
PREMIUM PLACEMENTS					
Featured Company Banner	\$200	\$540	\$1,020	\$1,440	\$1,800
Medium Rectangle	\$150	\$405	\$765	\$1,080	\$1,350

5% SAVINGS 10% SAVINGS 15% SAVINGS 20% SAVINGS



SHAPE America Professional Partners receive a Premium Listing, in addition to a 5% discount on an upgrade to an Elite Listing and on Featured Company Banner or Medium Rectangle insertions..



SHAPE America Premier Partners receive a Premium Listing, in addition to a 10% discount on an upgrade to an Elite Listing and on Featured Company Banner or Medium Rectangle insertions..



PREMIUM PLACEMENTS

FEATURED COMPANY BANNER

LIMIT 3 PER MONTH

This premium position banner appears at the top of the HPE Marketplace Guide.

ARTWORK SPECIFICATIONS

Size: 1200px W x 200px H

MEDIUM RECTANGLE

LIMIT 6 PER MONTH

These prime position medium rectangle ads appear in the right column of the HPE Marketplace Guide.

ARTWORK SPECIFICATIONS

Size: 380px W x 320px H

LISTING OPTIONS

STANDARD LISTING

These year-round listings include:

- Company name
- Phone number
- Active website link
- Active email link
- Inclusion in your choice of three (3) categories

LISTING OPTIONS

PREMIUM LISTINGS

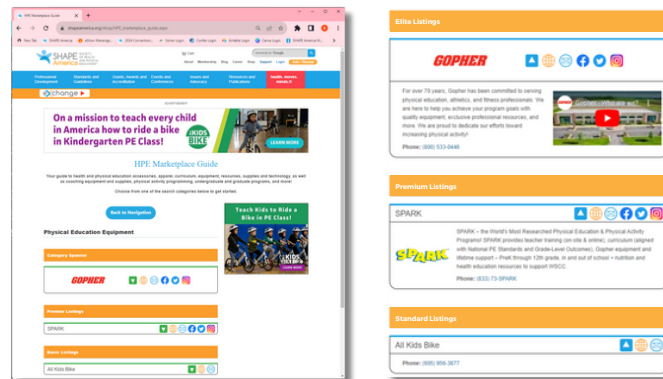
Package includes **all Standard Listing elements, PLUS:**

- Priority placement above Standard Listings
- Full-color company logo
- Active Facebook, Instagram and X (formerly Twitter) links
- 50-word description
- Inclusion in two (2) additional categories (total of 5 categories)

ELITE LISTING

Package includes **all Premium Listing elements, PLUS:**

- Priority placement above Premier and Standard Listings
- One (1) embedded video
- Upgraded 100-word description



MARKET CATEGORIES

- Adapted Physical Education
- Apparel
- Associations and Non-Profit Organizations
- Athletic Equipment & Supplies
- Coaching Equipment & Supplies
- Community Wellness
- Continuing Education Courses
- Curriculum & Lesson Plans
- Fitness Equipment & Accessories
- Fitness Technology
- Graduate Programs
- Health Education Resources
- Music
- Nutrition
- Olympic Sports & National Governing Bodies
- Physical Activity Programming
- Physical Education Equipment
- Playground Equipment
- Professional Development & Training
- Publishing
- Research
- Service Learning Programs
- Social Emotional Wellness
- Undergraduate Programs
- Wellness

GENERAL SPECIFICATIONS

- **Company Logo Size:** 300px W x 300px H
- **Embedded Video:** Video must live on YouTube or Vimeo — please provide BOTH the URL link and embed code.
- All graphics should be submitted in JPG format; 300 DPI.
- All Placement Types include one (1) URL Link.
- All Placement Types rotate in 6 second intervals

ARTWORK DEADLINE

Content is **due two (2) weeks prior** to the agreed upon posting date.

AD SUBMISSIONS

All content must be submitted to advertising@shapeamerica.org.



NEW RETARGETING CAMPAIGNS

With increasing needs to find ways to reach the health and physical education community, Retargeting Campaigns — powered by our partner, Feathr — offer an opportunity to reach our SHAPE America's audience.

THE POWER OF RETARGETING

Intelligent marketing starts with a guaranteed digital reach that SHAPE America can provide. When health and physical educators are visiting the SHAPE America website and affiliated convention website, Feathr uses cookies to then show relevant ads from your company to these same educators as they continue browsing the internet on other websites.

QUALITY TARGETING

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with SHAPE America's uniquely qualified audience of health and physical educators that will showcase your business to those who need you the most.

QUANTIFIABLE RESULTS

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

RATES & SAVINGS

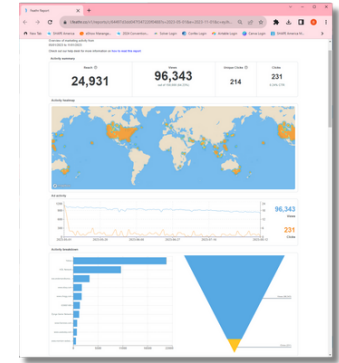
	PRICE	DURATION	# OF IMPRESSIONS
Kickstarter	\$2,000	1 Month	45,000
Influencer	\$3,600	3 Months	90,000
High Flyer	\$5,100	6 Months	150,000



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.



TECHNICAL SPECIFICATIONS

All Retargeting Campaigns require submission of a set of graphics; a set requires one (1) of each of the three (3) ad sizes outlined below.

- **Wide Skyscraper:** 160px W x 600px H
- **Banner:** 728px W x 90px H
- **Medium Rectangle:** 300px W x 250px H

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

- **Kickstarter Packages:** submit up to two (2) sets of graphics.
- **Influencer Packages:** submit up to four (4) sets of graphics.
- **High Flyer Packages:** submit up to eight (8) sets of graphics.

ARTWORK DEADLINES

Content is **due two (2) weeks prior** to the agreed upon campaign start date.

ARTWORK SUBMISSIONS

All artwork and content should be submitted to advertising@shapeamerica.org.



NEW SOCIAL MEDIA

Leverage the power and engagement of SHAPE America's social media feeds to put your brand, products and services front and center with the health and physical education community.



Over 31,000 followers
VISIT OUR X PAGE



Over 7,300 followers
VISIT OUR INSTAGRAM PAGE



19,000 followers
VISIT OUR FACEBOOK PAGE



3,000 followers
VISIT OUR LINKEDIN PAGE

PLACEMENT TYPES

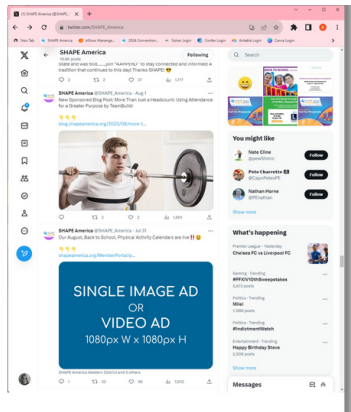
SINGLE IMAGE AD

Drive health and PE teachers to your website through a high-quality and engaging visual.

