

ET CETERA

REACH

19,600

RECREATION EDUCATORS

EVERY WEEK

MEDIA KIT



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ET CETERA AAHPERD National Association
Keep You In the Know

Oct 9, 2009

Welcome to the new and improved Et Cetera, a weekly email newsletter reporting on a variety of topics relevant to the National Associations and the Research Consortium of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). Et Cetera offers up-to-date information for members of the National Associations, and focuses on content not found in other communications from the Alliance, which will help to keep you "in the know." We encourage your comments and suggestions for topics you would like to see in the newsletter.

Each issue of Et Cetera highlights information of interest from the recent coverage in various publications. The views and opinions expressed in the articles do not necessarily reflect those of AAHPERD or its associations and AAHPERD assumes no legal responsibility for the accuracy, completeness, or usefulness of this information. Scroll down to read the current information related to the activities of our respective national associations.

American Association for Health Education

Companies and Groups Unite to Fight Obesity

More than 40 companies, nonprofit groups, and trade organizations have combined forces to form the Healthy Weight Commitment Foundation, which is dedicated to helping reduce the level of obesity, especially childhood obesity, by 2015. [More](#)

PRODUCT SHOWCASES

Actical wireless monitor
You can use the noninvasive and waterproof Actical wireless monitor for logging activities such as swimming to gain a picture of activity intensity. The rugged, 24x7 device provides reliable and quality data on physical activity and calorie expenditure. [Learn more about Actical.](#)

Velotron Electronic Bicycle Ergometer
High performance bicycle ergometer with 2200W. Widegate test. Repeatability +/- 0.25%. Accuracy +/- 1.5%. Permanent calibration with quick test check. Functions both as conventional ergometer starting at 50 and as precision road bike simulator with adjustable bike dimensions, mechanical components, electronic shifting. Full suite of performance recording and interactive computer graphics and video software. Retail \$18,000. [Masco Ltd.](#)

SonoSite's M-Turbo®
SonoSite's advanced technology enables Sports Medicine physicians to diagnose and monitor acute soft tissue injuries at the point of care and to guide injections accurately. The M-Turbo ultrasound system is portable and durable, and it includes an industry-leading 5-year warranty. [Masco Ltd.](#)

Women's Jumpers Still Hoping for Flight in 2010 Games
A couple of world champions will take flight at Lake Placid in the U.S. Championships for ski jumping and Nordic combined. Billy Demong, Todd Lodwick and Johnny Spillane are starting a season that will peak at the Olympics in February. Lindsey Vonn is out. [More](#)

Author Warns Girl Athletes at Greater Risk of Injury
Michael Sokolove loves sports. He's a big fan, especially of girls playing sports. The problem is there is "an unacceptable level of sports injuries among girls. Girls sports are manufacturing injuries," he told a seminar at Greenwich Hospital hosted by the GNS Foundation. "The numbers are staggering." [More](#)

Earn Your Graduate Degree Online
The United States Sports Academy prepares men and women for careers in the profession of sports, offering accredited bachelor's, master's and doctorate degrees. Don't miss your last day by emailing admission@ussa.edu or calling (800) 223-2668.

National Association for Sport and Physical Education

PE with a Wii
Ninth-grader Dominique Duncan played a game of tennis in a recent gym class. But she did not hold a racket or hit an actual ball. Dominique, 14, played on a Nintendo Wii video game system in the Fitness Center at Mount Pleasant High School in Delaware. The system uses a hand-held controller to move an animated character in synch with the flicking motion players make as they mimic hitting a ball. [More](#)

Group Pushing Physical Education in Schools
The Arizona Association for Health, Physical Education, Recreation and Dance is doubtless a mouthful, and their acronym AAHPERD is just as unwieldy but this group, holding its 78th annual state convention in Phoenix this week, is pushing to get physical education in schools as a mandate, not an alternative. [More](#)

National Dance Association

Teaching and Dancing with Menopause
Approximately 5,000 women in the U.S. enter menopause each day, yet most are reluctant to talk about this important transition in a woman's life: Hot flashes, night sweats and mood swings are just a few of the feared symptoms. [More](#)

Promotion of Theater and Dance May Help Thwart Terror
Professor Kanta Kochhar-Lindgren, an associate professor at the University of Washington, Bolbel and a performer, dancer, choreographer and producer, feels that dance is a global heritage and can be used to bring cultural harmony in the world. [More](#)

Research Consortium

Effects of a Fiber Enriched Milk-drink on Insulin and Glucose Levels in Healthy Subjects
The glycemic response to foods is dependent on the quality and content of carbohydrates. Carbohydrates in the form of dietary fibre have favourable effects on insulin and glucose metabolism and may help to control energy intake. Dairy products have a relatively low carbohydrate content, and most of the carbohydrate is in the form of lactose which causes gastrointestinal symptoms in part of the population. [More](#)

Physical Activity Behavior Change Interventions Based on the Trans-theoretical Model: A Systematic Review
This review critically examines Trans-theoretical Model (TTM)—based interventions for physical activity (PA) behavior change. It has been suggested that the TTM may not be the most appropriate theoretical model for applications to PA behavior change. However, previous reviews have paid little or no attention to how accurately each intervention represents the TTM. [More](#)

Certified Accurate Pedometers
Accusplit's certified accurate pedometers and activity wellness programs are helping America walk to wellness. [More](#)

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B1

F

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 19,600 recreation educators (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
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consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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ET CETERA, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO EDUCATORS IN THE RECREATION INDUSTRY NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of health, physical, recreation, dance and sport educators, Et Cetera keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

ET CETERA
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN ET CETERA:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in Et Cetera solidifies your place among weekly information provided to AAHPERD members.



TARGETED DISTRIBUTION

Advertising in Et Cetera allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Et Cetera have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Et Cetera ensures your ad will be every week by our 19,600 subscribers.



AFFORDABLE

Advertising in Et Cetera is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Et Cetera has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Et Cetera.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.