

Advertising Information • NSPA/ACP History Book



Empowering student journalists

National Scholastic Press Association
and Associated Collegiate Press
Celebrate 100 Years

Est. 1921

Reserve your space by June 1, 2022

info@studentpress.org • [612-200-9254](tel:612-200-9254)

Join us as we commemorate a century of student journalism

National Scholastic Press Association, the nation's largest organization of scholastic-media groups, marked 100 years in 2021.

That's a century of conventions, workshops, awards and critiques — in person, online and virtual.

Ours is a community of student journalists, advisers, journalism educators, partner organizations and businesses that unite with a common purpose. Through news, features and commentary, through photos, illustrations, informational graphics and designs, through print, digital, audio and video, our members inform, educate and entertain their readers, viewers and listeners.

That commitment is even more important today than it was in 1921.

That was the founding year for NSPA, and our collegiate component, Associated Collegiate Press, joins NSPA in this celebration.

Advertise your organization in the NSPA/ACP history book

NSPA and ACP celebrate student successes. But, for our 100th birthday, we're celebrating those successes as part of our own commitment to student journalism.

We're producing a commemorative book — **"Empowering Student Journalists: National Scholastic Press Association and Associated Collegiate Press Celebrate 100 Years."**

Its 176 pages, hard cover, will trace our history from its earliest days, and 1,400 copies will be distributed to NSPA- and ACP-member schools. The book will tell the story of NSPA and ACP both through student media and through the people who have made NSPA and ACP so successful and so enduring.

Within that book will be historic images, timelines, profiles and features for both organizations.

We invite your organization to become part of that commemoration. An investment in advertising can share in our celebration and, at the same time, share your organization's specific message.

How we're celebrating

A 176-page keepsake book, with an 1,400-copy press run, distributed to member schools in NSPA and ACP.

Announcement of the Pacemaker 100s — the century's top-winning publications in both NSPA and ACP.

Celebration of the Pacemaker 100's Top 10.

In-person celebrations

JEA/NSPA Fall National High School Journalism Convention, Nov. 10-13, 2022, Marriott St. Louis Grand

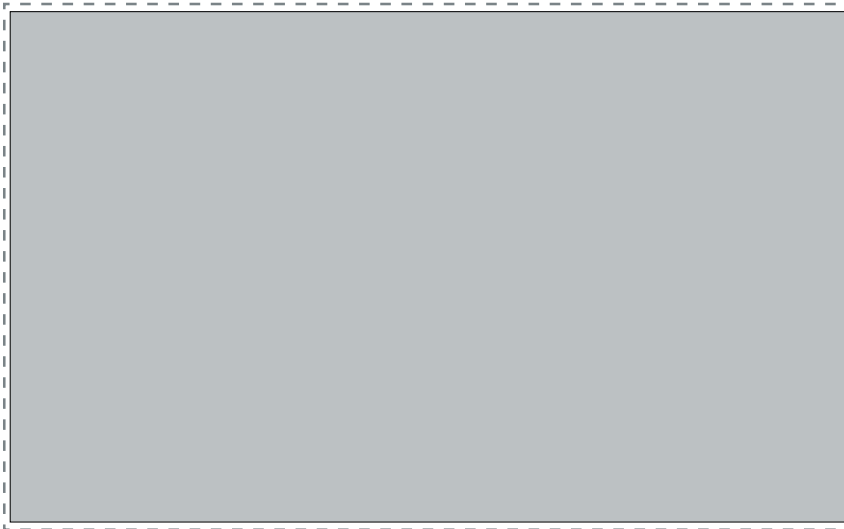
ACP/CMA Fall National College Media Convention, Oct. 27-30, 2022, Grand Hyatt Washington

Additional sponsorship opportunities

We'll be announcing additional ways to advance your organization through sponsorship of NSPA/ACP centennial activities.