DESIGN RECOMMENDATIONS

Image Size: 1080px W x 1080px H

File Type: JPG or PNG



VIDEO AD

Show off product features and draw our HPE audience in with sound and motion.

DESIGN RECOMMENDATIONS

Video Min. Size: 1080px W x 1080px H

Video Max. Size: 1920px W x 1920px H

File Type: MP4

Sound Format: AAC

Video File Size: Keep files under 30 MB

Video Duration: up to 2:20

Video Thumbnail Format: JPG or PNG

GENERAL SPECIFICATIONS

Social Media posts may NOT publish within 5 business days prior to nor during SHAPE America events.

Advertiser posts are limited to one post bi-weekly, per platform.

Design Recommendations are consistent across all platforms — X (formerly Twitter), Facebook, Instagram and LinkedIn.

All Social Media placements should be accompanied by Introductory Text (280 characters maximum), to include a Call to Action.

Provide one (1) URL Link to be associated with the provided graphics.

ARTWORK DEADLINES

Content is **due two (2) weeks prior** to the agreed upon post date.

ARTWORK SUBMISSIONS

All artwork and content should be submitted to advertising@shapeamerica.org.

RATES & SAVINGS

	SINGLE IMAGE AD	VIDEO AD
X (formerly Twitter)	\$1,500	\$1,750
Facebook	\$1,000	\$1,250
Instagram Stories	\$500	\$750
LinkedIn	\$200	\$450



SHAPE America Professional Partners save an additional 5%.



SHAPE America Premier Partners save an additional 10%.



BY YOU, FOR YOU WEBINAR SERIES

Led by classroom teachers and industry experts, this series of professional learning sessions will deliver insights, innovations and opportunities to the health and physical education community. Align your brand with this popular on-demand series and generate a high-level of visibility throughout the year.

The series features ten (10) webinars released between May — December annually. All sessions are offered free-of-charge to SHAPE America members; non-members are able to access the series for a nominal fee per webinar.



EXPLORE THE 2023 SERIES

SPONSORSHIP OPTIONS

EXCLUSIVE SPONSOR

1 AVAILABLE

- Twelve (12)-month **Professional Development Pages ad** on www.shapeamerica.org to promote your products and resources throughout the year.
- **30-second commercial** to be read (or video inserted) at the beginning and end of all ten (10) *By You, For You* Webinars.
- **Verbal recognition** at the beginning and end of all ten (10) *By You, For You* Webinars.
- Logo on a sponsor slide incorporated into all ten (10) *By You, For You* Webinar presentations.
- Inclusion in all *By You, For You* Webinar Series promotional e-blasts, including text acknowledgement and a Leaderboard Banner.
- Logo incorporated into *By You, For You* Webinar graphics.
- Text acknowledgement within all ten (10) *By You, For You* Webinar landing pages
- Opportunity to **provide up to three (3) PDF documents** to be distributed with all ten (10) *By You, For You* Webinars.
- One (1) **Single Image Ad** posted on SHAPE America's X (formerly Twitter), Facebook, Instagram and LinkedIn feeds.
- One (1) **Half-Page Ad** in the *Momentum* Digital Magazine issue of your choice (Winter, Spring or Fall).

RATES

	RATE
Exclusive Sponsor	\$10,000
Single Webinar Sponsor	\$1,500

NEW SINGLE WEBINAR SPONSOR 10 AVAILABLE

- **30-second commercial** to be read (or video inserted) at the beginning and end of the sponsored webinar.
- Verbal acknowledgement at the start and end of the sponsored webinar.
- Logo on a sponsor slide incorporated into the sponsored webinar.
- Logo or text recognition in all promotions of the sponsored webinar.
- Option to **provide two (2) PDF resources** to be included with the sponsored webinar.



PROMOTED CONTENT WEBINARS

Sponsoring a webinar hosted by SHAPE America will make your company's name stand out and get recognized. Our packages help you build and expand brand awareness, loyalty, and equity through unique and engaging custom content that you deliver. All Promoted Content Webinars are pre-recorded and made available for on-demand viewing through the SHAPE America Online Institute.

SPONSORSHIP OPTIONS

PRODUCT DEMO

30-MINUTE WEBINAR

Looking for a way to promote a new product or service to the HPE community? Take advantage of a Product Demo available on-demand through the SHAPE America Online Institute.

- SHAPE America-provided instructions for supplying webinar details.
- **Leaderboard Banner** in an e-Blast promoting the Product Demo.
- Promotion of the Product Demo in one (1) issue of the *Et Cetera* e-Newsletter.
- Promotion of the Product Demo on SHAPE America social media feeds.
- Option to **provide one (1) PDF resource** to be included with the Product Demo webinar.
- SHAPE America provided webinar platform.

CUSTOM PRESENTATION

60-MINUTE WEBINAR

Custom Presentations are your chance to position your brand as a thought leader and provide innovative solutions to core decision makers who influence the area of health and physical education.

- SHAPE America-provided instructions for supplying webinar details.
- **Leaderboard Banner** in an e-Blast promoting the Custom Presentation webinar.
- One (1) **Single Image Ad** posted on SHAPE America's LinkedIn feed.
- Recognition on promotion channels starting three (3) weeks prior to the scheduled Custom Presentation webinar release date.
- Option to **provide up to three (3) PDF resources** to be included with the Custom Presentation webinar.
- SHAPE America provided webinar platform.

BENEFITS SPECIFICATIONS

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

Leaderboard Banner Size: 650px W x 75px H

Single Image Ad Size: 1080px W x 1080px H

WEBINAR DEADLINES

A completed Webinar Planning Form is **due eight (8) weeks prior** to the agreed upon webinar release date.

WEBINAR SUBMISSIONS

All webinars require submission of a completed Webinar Planning Form.

- **Product Demo Webinar Planning Form**
- **Custom Presentation Webinar Planning Form**

RATES

	RATE
Product Demo	\$1,000
Custom Presentation	\$2,000



2024 SPEAK OUT! DAY

FEBRUARY 13-14, 2024 DATES | CROWNE PLAZA CRYSTAL CITY

In February, approximately 200 SHAPE America members will descend on the nation's capital to represent their state, meet with members of Congress and network with fellow members in order to "speak out" in support of school health and physical education. Highlights include:

- A SPEAK Out! Day Prep Session to brief attendees on current issues related to the Every Student Succeeds Act (ESSA), provide training on talking points and responses to potential pushback, and meeting role play with others from your state.
- Scheduled visits with congressional representatives and their staff on Capitol Hill.
- Making the case for more funding to support school health and physical education programs.



