ADVERTISING AND PROMOTIONAL OPPORTUNITIES

PRINT AND DIGITAL
ADVERTISING AND PROMOTIONAL OPPORTUNITIES

WE ARE
SPEECH & DEBATE

Effective 08/12/2020
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 competitive speech and debate.

VISION:
We envision a world in which every student has access to membership in the National Speech & Debate Association, providing the educational resources, competitive opportunities, and expertise necessary to foster their 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 2020</td>
<td>September 15, 2020</td>
<td>August 24, 2020</td>
<td>Virtual Resources/Online Competition</td>
</tr>
<tr>
<td>November/December 2020</td>
<td>November 15, 2020</td>
<td>October 1, 2020</td>
<td>To Be Announced</td>
</tr>
<tr>
<td>February/March 2021</td>
<td>February 1, 2021</td>
<td>December 15, 2020</td>
<td>To Be Announced</td>
</tr>
<tr>
<td>April/May 2021</td>
<td>April 1, 2021</td>
<td>February 15, 2021</td>
<td>To Be Announced</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.
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**

### NATIONAL TOURNAMENT PROGRAM BOOK RATE CARD AND AD SPECS

<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, 2021</td>
<td>April 15, 2021</td>
<td>May 4, 2021</td>
</tr>
</tbody>
</table>

#### Pricing

- **Grayscale Ads**
  - Full page, print ready: $200
  - Full page, designed by our staff: $250

#### Ad Dimensions

- Only Without Bleed
- 4.5" W x 7.5" H

### FORMAT

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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 MAY — PEAK TIME
6 MILLION - 10.5 MILLION PAGE VIEWS PER MONTH

JUNE 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-May)</td>
<td>$1,000/each</td>
<td>100 pixels x no more than 700 pixels</td>
</tr>
<tr>
<td>One-Month Ads (Off Peak, June-September)</td>
<td>$500/each</td>
<td>100 pixels x no more than 700 pixels</td>
</tr>
<tr>
<td>Additional Fees and Services</td>
<td>+$50</td>
<td></td>
</tr>
<tr>
<td>NSDA Design Fee (optional)</td>
<td></td>
<td>updated 08/06/19</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@speechanddebate.org.

DESIGN FEE INFORMATION
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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 Banner Ad

<table>
<thead>
<tr>
<th>NEWSLETTER ADVERTISEMENTS</th>
<th>RATE CARD AND AD SPECS*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coach Newsletter (weekly)</strong></td>
<td><strong>Student Newsletters (monthly)</strong></td>
</tr>
<tr>
<td>Banner Ad(s)</td>
<td>Banner Ad</td>
</tr>
<tr>
<td>$350/each</td>
<td>$750/each</td>
</tr>
</tbody>
</table>

**Bulk Discounts (price per ad)**

- 2+ Ads
- 1 Ad

<table>
<thead>
<tr>
<th>2+ Ads</th>
<th>1 Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350/each</td>
<td>$450/each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Fees and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSDA Design Fee (optional)</td>
</tr>
<tr>
<td>+$50</td>
</tr>
</tbody>
</table>

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**DESIGN FEE INFORMATION**

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*updated 08/06/19*
National Tournament Expo  Des Moines, Iowa

Every year, 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.

2021 NATIONAL TOURNAMENT  •  June 13-18, 2021

MORE THAN 10,000 ATTENDEES

VISIT OUR WEBSITE TO REGISTER:
  ► www.speechanddebate.org/nationals/#expo

NATIONAL TOURNAMENT EXPO - PACKAGE DISCOUNTS

<table>
<thead>
<tr>
<th>REGISTRATION PACKAGE</th>
<th>REGISTRATION AND AWARDS PACKAGE</th>
<th>COMPLETE TOURNAMENT PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join us for the Sunday Expo and Middle School Registration on Tuesday evening! Your organization will also be promoted in the National Tournament App.</td>
<td>Join us for the Sunday Expo, Middle School Registration on Tuesday evening, and Final Rounds Thursday and Friday. Your organization will also be promoted in the National Tournament App.</td>
<td>This all access pass reserves a table for your organization every day of the week! Your organization will also be promoted in the National Tournament App.</td>
</tr>
<tr>
<td>$825</td>
<td>$1,725</td>
<td>$2,525</td>
</tr>
</tbody>
</table>

Value of $925! – Save $100  Value of $1,975! – Save $250  Value = PRICELESS!

NATIONAL TOURNAMENT EXPO - À LA CARTE PRICING

<table>
<thead>
<tr>
<th>Sunday Expo</th>
<th>Monday Main Events</th>
<th>Tuesday Main Events</th>
<th>Tuesday MS Registration</th>
<th>Wednesday Main Events</th>
<th>Thursday Finals</th>
<th>Friday Finals</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>6:00 p.m. – 9:00 p.m.</td>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>8:00 a.m. – 8:00 p.m.</td>
<td>8:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Join more than 6,000 high school students and educators during registration of the National Speech &amp; Debate Tournament!</td>
<td>Competition begins for nearly 6,000 high school students.</td>
<td>High school competition continues and middle school students begin to arrive!</td>
<td>Join about 1,000 middle school students and educators as they register for the Middle School Tournament!</td>
<td>About 1,000 middle school and 5,000 high school students will compete today.</td>
<td>Attendees will watch World Schools Debate and Interpretation Final Rounds Thursday afternoon/evening.</td>
<td>Final competition wraps up today with the Awards Assembly ending the week long tournament.</td>
</tr>
<tr>
<td>$600</td>
<td>sponsors only</td>
<td>sponsors only</td>
<td>$325</td>
<td>sponsors only</td>
<td>$525</td>
<td>$525</td>
</tr>
</tbody>
</table>

Additional Table Electricity $400 $100

Be sure to include an ad in the Tournament Book: See page 5 for pricing and information.
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>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Current School Members</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LIST OPTIONS**

**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-2020-2021*

or email nicole@speechanddebate.org

**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
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.