

NFL ROSTRUM RATE CARD

SEPTEMBER 2011 – MAY 2012

Note: All rates are subject to deadlines and timely payment of invoices.

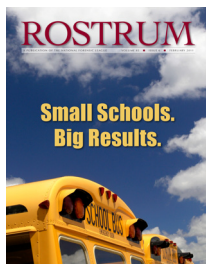
Rostrum Color Ads	Early Rate	Rush Rate	<i>(Ad Dimensions)</i>		<i>(With Bleed)</i>	
			Width	Height	Width	Height
Inside Front Cover (IFC)	<i>Prices available upon request</i>		7.625"	10"	8.875"	11.375"
Inside Back Cover (IBC)	<i>Prices available upon request</i>		7.625"	10"	8.875"	11.375"
Centerfold, facing (Feb., Mar., and Apr.)	\$900	\$950 per page (2 pages available)*	7.625"	10"	8.875"	11.375"
Center, other (Feb., Mar., and Apr.)	\$700	\$750 per page (6 pages available)* <i>* Subject to availability</i>	7.625"	10"	8.875"	11.375"

Rostrum Grayscale Ads	Early Rate	Rush Rate	<i>(Ad Dimensions)</i>		<i>(With Bleed)</i>	
			Width	Height	Width	Height
Centerfold, facing	\$500	\$550 per page (2 pages available)	7.625"	10"	8.875"	11.375"
Page 1 (right-hand side, facing IFC)	\$600	\$650 -sold out-	7.625"	10"	8.875"	11.375"
Back Page (left-hand side, facing IBC)	\$500	\$550	7.625"	10"	8.875"	11.375"
Specified Page / Location	\$450	\$500	7.625"	10"	8.875"	11.375"
Best Available Single Page	\$350	\$400	7.625"	10"	8.875"	11.375"
Half Page (horizontal)	\$200	\$250	7.625"	4.5"	8.875"	5"
Employment Ads ONLY (1/3 page)	\$100	\$150	7.625"	3.125"	8.875"	3.625"

Additional Fee for Basic Typesetting	\$50 per full page ad changes/setup
Additional Fee for Basic Typesetting	\$25 per 1/3 or half page ad changes/setup
Late Fee (invoice not paid within 30 days)	\$50 per month

DEADLINE INFORMATION

Ads must be received at least 45 days prior to publication due to printer deadlines. **Ads received by or before the submission deadline will be invoiced at the early rate. Ads received after the submission deadline will be invoiced at the rush rate (see above).**



Issue	Submission Deadline
September 2011	July 22, 2011
October 2011	August 22, 2011
November 2011	September 22, 2011
December 2011	October 22, 2011
January 2012	November 22, 2011
February 2012	December 22, 2011
March 2012	January 22, 2012
April 2012	February 22, 2012
May 2012	March 22, 2012

INVOICING

Ads will be invoiced upon publication. Payment is due upon receipt.

FORMAT

PDF is the preferred format for ad submission. Please ensure that all fonts and high-resolution (300 dpi) graphics are embedded. (Note: It is helpful to send the original ad setup along with the PDF.) You may email your ad along with any specifications to sandy.krueger@nationalforensicleague.org. If you would like a color version of your ad to appear in the online Rostrum archive (www.NFLonline.org), please include a color PDF of your ad. A hard copy may be faxed for confirmation (920-748-9478), attention Sandy Krueger. Don't forget to proofread! For example, "Lincoln Douglas" and "LD" should not be hyphenated, while "Student Congress" is now called "Congressional Debate."

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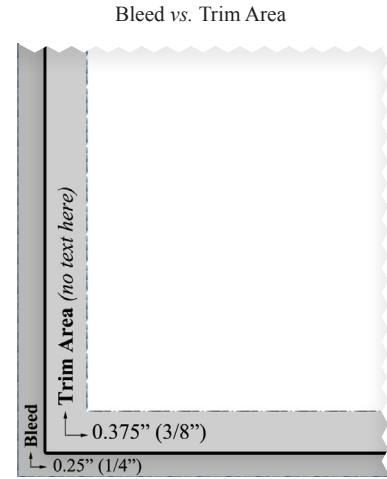
Note: All rates are subject to deadlines and timely payment of invoices.