Help us advocate to increase funding for HPE while boosting your brand reputation and building loyalty! This important advocacy event provides the platform to support your objectives.



RATES & SAVINGS

	RATE
Attendee Travel Grants	\$250
Activity Sponsor	\$1,000
Event Sponsor	\$4,000

BENEFITS SPECIFICATIONS

Momentum Ads: See [page 10](#) for details.

Social Media Ads: See [page 22](#) for details.

Advocacy Pages Ads:

- **Footer Banner Ad:** 1000px W x 110px H
- **Banner Ad:** 1000px W x 110px H
- **Medium Rectangle Ad:** 380px W x 320px H

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

Promotional flyer inserts for the SPEAK Out! Day attendee packets should not exceed 8.5" x 11" in size. Sponsor to ship 200 copies.

BENEFIT FULFILLMENT DEADLINES

Please refer to the individual deadlines for included advertising in *Momentum*, social media feeds, and www.shapeamerica.org. **SPEAK Out! Day-related content is due by January 15, 2024.**

BENEFIT FULFILLMENT SUBMISSIONS

All content should be submitted to sponsors@shapeamerica.org, unless otherwise noted.



DONATIONS

ATTENDEE TRAVEL GRANTS

Help us ensure a strong voice on Capitol Hill now and in the future! Consider funding grants to bring educators to meet with Congress face-to-face so that federal education funding is retained in 2024 and beyond! All travel grant funders will be acknowledged on a recognition flyer included in the SPEAK Out! Day attendee packet and in a sponsor acknowledgement included in the Winter 2024 issue of *Momentum* digital magazine.

SHAPE America is a 501c3 non-profit organization (Federal EIN 52-0886491) and as such gifts to SHAPE America do qualify as charitable contributions and are deductible for federal income tax purposes to the maximum extent provided by federal law.

SPONSORSHIP OPPORTUNITIES

ACTIVITY SPONSOR

2 AVAILABLE

- Logo and hyperlink included on the SPEAK Out! Day microsite and in e-Blasts promoting the event.
- Logo recognition on onsite signage and in the "Prep Day" slide presentation to attendees at the host hotel.
- **One (1) promotional flyer or resource** to be included in the SPEAK Out! Day attendee packet.
- Opportunity to **lead an activity break** during the "Prep Day" session (max. 5 minutes).
- Opportunity to attend congressional meetings with SHAPE America members from your state.
- Sponsor acknowledgement and tag on SHAPE America's social media feeds.

- **Quarter Page ad** in the Winter 2024 issue of *Momentum* digital magazine.
- **Bottom Banner Ad** on the main Advocacy page and eight (8) related pages on www.shapeamerica.org for three (3) months.

EVENT SPONSOR

3 AVAILABLE

- Recognition as an Attendee Travel Grant funder in the acknowledgement flyer included in the SPEAK Out! Day attendee packet.
- Logo and hyperlink included on the SPEAK Out! Day microsite and in e-Blasts promoting the event.
- **Medium Rectangle ad** on the SPEAK Out! Day microsite.
- Sponsor acknowledgement and tag on SHAPE America's social media feeds.

- Logo recognition on onsite signage and in the "Prep Day" slide presentation at the host hotel, as well as on in-window shuttle bus signage.
- **One (1) promotional flyer or resource** to be included in the SPEAK Out! Day attendee packet.
- Opportunity to attend congressional meetings with SHAPE America members from your state.
- **Full Page ad** in the Winter 2024 issue of *Momentum* digital magazine.
- **Single Image Ad** posted in SHAPE America's Facebook feed.
- **Top Banner Ad** on the main Advocacy page and eight (8) related pages on www.shapeamerica.org for three (3) months.



2024 NATIONAL CONVENTION & EXPO

COME ROCK 'N' ROLL WITH US IN CLEVELAND!

The **2024 SHAPE America National Convention & Expo** will be held at the Huntington Convention Center in Cleveland, OH (March 12-16) and will feature educational sessions, networking events and exhibits. This annual event draws **more than 3,000 attendees** from across the country who are eager to learn from and meet with leading suppliers in the health and physical education space. Attendees will have access to hundreds of educational sessions, with each covering some of the most pertinent issues impacting the profession and led by industry-leading experts. The National Convention & Expo also provides participants with the perfect opportunity to network with peers to share best practices and engage in effective problem-solving — all while building valuable knowledge and skills that can be communicated to co-workers and implemented upon return to their schools. We invite you to learn more about all that is in store for **#SHAPECleveland** and we look forward to having you join us for this can't miss event!



EXHIBIT

Attendees flock to the exhibit hall to explore the latest products, services and technologies that support the implementation of high-quality, standards based physical education and skills-based health education instruction.

[EXHIBITOR PROSPECTUS](#)

[RESERVE A BOOTH](#)



SPONSOR

Boost your brand reputation, reach your target audience, and maximize your market share with a SHAPE America convention sponsorship!

From sponsor-curated sessions to special events and branding opportunities, the SHAPE America National Convention & Expo provides the platform to support your objectives.

[SPONSORSHIP PROGRAM](#)

[RESERVE A SPONSORSHIP](#)



