ADVERTISING AND PROMOTIONAL OPPORTUNITIES

2019 - 2020

PRINT AND DIGITAL

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Effective 06/01/2020

WE ARE
SPEECH & DEBATE
ABOUT THE NATIONAL SPEECH & DEBATE ASSOCIATION:
The National Speech & Debate Association is the largest interscholastic speech and debate organization serving middle school, high school, and collegiate students in the United States. The Association provides competitive speech and debate activities, high-quality resources, comprehensive training, scholarship opportunities, and advanced recognition to more than 150,000 students and coaches every year. For more than 90 years, the National Speech & Debate Association has empowered nearly two million members to become engaged citizens, skilled professionals, and honorable leaders in our society. For more information, visit www.speechanddebate.org.

MISSION:
The National Speech & Debate Association connects, supports, and inspires a diverse community committed to empowering students through speech and debate.

VISION:
We envision a world in which every school provides speech and debate programs to foster each student’s communication, collaboration, critical thinking, and creative skills.

Learn more at www.speechanddebate.org
Rostrum

Rostrum is the official magazine of the National Speech & Debate Association. This quarterly magazine provides the speech and debate community with news, scholarly articles, and national updates. As a dedicated publication for the speech and debate community, it is the source for professionals to learn and innovate in their careers and for students to get introduced and thrive in the speech and debate community.

PUT YOUR BRAND AND MESSAGE IN FRONT OF THIS KEY AUDIENCE:

3,500 HIGH SCHOOLS

600 MIDDLE SCHOOLS

5,200 COACHES

150,000 STUDENTS

DISTRIBUTION:

30,000 COPIES MAILED PER YEAR

5,000 PER ISSUE

26,000 ONLINE VIEWS PER YEAR

ROSTRUM MAGAZINE PUBLISH DATES AND DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publish Date</th>
<th>Ad Submission Deadline</th>
<th>Tentative Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>September/October 2019</td>
<td>September 15, 2019</td>
<td>August 15, 2019</td>
<td>Your Voice, Our Mission</td>
</tr>
<tr>
<td>November/December 2019</td>
<td>November 15, 2019</td>
<td>October 1, 2019</td>
<td>Small/Rural Schools</td>
</tr>
<tr>
<td>February/March 2020</td>
<td>February 1, 2020</td>
<td>December 15, 2019</td>
<td>Classroom Edition</td>
</tr>
<tr>
<td>April/May 2020</td>
<td>April 15, 2020</td>
<td>February 15, 2020</td>
<td>Advocacy</td>
</tr>
</tbody>
</table>

Deadline Information: Ads received by or before the submission deadline will be invoiced at the regular rate. Ads received after the submission deadline will be invoiced at the rush rate.
**FORMAT**

PDF is the preferred format for Rostrum ad submissions. Please ensure that all fonts and high-resolution (300 dpi) logos and graphics are embedded. (Note: It may be helpful to send the original ad setup along with the PDF.) Please email your ad along with any instructions to Nicole Wanzer-Serrano at nicole@speechanddebate.org.

**BLEED VS. TRIM AREA**

An ad with bleed means that, instead of having a “blank” white margin around the outside of an ad, the ad will print all the way to the edge of the paper (it will “bleed off the page”). Bleed is achieved by extending the artwork or design 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 area of 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 of 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.

**REMINDER: DON’T FORGET TO PROOFREAD!**

For example, “Lincoln-Douglas” should be hyphenated, but “LD” should not. “Student Congress” is now called “Congressional Debate.”

**DESIGN FEE INFORMATION**

Copy and images to be provided by the advertiser. Purchase of stock photography or illustrations are not included in ad fee. Photo editing or special effects may incur an additional fee.
National Tournament Program Book

The National Tournament book is physically distributed to those who attend the National Tournament, the largest academic competition in the world. The National Tournament book is also made available online for the broader speech and debate community. The tournament book is the main source of information for all participants on the full array of events and details for the week.

EXTEND YOUR REACH AT THE NATIONAL SPEECH & DEBATE TOURNAMENT:

10,000 ATTENDEES
7,500 TOURNAMENT BOOKS DISTRIBUTED
TO STUDENTS, COACHES, AND TEACHERS
40,587 READS OF THE ONLINE VERSION
5:39 MIN. AVERAGE READ TIME OF THE ONLINE VERSION

<table>
<thead>
<tr>
<th>Publication</th>
<th>Publish Date</th>
<th>Ad Space Deadline</th>
<th>Ad Materials Submission Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Tournament Program Book</td>
<td>June 14, 2020</td>
<td>April 15, 2020</td>
<td>May 4, 2020</td>
</tr>
</tbody>
</table>

NATIONAL TOURNAMENT PROGRAM BOOK RATE CARD AND AD SPECS

<table>
<thead>
<tr>
<th>Grayscale Ads</th>
<th>Pricing Per Ad</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, print ready</td>
<td>$200</td>
<td>Only Without Bleed</td>
</tr>
<tr>
<td>Full page, designed by our staff</td>
<td>$250</td>
<td>4.5” W x 7.5” H</td>
</tr>
</tbody>
</table>

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Tabroom.com

Tabroom, a project of the NSDA, is a tournament management system for speech and debate tournaments worldwide.

