

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 Aug. 19, 2021

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, marks 100 years this year.

That's a century of conventions, workshops, awards and critiques — in person, online and now 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 in 2021 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.

In-person celebrations

ACP/CMA Fall National College Media Convention, Oct. 14-17, 2021, New Orleans Sheraton

JEA/NSPA Fall National High School Journalism Convention, Nov. 11-13, 2021, Philadelphia Marriott Downtown

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
17 x 11 inches, four color.

\$1,000

Corporations

\$900

National nonprofits

Deadlines

The contract deadline is
noon CT Aug. 19, 2021.

The ad-submission deadline is
5 p.m. CT Aug. 26, 2021.

Contacts

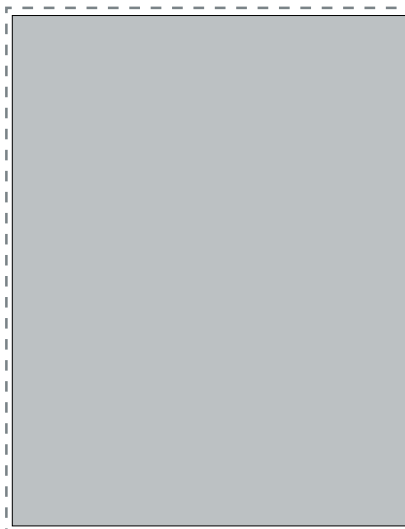
For purchases,
contact **Ashley Tilley**,
ashley@studentpress.org,
612-200-9254.

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

Specifications

Submit high-resolution PDFs
with Op9 exterior bleeds.

If a PDF does not include
the exterior bleeds,
the image will be shrunk
to fit the page margins
for the allotted space.



Full-page advertisement
8.5 x 11 inches, four color.
Submit high-resolution PDF
with Op9 exterior bleeds.

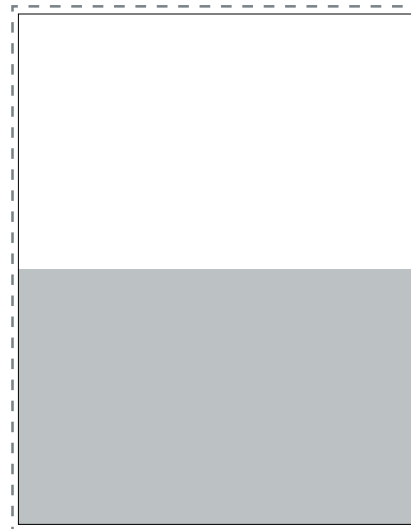
\$650

Corporations

\$450

National nonprofits

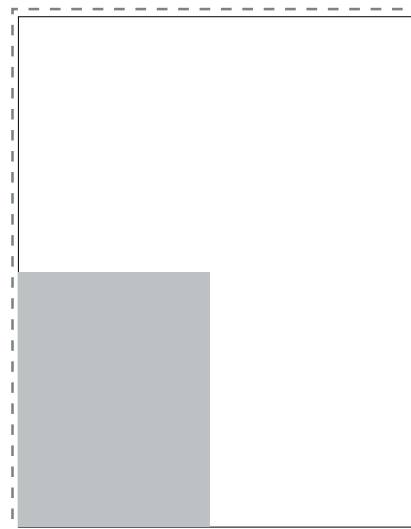
State & regional



Half-page advertisement
8.5 x 5.5 inches, four color.

\$250

State & regional organizations



Quarter-page advertisement
4.25 x 5.5 inches, four color.

\$150

Student-media programs, schools,
colleges & universities

Workshops &
educational programs

State & regional organizations

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

Convention contact

Convention contact email

Convention contact phone number

Accounting email

Convention 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

TOTAL OWED

\$ _____

Signature

TOTAL PAYMENT

\$ _____