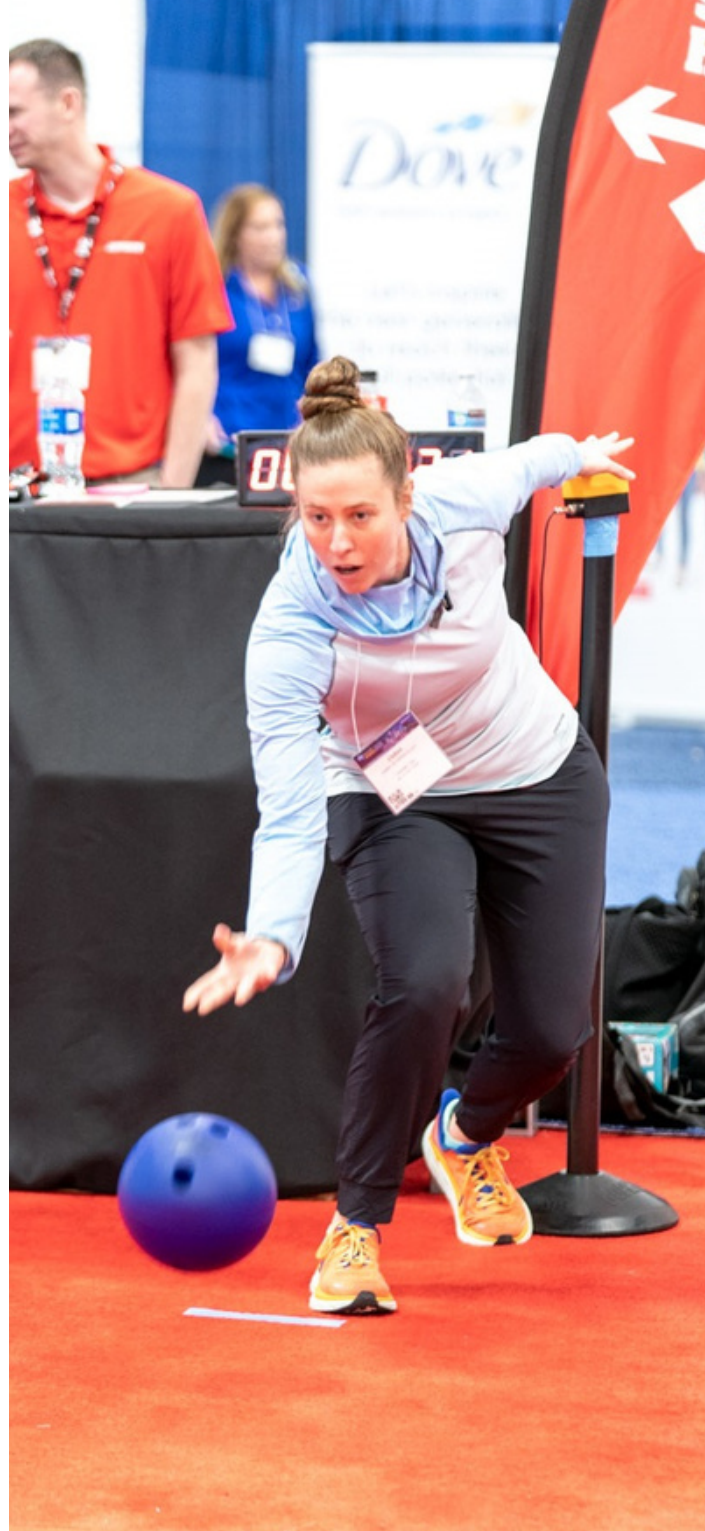
ADVERTISE

Increase your exposure before and during the SHAPE America National Convention & Expo through a wide range of convention advertising opportunities.

From pre-show digital outreaches to onsite branding connections to customers, SHAPE America has a variety of solutions to fit your budget and goals.

[ADVERTISING CATALOG](#)

[RESERVE ADVERTISING](#)





2024 SUMMER INSTITUTE

TEACHING HPE IN A CHANGING WORLD

Get ready to learn about new techniques... new technologies... and new standards.



July 29-30, 2024 | Minneapolis, MN

Students and teachers have been through a lot in the last few years. And now, educators everywhere are realizing that “students are different.” Tried-and-true teaching techniques are less effective. New concepts are emerging in education, too. When ChatGPT and other AI tools swept into schools at an unprecedented rate, teachers had to get up to speed quickly... adding “one more thing” to their already busy schedules. The **2024 SHAPE America National Physical Education Standards** and **2024 SHAPE America National Health Education Standards** are reflective of this changing landscape in education. The revised standards introduce new concepts and instructional strategies that aim to reach today’s students. We invite you to learn more about all that is in store for the **2024 SHAPE America Summer Institute** and we look forward to having you join us for this exciting summer professional development experience focused on helping educators get better equipped to teach HPE in this rapidly evolving world!



EXHIBIT

Attendees will visit the exhibit hall to explore new classroom products, resources and services. Tabletop displays will include one (1) 6' x 30" draped table, two (2) banquet chairs and one (1) small wastebasket.

[DOWNLOAD PROSPECTUS](#)

[RESERVE A BOOTH](#)



SPONSOR

Reach your target audience, build brand loyalty, and maximize your market share!

From Morning Wellness Sessions, Promoted Content Sessions and Lunch & Learns to branding and visibility, find the package that fits your budget. All packages include a tabletop display and select advertising opportunities, in addition to exclusive perks related to each specific opportunity.

[DOWNLOAD PROSPECTUS](#)

[RESERVE A SPONSORSHIP](#)



ADVERTISE

Increase your exposure before and during the SHAPE America Summer Institute with one or more special opportunities designed to enhance brand visibility and drive traffic to your tabletop display.

From pre-show digital outreaches to onsite activations, SHAPE America has a variety of solutions to fit your budget and goals.

[DOWNLOAD PROSPECTUS](#)

[RESERVE ADVERTISING](#)





2024 NATIONAL PHYSICAL EDUCATION & SPORT WEEK

MAY 1 - 7, 2024

National Physical Education & Sport Week (also known as May Week) is a celebration of the importance of physical education and health education, in addition to kicking off National Physical Fitness and Sports Month. Make a splash, boost your brand and put your resources in the hands of health and physical educators across the country.

MAY 1	MAY 2	MAY 3	MAY 4	MAY 5	MAY 6	MAY 7
Wellness Wednesday	Teamwork Thursday SOLD OUT	Field Day Friday	Strike-a-Pose Saturday	Healthy Supper Sunday	Motor Skills Monday	Teacher Appreciation Tuesday

RATES & SAVINGS

5% SAVINGS 10% SAVINGS 15% SAVINGS 20% SAVINGS

	1 DAY	2 DAYS	3 DAYS	5 DAYS	FULL WEEK
Theme Day Sponsor	\$2,000	\$3,800	\$5,400	\$8,500	\$11,200



BENEFITS SPECIFICATIONS

Momentum Ads: See [page 10](#) for ad specifications and deadlines.

Social Media Ads: See [page 22](#) for ad specifications and deadlines.

www.shapeamerica.org Ads: See [page 18](#) for ad specifications and deadlines.

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

Downloadable activities or resources to be provided in PDF format.

Embedded video resources must be on YouTube or Vimeo. Sponsor to provide both the URL link and embed code.

BENEFIT FULFILLMENT DEADLINES

Please refer to the individual deadlines for included advertising in *Momentum*, social media feeds, and www.shapeamerica.org.

National Physical Education & Sport Week-related content is due by April 1, 2024.

BENEFIT FULFILLMENT SUBMISSIONS

All content should be submitted to sponsors@shapeamerica.org, unless otherwise noted.



SPONSORSHIP OPPORTUNITIES

NEW FULL WEEK SPONSOR

1 AVAILABLE

Stand out from the crowd as the exclusive National Physical Education & Sport Week sponsor when you reserve all seven theme days.

