

Illinois Association for Health, Physical Education, Recreation & Dance



affiliated with
MID-WEST ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE
and the
AMERICAN ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE

Dear Potential Advertiser:

The Illinois Association for Health, Physical Education, Recreation and Dance would like to invite you to advertise in its JOURNAL. We have a circulation of over 4,700 copies semi-annually. Our members are teaching in the elementary, and secondary schools, college and universities, as well as other agencies. Many of our subscribers are Physical Education Department Chairs, Athletic Directors, Coaches, Park Recreation Personnel, and Health Educators whose responsibility it is to purchase equipment and books. In addition, the JOURNAL is sent to many libraries and professionals in other states. The Illinois Association is one of the three largest in the American Alliance.

In many instances this publication is the only journal or source to keep abreast of new equipment, books and other materials. Many of our members find it difficult to regularly attend our conventions to review what you have to offer. We think the Illinois JOURNAL could be an appropriate way for you to inform interested people of your products.

Our advertising rates are listed in Addendum #1 of the Advertising contract. I hope you will find them attractive and a good value for marketing your company's special new product.

Should you be interested in advertising, please contact me:

Robert McBride
IAHPERD Executive Director
P. O. Box 1326
Jacksonville, Illinois 62651
iahperd@gmail.com

Thank you for considering an advertisement in the Illinois JOURNAL.

AFFILIATES

Action for Healthy Kids*American Heart Association*Consortium to Lower Obesity in Chicago Children*Illinois Association for Supervision and Curriculum Development*Illinois Athletic Directors Association*Illinois Coaches Association*Illinois Chapter American Academy Pediatrics*Illinois Coalition for Adapted Physical Education*Illinois Nutrition Education Training*Illinois Elementary School Association*Illinois Girls Coaches Association *Illinois High School Association*Illinois Athletic Trainers Association*Illinois School Health Association*Mid-American Chapter-American Red Cross*St. Louis Dairy Council*Suburban High School Association for Department Chairs of Health and Physical Education*

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ILLINOIS JOURNAL CONTRACT WITH ADDENDUM

When this agreement has been signed by both parties, it shall constitute a contract between Illinois Association for Health, Physical Education, Recreation and Dance and:

(Company Name) _____

(Address) _____

(City) _____ (State) _____ (Zip) _____

(Phone) _____ FAX _____

E-mail _____

_____ AGREES TO PURCHASE
(Print Company Name)

ADVERTISING SPACE IN _____ ISSUE(S) OF the Illinois JOURNAL.

Purchaser agrees to furnish copy for said advertising space according to the specification listed on Addendum #1 of this contract on or before the deadlines for each issue as follows:

_____ Spring Issue (March) ----- February 1st

_____ Fall Issue (October) ----- July 1st

Check size of AD:

_____ full page

_____ ½ Page

_____ ¼ Page

Please sign and send this contract to:

By _____

Print Name _____

Robert M. McBride
IAHPERD Executive Director
P. O. Box 1326
Jacksonville, IL 62651
(217) 245-6413
(217) 245-5261 FAX

Title _____

Firm: _____

Date: _____

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ADVERTISING CONTRACT – ADDENDUM #1

ADVERTISING RATES

ILLINOIS JOURNAL

<u>SPACE</u>	<u>1 ISSUE</u>	<u>2 ISSUES/PER ISSUE</u>
1 Page	\$250	\$175 an issue
1/2 Page	\$150	\$125 an issue
1/4 Page	\$75	\$60 an issue
Front/Back Inside Cover	\$350	\$300 an issue

Black & White Advertising Only

Rules for electronic or CD submission of advertisement

Copy and Contract Regulations

- A. The publisher assumes no responsibility and will not be held liable for any statements appearing in the advertisements.
- B. Advertising simulating editorial content will not be accepted.
- C. It is assumed that all pictures, names and endorsements by advertisers have been covered by written consent.

For Digital Pictures:

- D. * The camera should be at least a 3 or above Mega Pixel digital camera.
* Set the picture resolution to the highest the camera offers.
-- for example: 1028x764
--This setting is usually assessed through a menu in the camera.
--If there are no numbers to choose, choose "high" which is usually an option when no resolution numbers are available.
- E. * Files are usually saved in JPEG format, which will be fine.
- F. * As with any picture taking, please remind the photographer to not take pictures with the sun/light behind the person in the picture.

For JOURNAL Advertisements:

- G.. * Please provide _both_ *.PDF (Acrobat Portable Document Format) files and *.EPS (Encapsulated PostScript) files. (This way I have a backup just in case).
- H. * When sending these files, please send all fonts used (both screen and printer).
- I. * Please send a hardcopy print of the ad, so I can verify the ad looks correct.

**IF THE ABOVE SPECIFICATIONS ARE NOT ADHERED TO, THE
ADVERTISING WILL BE RETURNED.**

CIRCULATION INFORMATION

Circulation --- 4,700 plus

Locality --- Illinois and several other states

Who --- Health, Physical Education, Recreation and Safety Education Teachers and Administrators; Athletic Directors; City and District Directors; Coaches; Community Recreation Directors; and Libraries.