THE AD INCLUDES A CLICKABLE LINK TO YOUR URL.

► www.tabroom.com

MILLIONS OF VIEWS PER MONTH

OCTOBER TO JUNE — PEAK TIME

6 MILLION - 10.5 MILLION PAGE VIEWS PER MONTH

JULY TO SEPTEMBER — OFF PEAK

2.5 MILLION - 6 MILLION PAGE VIEWS PER MONTH

TABROOM ADVERTISEMENTS RATE CARD AND AD SPECS*

<table>
<thead>
<tr>
<th></th>
<th>Pricing per Month Long Ad</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Month Ads (Peak Time, October-June)</td>
<td>$1,000/each</td>
<td>100 pixels x no more than 700 pixels</td>
</tr>
<tr>
<td>One-Month Ads (Off Peak, July-September)</td>
<td>$500/each</td>
<td>100 pixels x no more than 700 pixels</td>
</tr>
</tbody>
</table>

Additional Fees and Services

NSDA Design Fee (optional) +$50

*Advertisements on Tabroom and in the newsletters must be paid for before they are placed online.

FORMAT

PDF or JPEG are the preferred formats for digital ad submissions. Please ensure that your ad is saved to the correct dimensions and at 72 dpi. Also, export your graphics in RGB color space for optimal viewing. Please email your ad with instructions to Nicole Wanzer-Serrano at nicole@speechanddebate.org.

DESIGN FEE INFORMATION

Copy and images to be provided by the advertiser. Purchase of stock photography or illustrations are not included in ad fee. Photo editing or special effects may incur an additional fee.

Updated 08/06/19
Electronic Newsletters

Each month, the National Speech & Debate Association sends emails to thousands of coaches and students. These newsletters allow for a banner ad from an advertiser. The ad will be a banner design with a clickable link to your URL.

WEEKLY COACH NEWSLETTERS, each received by more than:

- 5,200 NSDA MEMBER COACHES
  - 44% OPEN RATE
  - 23% CLICK THROUGH RATE

MONTHLY STUDENT NEWSLETTERS, received by more than:

- 55,000 NSDA STUDENT MEMBERS
  - 33% OPEN RATE
  - 17% CLICK THROUGH RATE

**NEWSLETTER ADVERTISEMENTS RATE CARD AND AD SPECS***

<table>
<thead>
<tr>
<th></th>
<th>Bulk Discounts (price per ad)</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Newsletter (weekly)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner Ad(s)</td>
<td>2+ Ads: $350/each</td>
<td>1280 pixels x 350 pixels</td>
</tr>
<tr>
<td></td>
<td>1 Ad: $450/each</td>
<td></td>
</tr>
<tr>
<td>Student Newsletters (monthly)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner Ad</td>
<td>–</td>
<td>1280 pixels x 350 pixels</td>
</tr>
<tr>
<td>Additional Fees and Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NSDA Design Fee (optional)</td>
<td>+$50</td>
<td></td>
</tr>
</tbody>
</table>

*Advertisements on Tabroom and in the newsletters must be paid for before they are placed online.

**FORMAT**

PDF or JPG are the preferred formats for digital ad submissions. Please ensure that your ad is saved to the correct dimensions and at 72 dpi. Also, export your graphics in RGB color space for optimal viewing. Please email your ad with instructions to Nicole Wanzer-Serrano at nicole@speechanddebate.org.

**DESIGN FEE INFORMATION**

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updated 08/06/19
VIRTUAL OPPORTUNITIES

National Tournament Expo

Every year, thousands of students, coaches, teachers, parents, and supporters from across the country attend the National Tournament. The student competitors represent the best and brightest young people across the United States and the globe. You don’t want to miss this unique educational event to reach an outstanding group of young people and their supporters.