- Logo and hyperlink included on the National Physical Education & Sport Week microsite and in e-Blasts promoting the annual celebration.
- One (1) **Banner ad** (1100px W x 100px H) featured on the National Physical Education & Sport Week microsite; ad will rotate in 6-second intervals with other sponsors
- Up to seven (7) **downloadable activities or resources** or **embedded video resources** featured on the National Physical Education & Sport Week microsite in the related Theme Day sections.
- Choice of a **Promoted Content Post** on the SHAPE America blog or a **Product Demo Webinar**; selected option will be highlighted in a selected Theme Day section.
- Logo included on National Physical Education & Sport Week **activity calendars** for Elementary and Secondary.

- Opportunity to collaborate on a National Physical Education & Sport Week contest; sponsor to donate a prize.
- Sponsor acknowledgement and tag on SHAPE America's social media feeds.
- **Full Page ad** in the Spring 2024 issue of *Momentum* digital magazine.
- **Single Image Ad** posted on SHAPE America's X (formerly Twitter) and Facebook feeds.
- **Medium Rectangle ad** on the Physical Education Pages (12 total pages) of www.shapeamerica.org for one (1) month.



VIEW MICROSITE

THEME DAY SPONSOR

6 AVAILABLE | 1 SOLD

Align with one or more Theme Days that align with your brand, products and services.

- Logo and hyperlink included on the National Physical Education & Sport Week microsite and in e-Blasts promoting the annual celebration.
- One (1) **Banner ad** (1100px W x 100px H) featured on the National Physical Education & Sport Week microsite. Ad will rotate in 6-second intervals with other sponsors.
- Two (2) **downloadable activities or resources** or **embedded video resources** featured on the National Physical Education & Sport Week microsite in the sponsored Theme Day section.
- **Single Image Ad** posted on SHAPE America's Instagram feed.
- Sponsor acknowledgement and tag on SHAPE America's social media feeds.



BACK TO SCHOOL 2024-2025

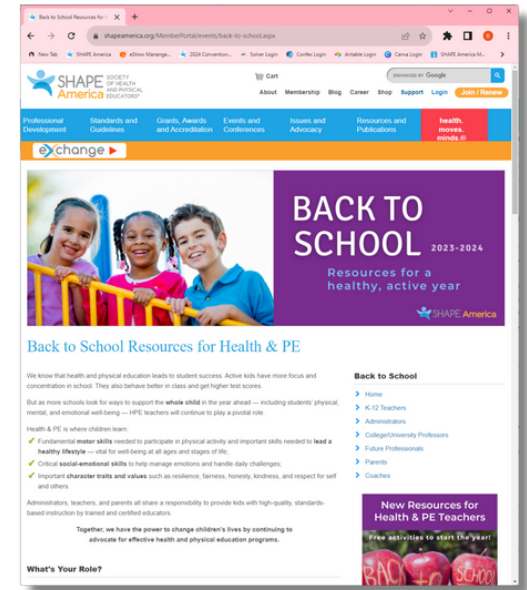
RESOURCES FOR A HEALTHY, ACTIVE YEAR

MID-AUGUST TO MID-NOVEMBER 2024

When kids are active they focus more, think more clearly, react to stress more calmly, and perform and behave better in class.

That's why it's so important that our schools offer highly effective health and physical education programs, and provide opportunities for students to meet the recommended 60 minutes of daily physical activity before, during and after school.

Make sure your brand, products and resources are part of the mix through a Back to School sponsorship! If we all join together, we have the power to solidify support for health and physical education and change children's lives.



EXPLORE MICROSITE

AUDIENCE SEGMENTS

- K-12 Educators
- Administrators
- College and University Professors
- Future Professionals
- Parents
- Coaches

RATES

	RATE
Supporting Sponsor	\$5,000





SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR

5 AVAILABLE | 1 SOLD

- Logo and hyperlink included on the Back to School microsite and in related promotional e-Blasts.
- One (1) **Banner ad** (1100px W x 100px H) featured in the right column of the Back to School microsite. Ad will rotate in 6-second intervals with other sponsors.
- Two (2) **downloadable activities or resources** or **embedded video resources** featured on the Back to School microsite. Resources will be included in the section for the relevant target audience segment.
- Choice of a **Promoted Content Post** on the SHAPE America blog or a **Product Demo Webinar**; selected option will be highlighted in the section for the relevant target audience segment on the Back to School microsite.
- **Full Page ad** in the Fall 2024 issue of *Momentum* digital magazine.
- **Single Image Ad** posted in SHAPE America's Facebook feed.
- Sponsor acknowledgement and tag on SHAPE America's social media feeds.

BENEFITS SPECIFICATIONS

Momentum Ads: See **page 10** for ad specifications and deadlines.

Social Media Ads: See **page 22** for ad specifications and deadlines.

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

Downloadable activities or resources to be provided in PDF format.

Embedded video resources must be on YouTube or Vimeo. Sponsor to provide both the URL link and embed code.

BENEFIT FULFILLMENT DEADLINES

Please refer to the individual deadlines for included advertising in *Momentum* and social media feeds. **Back to School-related content is due by July 1, 2024.**

BENEFIT FULFILLMENT SUBMISSIONS

All content should be submitted to sponsors@shapeamerica.org, unless otherwise noted.





2024 HEALTH LITERACY MONTH

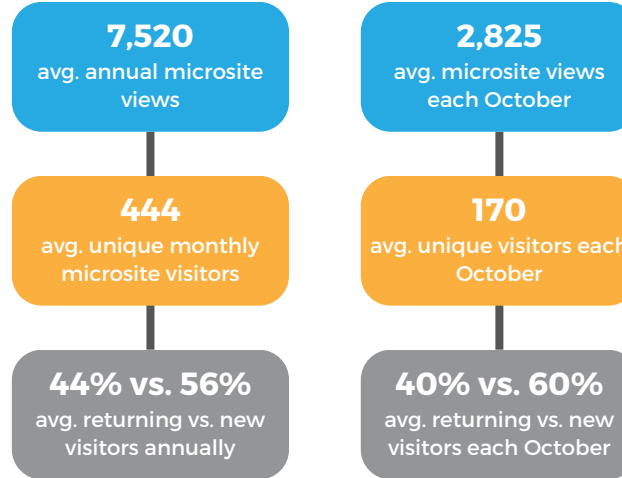
OCTOBER 1-31, 2024

The goal of health education is to provide students with the knowledge and skills needed to lead healthy lifestyles. A skills-based approach is a best practice for delivering highly effective health education. Health literacy is an important measure of the effectiveness of health education and is critical to ensuring that students have the ability to be healthy throughout their lives. Each year, throughout the month of October, SHAPE America promotes a variety of health literacy resources such as sample health. moves. minds.[®] activities, insightful blog posts from experienced health educators, health education-related journal articles and books, and more!

Demonstrate your role in helping students across the country to become health literate and boost your brand by becoming a Health Literacy Month sponsor! Shine a light on the resources you provide around social emotional well-being, health promotion, disease prevention, and more!



