



About AAPAR

Our mission:

The American Association for Physical Activity and Recreation (AAPAR) is dedicated to enhancing quality of life by promoting creative and active lifestyles through meaningful physical activity, recreation and fitness experiences across the lifespan with particular focus on community-based programs.

Our members:

Our members include more than 8000 professors, teachers, trainers, community leaders, fitness professionals, and students, all of whom are committed to fitness and fun for all for life.

Our goals:

AAPAR seeks to ensure the development of our members' professional lives and careers by promoting and accrediting programs, conducting conferences and workshops and publishing scholarly and trade journals, books and research. As an association comprised of a diverse professionals, AAPAR has three main goals:

- Increase public awareness and support for life-long physical activity and recreation programs for all;
- Provide continuing education for professionals by sharing guidelines, credentials, standards of practice, research, ideas, information, successful strategies, and networking opportunities; and
- Offer resources the public can use to get out, get moving, and get fit. We also advocate for legislation that supports our goals.

Conditions

All advertising is subject to approval by publisher. All advertising submitted to the publisher is subject to the tenets specified by this rate card. The publisher will not accept responsibility for the content of ads, including errors. The publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter. AAHPERD 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 AAHPERD has the right to reject any advertising content that does so. AAHPERD and its associations do not verify or substantiate the claims of advertisers. As a matter of law, it is the responsibility of an advertiser, not the publisher, to substantiate its claims.

Send Submissions to:

Sherina Man, Advertising Manager
 1900 Association Drive
 Reston, VA 20191
 800-213-7193, ext. 468
sman@aaahperd.org



1900 Association Drive
 Reston, Virginia 20191
 1-80-213-7193 X430
www.aaahperd.org/aapar

AAPAR Advertisement Rates



AAPAR's *PAR for Life* newsletter is produced three times a year and reaches more than 8,000 members.



Active Living Across the Lifespan



Target Audience

AAPAR's main newsletter, *PAR for Life*, is published three times a year and is distributed to all of our 8000+ members. In addition, the newsletter is available online and is used as a promotional tool as we exhibit at national conference and conventions.

In addition to *PAR for Life*, most of AAPAR's special interest groups (councils) have newsletters and professional activities through which you can target your advertising just to those members having a special interest in your product or service.

AAPAR's 12 councils include:

- Adapted Physical Activity
- Administration and Leadership Development
- Adventure and Outdoor Education/Recreation
- Aging and Adult Development
- Aquatic Professionals
- Children, Youth, and Families
- Facilities and Equipment
- Fitness and Wellness
- Lifelong Recreational Sports
- Measurement and Evaluation
- Professional Recreation

Technical Specs

Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a **high-resolution** (300 dpi or greater) PDF (Adobe Acrobat 4 or 5, distilled for print). The mode of black-and-white images should be "grayscale," and color images should be "CMYK". Laser proofs must be provided for all ads. **All ads must conform precisely to these requirements. Ads not conforming to these requirements will not be published.** For a complete list of technical requirements, visit www.aahperd.org under periodical advertising.

Copy Deadlines

Issue	Copy Deadline	Mailing Date
Pre Convention	January 15	February 28
Spring/Summer	May 15	June 30
Fall	September 15	October 30

Should these dates fall on a weekend, the deadline is extended to Monday.

If you are interested in advertising in our newsletter, fill out the Advertiser Contract enclosed. Make sure to check *Par for Life* and indicate the issue in which you would like to advertise.

Ad Rates

Package price includes three (3) like ads in *PAR for Life*, circulation, 8,000-8,300. One time rates apply to any issue.

	Package Rate	One time rate
1/3 Page Ad	\$550	\$200
1/6 Page Ad	\$375	\$100

Ad Sizes

1/3 Page Vertical
9.5" vertical by 2.6875" wide

1/6 Page Vertical
4.75" vertical by 2.6875" wide

1/6 Page Horizontal
4" wide by 3.125"

1/3 Page Horizontal
8" wide by 3.125" high