SPACE POLICY

Covers and centerfolds are sold on a first come, first served basis. We will attempt to place every ad in an attractive position.

BLEED vs. TRIM AREA

"Bleed" means that, instead of having a blank margin around the outside of an ad, the ad will print right up to the edge of the paper. In actuality, a bleed is achieved by printing on a larger sheet of paper, which is then cut down to the final size, or trim area. The trim area of *Rostrum* is 8.375" wide by 10.875" tall. The bleed is an additional 0.25" all the way around. Due to the nature of the trimming process, we require a 0.375" text margin within the trim area for ads with bleed. For example, you would not want a crucial phone number, website address, or other text to be cut off near the edge of your ad. Using a 0.375" text margin will allow for minor shifting that occurs during the trimming process and ensure a more pleasing layout for your readers. If you have additional questions about ad sizes or margins, we are more than happy to assist you!



DIRECT REFERRAL

Every year, coaches and parents turn to the NFL for information about summer programs. We refer all inquiries to the advertised programs which best fit their needs (i.e., novice, Midwest area, etc.). Only advertisers will be recommended.

DISCOUNTS

- 9+ paid *Rostrum* ads (full-page grayscale or combination of color and grayscale ads totaling \$3,150 or more)
 - One additional *Rostrum* ad, free of charge
 - Free page in National Tournament program book (*see page 4 for specifications*)
 - Free table at Nationals Vending Expo
- 5+ paid *Rostrum* ads (full-page grayscale or combination of color and grayscale ads totaling \$1,750 or more)
 - Free page in National Tournament program book (*see page 4 for specifications*)
 - Free table at Nationals Vending Expo

OTHER SERVICES

MAILING LABELS	Price
Complete NFL membership list – provisional, member, and charter chapters* (<i>sticker labels in zip code order</i>)	\$350
Complete NFL membership list – provisional, member, and charter chapters* (<i>disc or email</i>)	\$500
NFL provisional chapter list (<i>sticker labels in zip code order</i>)	\$250
NFL provisional chapter list (<i>disc or email</i>)	\$400
NFL member chapter list (<i>sticker labels in zip code order</i>)	\$250
NFL member chapter list (<i>disc or email</i>)	\$400
NFL charter chapter list (<i>sticker labels in zip code order</i>)	\$250
NFL charter chapter list (<i>disc or email</i>)	\$400
NFL district list – selection by state (<i>sticker labels in zip code order</i>)	\$10
NFL district list – selection by state (<i>disc or email</i>)	\$20
Complete NJFL mailing list (<i>sticker labels in zip code order</i>)	\$100
Complete NJFL mailing list (<i>disc or email</i>)	\$150

** Note: provisional and member chapters were previously known as affiliates.*

NFL NATIONAL TOURNAMENT PROGRAM BOOK RATES

JUNE 2012

Tournament Book Grayscale Ads	Rate	<i>(Ad Dimensions)</i>	
		Width	Height
Full Page Ad (<i>print-ready</i>)	\$100	4.5"	7.5"
Full Page Ad (<i>designed by NFL</i>)	\$150	4.5"	7.5"
Half Page Ad (<i>print-ready</i>)	\$60	4.5"	3.625"
Half Page Ad (<i>designed by NFL</i>)	\$100	4.5"	3.625"

DEADLINE INFORMATION

National Tournament program book ads must be received no later than **Tuesday, May 1, 2012**.

INVOICING

Ads will be invoiced upon publication. Payment is due upon receipt.

FORMAT

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Contact Us



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Giving Youth a Voice Since 1925