EXPLORE MICROSITE



BENEFITS SPECIFICATIONS

Momentum Ads: See [page 10](#) for ad specifications and deadlines.

Social Media Ads: See [page 22](#) for ad specifications and deadlines.

All graphics should be submitted in JPG format; 300 DPI.

Provide one (1) URL Link to be associated with the provided graphics.

Downloadable activities or resources to be provided in PDF format.

Embedded video resources must be on YouTube or Vimeo. Sponsor to provide both the URL link and embed code.

BENEFIT FULFILLMENT DEADLINES

Please refer to the individual deadlines for included advertising in *Momentum* and social media feeds.

Health Literacy Month-related content is due by August 23, 2024.

BENEFIT FULFILLMENT SUBMISSIONS

All content should be submitted to sponsors@shapeamerica.org, unless otherwise noted.

RATES

	RATE
Supporting Sponsor	\$4,000
Presenting Sponsor	\$12,000



SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR

2 AVAILABLE | 2 SOLD

- Logo and hyperlink included on the Health Literacy Month microsite and in related promotional e-Blasts.
- **Banner ad** (1100px W x 100px H) featured on the Health Literacy Month microsite. Ad will rotate in 6-second intervals with other sponsors.
- Two (2) **downloadable activities or resources** or **embedded video resources** featured on the Health Literacy Month microsite.
- Choice of a **Promoted Content Post** on the SHAPE America blog or a **Product Demo Webinar**; selected option will be highlighted on the Health Literacy Month microsite.
- **Half Page ad** in the Fall 2024 issue of *Momentum* digital magazine.
- **Medium Rectangle ad** featured on the *Momentum* landing page on www.shapeamerica.org (September 1 - November 30, 2024)
- Sponsor ID and tag on SHAPE America's social media feeds.

NEW PRESENTING SPONSOR

1 AVAILABLE

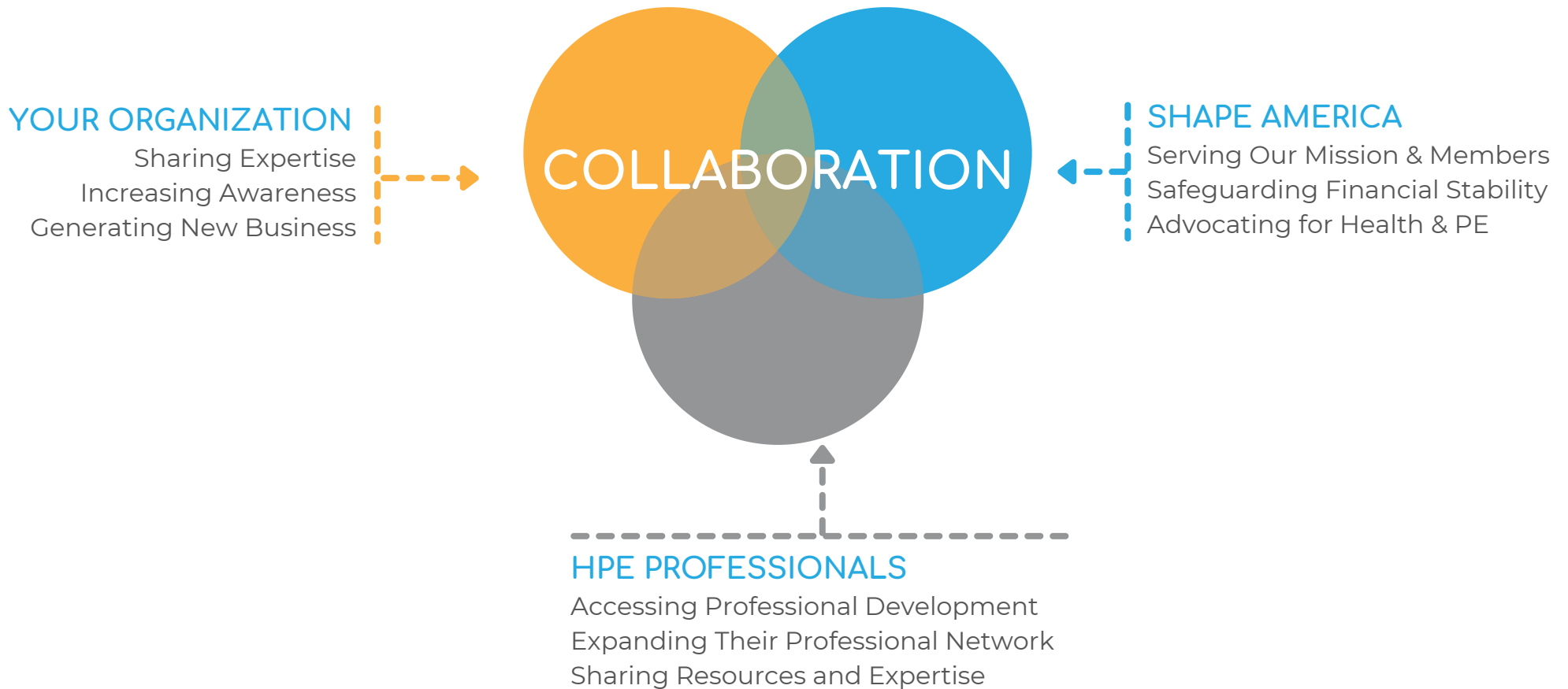
- Logo and hyperlink included on the Health Literacy Month microsite and in related promotional e-Blasts.
- **Banner ad** (1100px W x 100px H) featured in the right column of the Health Literacy Month microsite. Ad will rotate in 6-second intervals with other sponsors.
- Four (4) **downloadable activities or resources** or **embedded video resources** featured on the Health Literacy Month microsite.
- Logo included on Health Literacy Month **activity calendar**.
- Opportunity to collaborate on a **Health Literacy Month contest**; sponsor to donate a prize.
- One (1) **Promoted Content Post** on the SHAPE America blog; post will be highlighted and linked on the Health Literacy Month microsite
- One (1) **Custom Presentation Webinar** housed on the SHAPE America Online Institute; webinar will be highlighted and linked on the Health Literacy Month microsite.
- **Full Page ad** in the Fall 2024 issue of *Momentum* digital magazine.
- **Medium Rectangle ad** featured on the *Momentum* landing page on www.shapeamerica.org (September 1 - November 30, 2024).
- **Single Image Ad** posted on SHAPE America's X (formerly Twitter) and Facebook feeds.
- Sponsor ID and tag on SHAPE America's social media feeds.



CUSTOMIZED COLLABORATIONS

No two organizations are the same. Neither should your collaboration options.

