



# Official Meet Magazine Advertising Kit



**March 9-11, 2012**  
**The New Balance Track &  
Field Center**  
**The Armory, New York, NY**

**AN  
NSSF  
EVENT**



[www.NationalScholastic.Org](http://www.NationalScholastic.Org)



## New Balance Indoor Nationals FAQs

***The New Balance Indoor Nationals*** is an NSSF Event. Heralded as America's premier high school indoor track & field meet, it brings together the nation's top high school student-athletes for a weekend of intense national competition. It is presented by the National Scholastic Sports Foundation in partnership with New Balance as its title sponsor and the New Balance Track and Field Center at the Armory as the host facility. This is the 14th year for the Event.

**When:** March 9 - 11, 2012

**Where:** The New Balance Track & Field Center at the Armory in New York

**Who:** 4000 high school athletes expected with an additional 3000+ spectators each day.

**Why:** An opportunity to present your business or organization in a professional, high-value, glossy publication that competitors and spectators alike value for information and cherish as a valuable keepsake. And, funds raised from ad purchases support the work of the National Scholastic Sports Foundation (NSSF), a not-for-profit organization.

**More Information:** Please visit the Event Website at [www.nationalscholastic.org/indoornats](http://www.nationalscholastic.org/indoornats)

**About the NSSF:** The National Scholastic Sports Foundation is an organization dedicated to the support of junior age (sub-20) and high school track and field. Aside from offering support to the USATF Junior Track and Field and selected high school track and field meets, the NSSF owns and operates the New Balance Indoor Nationals, the New Balance Outdoor Nationals, and the Great American Cross Country Festival and the American Independent Schools Cross Country Championship.



For more information please visit: [www.nationalscholastic.org](http://www.nationalscholastic.org)



# Magazine Advertising Rates

Size	Color	Black/White
<b>FULL PAGE PREMIUM+</b>	<b>\$1200</b>	<b>N/A</b>
<b>FULL PAGE</b>	<b>\$1000</b>	<b>\$800</b>
<b>1/2 PAGE</b>	<b>\$600</b>	<b>\$500</b>
<b>1/4 PAGE</b>	<b>\$350</b>	<b>\$350</b>
<b>EVENT SPONSORSHIPS - See Page 5 - 6 for rates</b>		

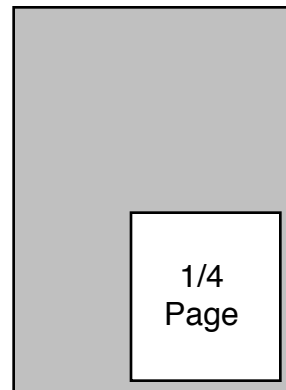
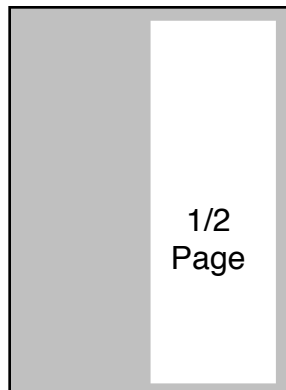
+ Premium Full Pages include front and back inside covers and facing pages, and middle pages.

Rates expressed “per issue.” Advertising material subject to meet management and publisher’s approval. Certain restrictions apply. Representative approximate dimensions and positions. Placement location and color option are subject to availability. Rates are for properly formatted, digitally ready materials, and do not include design services. Rates are billed on placement of order, and are due net 30 days.

**Ad Commitment Deadline February 15 2012**

**Ad Artwork Deadline February 20, 2012**

## Page Layouts





## Advertising Benefits

### **All advertisers receive the following additional benefits:**

- ★ NSSF database marketing through our NSSF email blasts
  - Your logo and link will be included in each email blast leading up to and immediately after the Event
  
- ★ Collateral packet stuffers placed in athlete packets & literature placement opportunities
  - We are expecting 4000 athletes at this year's Event
  
- ★ Web site link on our event website
  - Your logo and live link embedded on our Event home page
  
- ★ Event public address announcements during the Event
  - Periodic sponsor message by our announcers during all the 3 days of the Event
  
- ★ Event pass for each day of the Event
  
- ★ On-site Value - Full page advertisers receive expo space at the Event
  - A valuable opportunity to showcase your services and goods to over 5000 athletes and spectators each day.