Advertising options

National clients



Spread advertisement

four color

with bleeds —

102x66 picas, plus 0p9 bleeds

with no bleeds —

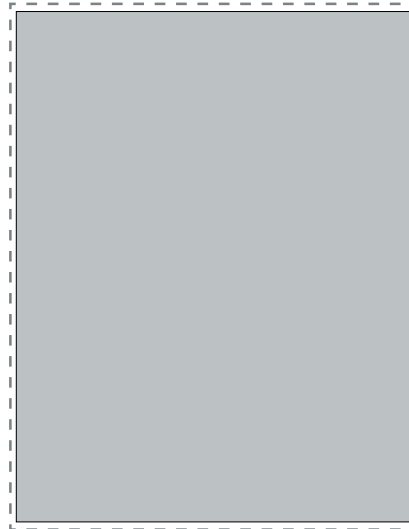
94x58 picas

\$1,000

Corporations

\$900

National nonprofits



Full-page advertisement

four color

with bleeds —

51x66 picas, plus 0p9 bleeds

with no bleeds —

43x58 picas

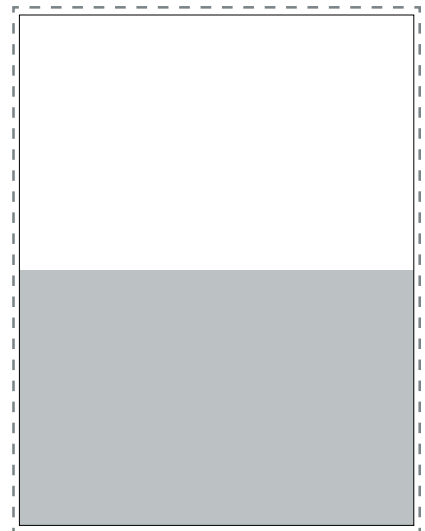
\$650

Corporations

\$450

National nonprofits

State & regional



Half-page ad, four color

with bleeds —

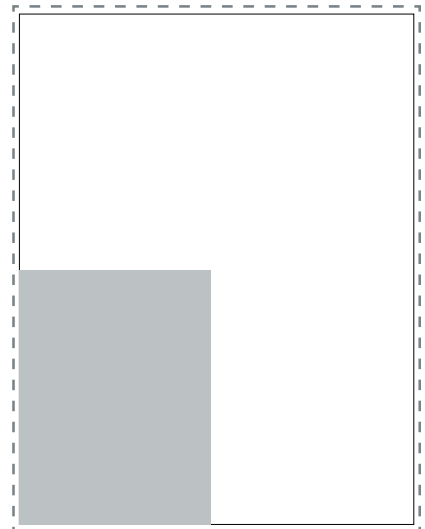
51x32 picas, plus 0p9 bleeds

with no bleeds —

43x28 picas

\$250

State & regional organizations



Quarter-page advertisement

four color, 21x28 picas, no bleeds

\$150

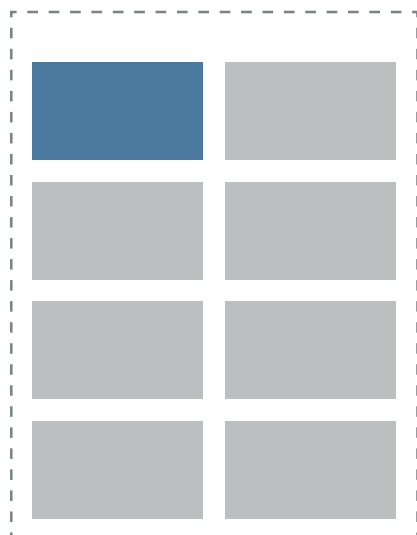
Student-media programs, schools,
colleges & universities

Workshops &
educational programs

State & regional organizations

Advertising options

Business card ads



Business card advertisement

3.5 x 2 inches, four color, eight per page.

Logo, enlarged name, secondary information, with optional frame.

Complete image provided by client.

\$60

Individuals —

Members, friends & supporters

Friends directory

Name & organization listing within the directory, black ink only

\$25

Individuals —

Members, friends & supporters

Deadlines

The contract deadline is **noon CT June 11, 2022.**

The ad-submission deadline is **5 p.m. CT June 15, 2022.**

Contacts

For purchases, contact **Ashley Tilley**, ashley@studentpress.org, 612-200-9254.

For submissions and specs, contact **Ron Johnson**, ron@studentpress.org.

Specifications

Spreads, full pages & half pages

Submit high-resolution PDF.

If the ad is designed for exterior bleeds, provide 0p9 for each bleed. Without them, the image will be shrunk to fit the page margins for the allotted space.

Quarter pages & business cards

Submit high-resolution PDF.

Exterior bleeds are not offered.

Friends directory

Submit name & organization.

Advertising participation form

“Empowering Student Journalists:
National Scholastic Press Association and
Associated Collegiate Press
Celebrate 100 Years.”

Submit completed contract to
Ashley Tilley
National Scholastic Press Association
ashley@studentpress.org • 612-200-9254

Organization name

Mailing address

City, State ZIP

Advertising contact

Advertising contact email

Advertising contact phone number

Accounting email

Advertising contact signature

Payment options

Payment in full is required to secure advertising space.
Payment in U.S. dollars only.

Check # _____

Visa MC Discover AmEx

Credit card number

Expiration date

CVV

Name on card

Card billing address

Advertising options

National clients

Spread advertisement

\$1,000 Corporations

\$900 National nonprofits

Full-page ad

\$650 Corporations

\$450 National nonprofits

State & regional clients

Half-page ad

\$250

State & regional organizations

Quarter-page ad

\$150

Student-media programs, schools,
colleges & universities

Workshops & educational programs

State & regional organizations

Business card ad

\$60

Individuals — Members, friends & supporters

Friends directory

\$25

Individuals — Members, friends & supporters

TOTAL OWED

\$ _____

Signature

TOTAL PAYMENT

\$ _____