National Tournament Expo

2020 NATIONAL TOURNAMENT • June 14-20, 2020
SENIOR OPEN • May 29-31, 2020

VISIT OUR WEBSITE TO REGISTER:
► www.speechanddebate.org/sponsors-and-advertising/#expo

NATIONAL TOURNAMENT VIRTUAL EXPO PACKAGES

<table>
<thead>
<tr>
<th>BASIC PACKAGE</th>
<th>INTERMEDIATE PACKAGE</th>
<th>ADVANCED PACKAGE</th>
<th>CHAMPION PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join us for the virtual National Tournament Expo on Sunday, June 14! This package includes a full page ad in our digital tournament program book and promotion of your organization on our special expo vendor web page, which will be advertised to attendees via email.</td>
<td>Receive all the benefits of the Basic Package PLUS join us for the virtual Senior Open Expo on Friday, May 29! This package also includes a 30-second commercial to be aired during a tournament livestream posting party event. (See below for details.)</td>
<td>Take advantage of all the benefits of the Intermediate Package PLUS we will promote your organization in one of three exclusive expo email directories to all NSDA members. (See below for details.)</td>
<td>Receive all the benefits of the Advanced Package PLUS add a 30-second commercial to be aired between a tournament livestream final round event. (See below for details.)</td>
</tr>
<tr>
<td>$600</td>
<td>$825</td>
<td>$1,725</td>
<td>$2,525</td>
</tr>
</tbody>
</table>

DETAILS

* Commercials – Videos may be no longer than 30 seconds in length. Preferred format is an MP4 or MOV copy of video file, submitted by June 1, 2020.

* Exclusive expo email directories – These email directories fall into one of three categories and will be sent to all active NSDA member students and coaches. The expo registration form must be completed by the following dates to be eligible:

  1) summer learning opportunities – due May 8, 2020
  2) colleges/universities/scholarships – due May 8, 2020
  3) products/tools for speech and debate teams – due May 15, 2020

What is the Virtual Expo?

Each expo vendor will have their own webinar “room” that attendees may enter from 10:00 a.m. to 5:00 p.m. CT to hear your presentation and/or ask questions using the online chat feature.
OTHER MARKETING SERVICES

Mailing Lists

*Purchase the mailing addresses of our active member schools for your advertising campaigns.* Please note that only the postal mailing addresses of current member schools are available. We do not provide coach or member addresses, nor email addresses or phone numbers.

<table>
<thead>
<tr>
<th>LIST OPTIONS</th>
<th>High School Membership List</th>
<th>Middle School Membership List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Lists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current School Members</td>
<td>$1,000</td>
<td>$500</td>
</tr>
</tbody>
</table>

**CONTACT US!**

**RESERVE YOUR AD PLACEMENT!**
Visit our website and fill out our Advertising Form. You can find the form on our Publications page under the Resources tab, or by following this direct link:

➤ [www.speechanddebate.org/advertising-form](http://www.speechanddebate.org/advertising-form)

**PAYMENTS**
All payments must be received by the submission deadline specified in this rate card. You may send a check or pay online by credit card (Amex, Discover, MasterCard, Visa). Your email confirmation will serve as the invoice. *Note: All advertising rates are subject to deadlines and timely payment. A late fee of $50 per month will be assessed for invoices not paid within 30 days.*

**QUESTIONS?**
Have other questions about advertising opportunities, or interested in expanding your marketing presence by becoming a sponsor of the National Speech & Debate Association? Email nicole@speechanddebate.org.

**NICOLE WANZER-SERRANO**
Director of Development
nicole@speechanddebate.org
Advertising Tips

The overall effect that you would like to create for your print ad is one that provides all the useful information but also helps readers see themselves as satisfied customers. That’s a better state of mind for buying your products and services!

MAKE SURE YOUR HEADLINE HAS STOPPING POWER.
Create an attention-grabbing headline. It’s that simple. Intrigue them and focus on what you want them to do after reading your advertisement.

YOUR ADVERTISEMENT SHOULD NOT BE JUST ABOUT YOU.
Talk to your customers about what matters in their lives and their needs. Not you. So don’t waste valuable ad space talking about you. Help them understand how or why you can help them.

FOCUS ON ONE MESSAGE.
Stay focused on your main point and don’t take the readers off on a bunch of tangents. Don’t overload the ad with every benefit and feature of your offering.

MAKE SURE YOU HAVE A CALL TO ACTION.
Give the buyer a sense of urgency. Go ahead and tell them how to get what you’re offering and tell them to get it NOW. Visit your website, download your free sample, use your discount code. Give them an easy way to reach out. Give them a reason to do it now, rather than a few weeks from now.

SAY IT VISUALLY.
The visual you select for your ad is critical. It should reinforce your story and be sized appropriately to be seen without effort. Ask yourself, “What visual would communicate the message but also surprise the reader?” That’s a winner.

BE CONSISTENT WITH YOUR BRAND.
Use fonts and colors people already identify with your brand. Maintain consistency in your ads’ appearance so readers will recognize your ads before reading them.

WHITE SPACE IS YOUR FRIEND.
Focus the reader’s attention on the ad, emphasizing the headline and graphic. Crowded ads lose their desired impact and blend into the page. Use a bullet-point list, which makes the ad easy to read.

DON’T SAY TOO MUCH—BE SHORT AND SWEET.
After crafting your headline, write potential copy you want to include in your ad. Now cut it in half. It’s a painful process but it forces you to really think through your message. After you cut it in half, cut it again by a third so it’s boiled down to the core message. Stick to one key message.