# Individual Event Sponsorship

## · Championship Events

### · Gold Package: \$1,000 per event per gender

#### ▪Benefits:

- The event will carry sponsor's name (e.g. The *Sponsor's name* Girls 200 meters) on our printed Event Magazine - **provided received by February 29, 2012.**
- Sponsor will be included on our list of sponsors/donors in the Event Magazine
- The event will be announced as the "*Sponsor's name* Girls 200 meters" during the event and awards ceremony.
- Sponsor's name will be included in the event title on the display Video Display Board or Events Board when the event is introduced and announced.
- 2 VIP Credentials and Select seating at the Event (instead of regular seating)
- Complimentary copy of the Event Magazine.
- Awards Platform Signage during awards presentation of your event
- Sponsor may elect to present the award to the event winner.
- Heat sheets and printed results
- Lunch and dinner at the Event
- Access to VIP lounge/area

### · Silver Sponsorship-\$500 per event per gender

#### ▪Benefits:

- The event will carry sponsor's name (e.g. The *Sponsor's name* Girls 200 meters) on our printed Event Magazine - **provided received by February 29, 2012.**
- Sponsor will be included on our list of sponsors/donors in the Event Magazine
- The event will be announced as the "*Sponsor's name* Girls 200 meters" during the event and awards ceremony.
- Sponsor's name will be included in the event title on the display Video Display Board or Events Board when the event is introduced and announced.
- Complimentary copy of the Event Magazine.
- 2 Regular seating tickets
- Awards Platform Signage during awards presentation of your event

For more information please contact us at  
[info@nationalscholastic.org](mailto:info@nationalscholastic.org)



## Individual Event Sponsorship

### · Emerging Elite & Freshman Events

### · **Bronze Sponsorship- \$350 per event per gender**

#### ▪ **Benefits:**

- The event will carry sponsor's name (e.g. The *Sponsor's name* Girls Emerging Elite 400 meters) on our printed Event Program - **provided received by February 29, 2012.**
- Sponsor will be included on our list of sponsors/donors in the Event Magazine
- The event will be announced as the "*Sponsor's name* Girls Emerging Elite 400 meters" during the event and awards ceremony.
- Sponsor's name will be included in the event title on the display Video Display Board or Events Board when the event is introduced and announced.
- Complimentary copy of the Event Magazine.
- 2 Regular seating tickets

15% Discount available for multiple event sponsorships

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## Championship Events (Gold & Silver)

The following events are available for sponsorship. Sponsorships are provided on a first-come first served basis. Payment must be received by the date agreed to with your NSSF representative or your preferred event will be placed back into the event pool.

Events listed are for each gender. Events already sponsored are struck through.

### Track Events

60 meters  
200 meters  
400 meters  
800 meters  
One Mile  
Two Miles  
5,000 meters  
60 meter hurdles  
4x200 meter relay  
4x400 meter relay  
4x800 meter relay  
4x mile relay  
Shuttle hurdle relay- Boys  
1600 meter medley relay  
Distance medley relay  
Pentathlon  
Race Walk

### Field Events

Long Jump  
Triple Jump  
High Jump  
Pole Vault  
Shot Put  
Weight Throw



## Bronze Events

### EMERGING ELITE EVENTS

#### Track Events

60 meters  
200 meters  
400 meters  
800 meters  
One Mile  
Two Miles  
60 meter hurdles  
4x200 meter relay  
4x400 meter relay  
4x800 meter relay  
1600 meter medley relay  
Mile Walk

#### Field Events

Long Jump  
Triple Jump  
High Jump  
Pole Vault  
Shot Put  
Weight Throw

### FRESHMAN EVENTS

400 meters  
Freshman Mile  
60 meters

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