SHAPE America's mission-driven programs, products and services are possible in part thanks to the generosity of corporate and non-profit partners. We seek to be a supportive ally, working alongside you to achieve your business objectives. Our Strategic Partnerships team will identify SHAPE America programs, initiatives and services that match your interests and budget to create a tailored collaboration package that will be mutually beneficial — to your organization, SHAPE America and health and physical education professionals across the country. Package pricing shall be based on mutually agreed upon inclusions and opportunities.





THOUGHT LEADERSHIP

Strengthen your thought leadership business strategy to shape, promote, and own a topic of relevance within the health and physical education profession with SHAPE America. Gain new interested customers and create an active community of inspired brand fans. Below are a few examples of possible components that may be included in a customized partnership.

SAMPLE PACKAGE

- On-demand **Custom Presentation Webinar** housed on the SHAPE America Online Institute
- **Feature Article** in the *Et Cetera* bi-weekly e-Newsletter
- **Promoted Content Post** on the SHAPE America blog
- **Co-creation of a new member resource** aligned with the SHAPE America National Standards for K-12 Physical Education or the National Health Education Standards
- In collaboration with SHAPE America, **co-develop a curriculum** for a sport or topic of relevance to your organization that is age-appropriate and aligned to the SHAPE America National Standards for K-12 Physical Education or the National Health Education Standards
- National Physical Education & Sport Week **"Theme Day" Sponsor**
- **Sponsor Theater Session** scheduled during the SHAPE America National Convention & Expo
- **Video Ad** posted on SHAPE America's social media feeds

BRAND AWARENESS

Heighten your brand's familiarity among health and physical education professionals — from your logo and products to your reputation and history. Set yourself apart by leveraging a partnership with SHAPE America to build on brand recognition, customer loyalty, brand credibility and awareness. Below are a few examples of possible components that may be included in a customized partnership.

SAMPLE PACKAGE

- **Advertising placements** in *Momentum* Digital Magazine, the SHAPE America blog, the *Exchange* Online Community, *Et Cetera* bi-weekly e-Newsletter, SHAPE America social media feeds and www.shapeamerica.org
- Reach every www.shapeamerica.org visitor with a **Retargeting Campaign**
- Exhibit **booth space** during the SHAPE America National Convention & Expo
- **Branding sponsorships** aligned with the SHAPE America National Convention & Expo such as:
 - Attendee Welcome Bags
 - Guest Room Key Cards
 - Volunteer T-shirts
 - Name Badge Lanyards
- Supporting Sponsorship of **Health Literacy Month**

LEAD GENERATION

Attract prospects to your business, nurture their interest and convert them into new customers. Leverage SHAPE America's reach in the HPE community to generate leads. Below are a few examples of possible components that may be included in a customized partnership.

SAMPLE PACKAGE

- Sponsored **enter-to-win contest** promoted through SHAPE America; contact information for entry submissions shared with sponsor
- **Advertising placements** in *Momentum* Digital Magazine, the SHAPE America blog, the *Exchange* Online Community, *Et Cetera* bi-weekly e-Newsletter, SHAPE America social media feeds and www.shapeamerica.org designed specifically to capture leads, such as:
 - Offer a **free download resource** (e.g., e-book, guide, lesson plan, activity sheets, etc.)
 - Share **special offers** on sponsor products, services or resources with a QR code or promotion code
 - Offers for a **free trial or freemium** to attract qualified, interested prospects who aren't yet ready to purchase
- Further visibility and reach with a **Retargeting Campaign**
- Exhibit **booth space** during the SHAPE America National Convention & Expo
- **Lead capture opportunities** aligned with the SHAPE America National Convention & Expo, such as:
 - Random Acts of Kindness Postcards
 - Exhibit Hall Door Prizes



TERMS AND CONDITIONS

JURISDICTION

SHAPE America is a 501(c)(3) non-profit corporation incorporated in the District of Columbia. SHAPE America requires contracts to be governed by the laws of the Commonwealth of Virginia. Any proceedings brought pursuant to an agreement must be brought in the Commonwealth of Virginia, in the state or federal court with jurisdiction over SHAPE America, and in no other place. This agreement shall be construed and enforced in accord with Virginia laws.

INTELLECTUAL PROPERTY

Advertiser/Sponsor has the right to use SHAPE America's name and logo on ads or other materials related to the sponsored event(s)/activity(ies), and can showcase this relationship in all its consumer efforts, provided the use of such logos does not state or imply an endorsement of any product or service. Use of name and logo in all such materials are subject to SHAPE America's prior written approval. SHAPE America will provide official logos with color breaks.

SHAPE America has the right to use the Advertiser/Sponsor's name and logo on ads or other materials related to the associated event(s)/activity(ies), and can showcase this relationship in all its consumer efforts, provided the use of such logos does not state or imply an endorsement of any product or service. Use of name and logo in all such materials are subject to the Advertiser/Sponsor's prior written approval. Sponsor will provide official logos with color breaks.

FINANCIAL TERMS

The fees associated with an agreement shall be due within thirty (30) days of execution of the agreement or upon receipt of invoice from SHAPE America.

TERM AND DURATION

The Agreement shall commence on the Effective Date and shall remain in effect until the Termination Date unless earlier terminated in accordance with the Agreement.

TERMINATION

The agreement shall be subject to termination upon the occurrence of the following events: If either party hereto defaults on any of its material obligations, representations or warranties under this agreement, the non-defaulting party shall notify the other party in writing, specifying in sufficient details the nature and extent of such breach and, unless within thirty (30) calendar days after written notice of such default the defaulting party remedies the default, the Agreement will terminate. If (a) either party files a petition for bankruptcy or is adjudicated a bankrupt; (b) a petition in bankruptcy is filed against either party; (c) either party becomes insolvent or makes an assignment for the benefit of its creditors or an arrangement for its creditors pursuant to any bankruptcy law; (d) either party discontinues its business, then the other party shall have the right to terminate the Agreement immediately upon written notice.

INDEMNITY

While executing the agreement each party hereby agrees to defend, indemnify and save harmless the other party from and against any and all actions claims and demands whatsoever, including costs, expenses and reasonable attorney's fees, related to resulting from or claimed to have resulted from any acts or omissions of the indemnifying party, its employees or agents while executing the Agreement.

INDEPENDENT CONTRACTOR

None of the provisions of the Agreement are intended to create, nor shall any provision in the Agreement be deemed or construed to create, any relationship between the said entities other than that of independent entities contracting with each other under the Agreement solely for the purpose of effecting the provisions of the Agreement. Neither of the parties, nor any of their employees, shall be construed to be the agent, the employer or the representative of the other.

WAIVER

The failure of either party to enforce at any time any provisions hereof shall not be construed to be a waiver of such provisions or of the right of such party thereafter to enforce any such provisions.

ASSIGNMENT

Neither party shall assign, or transfer any rights or obligations, under the Agreement either in whole or in part, without the prior written consent of the other party.

FORCE MAJEURE

Neither party shall be liable for any loss or damage sustained by the other party because of any delay in performance or noncompliance with any provision of the Agreement that results from an act, event, omission, or cause beyond its reasonable control and without its fault or negligence, including but not limited to failure of suppliers, shortage of raw materials, or other industrial disturbances, civil commotion, riots, war, fires, explosions, floods, earthquakes, volcanic eruptions, or acts of civil or military authority.

CONFIDENTIALITY OF TERMS

Each party will maintain in strict confidence, and shall not disclose, divulge or otherwise communicate any confidential information of either entity, including the terms of the Agreement, and specially to its compensatory pricing and financial terms. The parties hereby agree to exercise reasonable precautions to prevent and restrain the unauthorized disclosure of such confidential information by any of its directors, officers, employees, consultants, advisors or agents.



ADVERTISING POLICIES

ACCEPTANCE OF ADVERTISING

- Acceptance of all advertising is subject to review and approval by SHAPE America.
- No advertising shall be permitted that may injure the good name or reputation of SHAPE America.
- SHAPE America prohibits discrimination on the basis of race, religion, creed, sex, age, marital status, sexual orientation, national origin, disability, or veteran status in the treatment of participants in, access to, or content of its programs and activities.
- Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, vaping products, marijuana, opioids, partisan causes or the simulation of news or is directed at children.
- Promotion of products, meetings, and services that compete directly with those offered by SHAPE America is generally prohibited.
- Membership solicitation by organizations other than SHAPE America is prohibited. Fundraising by organizations or individuals other than SHAPE America is strictly prohibited.
- The following online advertising formats are prohibited:
 - Pop-ups and floating advertisements.
 - Advertisements that collect personally identifiable information from visitors without their knowledge or permission.
 - Advertisements that extend across or down the page without the visitor having clicked or rolled over the ad.
 - Advertisements that send visitors to another site without the visitor having clicked the ad.
- The use of the SHAPE America and health. moves. minds® names, seals and/or logos are prohibited without SHAPE America's prior written approval.
- Advertisements may not imply endorsement by SHAPE America, its publications or websites except as may be provided for under a separate agreement, in which as advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.

- SHAPE America strictly prohibits false, deceptive, misleading and unfair methods of competitive advertising. Any advertising that casts a negative light on its competitors is not acceptable; therefore, SHAPE America has the right to reject any advertising copy that does so.
- SHAPE America reserves the right, at its absolute discretion and at any time before publication, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of copy by SHAPE America, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to SHAPE America.
- Advertisements that simulate editorial content must be clearly labeled "ADVERTISEMENT" and SHAPE America may, in its sole discretion, so label such copy. Such advertisements must appear in a different typeface than that used for SHAPE America's editorial material.
- SHAPE America does not vouch for or assume any responsibility for any material contained on web sites to which it links. The following statement will appear on each SHAPE America website --- "The appearance of an advertisement on a SHAPE America site is neither a SHAPE America guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser."
- SHAPE America will not link to web sites that frame SHAPE America sites content without express permission of SHAPE America; prevent the viewer from returning to the SHAPE America website or other previously viewed screens, such as by disabling the viewer's "back" button; redirect the viewer to a website the viewer did not intend to visit; or that do not otherwise follow SHAPE America policies with respect to the use of SHAPE America logos and trademarks. SHAPE America reserves the right to not link to or to remove links to other websites.
- Advertising rates are subject to change without notice.

GENERAL GUIDELINES

- Advertiser and/or Agency agree that all material necessary for the placement must arrive at SHAPE America no later than the published closing dates. Advertiser and/or Agency agrees that in the event that such materials are not sent in time, that SHAPE America will not have any responsibility to Advertiser and/or Agency for failure to publish the proposed ad and hereby agrees that SHAPE America is authorized to publish the last prepared ad of the Advertiser, if any and that Advertiser will pay the contracted amount for the ad.
- In the event that the Advertiser and/or Agency pulls an ad after the space reservation deadline, therefore breaching the Advertising Contract, SHAPE America will not refund monies to the Advertiser or Agency.
- In the event a volume of advertising less than that agreed is used and paid for or the Advertiser or Agency otherwise breaches the terms of the Advertising Contract, or if at any time, SHAPE America in its reasonable judgment determines that Advertiser is not likely to have utilized the amount of space specified in the Advertising Contract, any rate discount will be nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used, in accordance with the applicable rates schedules ("short-rate"). In such event, Advertiser and Agency must reimburse SHAPE America for the short-rate within ten (10) days of SHAPE America's invoice therefore and Advertiser will thereafter pay for advertising at the open rate (defined as the base rate for a single placement) or at the newly-determined rate(s) (as applicable).
- The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by SHAPE America, nor may Advertiser or Agency authorize any others to use any advertising space.



- Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted but such restrictions or specifications are at SHAPE America's sole discretion.
- It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. If SHAPE America becomes aware of any breach or potential breach of any applicable law or regulation, or of this Advertising Policy, SHAPE America may remove the advertising.
- SHAPE America prefers to work with advertisers who share our mission of helping students, schools, and families achieve their physical and health educational goals and who provide education-seeking members a broad array of choices for the future.
- SHAPE America's published Advertising Policy is not exhaustive and is subject to change at any time without notice.

LIMITATIONS OF LIABILITY

- Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and that publication by SHAPE America will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold SHAPE America harmless from and against any loss, expense, or liability (including attorney's fees) resulting from claims or suits based upon such advertising, without limitation.
- As a not-for-profit, tax-exempt organization that publishes various publications, some of which contain advertising, SHAPE America does not verify or substantiate the claims of Advertisers. As a matter of law, it is the responsibility of an Advertiser and/or Agency, not SHAPE America, to substantiate its claims. Advertisers agree to indemnify and defend SHAPE America from any and all liability for all advertising content.
- Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes SHAPE America, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to SHAPE America. The rights of SHAPE America shall in no way be affected by any dispute or claims as between Advertiser and Agency.
- SHAPE America's liability for failure to publish an advertisement shall not exceed a refund of or credit for SHAPE America's charge for such advertisement.



SHAPE SOCIETY
America OF HEALTH
AND PHYSICAL
EDUCATORS®

health. moves. minds.

CONTACT US

EXHIBIT SALES, ADVERTISING & SPONSORSHIP

Jeff Warren
Sales Manager
(800) 213-7193 x3402
jwarren@shapeamerica.org

STRATEGIC PARTNERSHIPS & FUNDRAISING

Beth Bennett
Vice President
(703) 476-3468
bbennett@shapeamerica.org



