

# CALIFORNIA schools



## Advertorial Guidelines

(Available to CSBA Business Affiliates and Partners only.)

### California Schools Magazine

Each quarter, California Schools delivers important K-12 public education information straight to our subscribers' mailboxes. Our news features provide in-depth examinations of the issues affecting public education, showcasing what works at the local level while providing state and national perspectives. Our commentaries go behind the news with seasoned, first-hand observations about current events in education and the impacts and implications for public school governance. California Schools is a dynamic forum for exploring issues of vital importance to our schools.

### Purchasing Power

California's public schools spend more than \$62 billion per year.

### Readership

15,000 educators and public officials.

### Circulation

California Schools reaches more than 7,500 school board members, administrators, business officials, state legislators, site administrators and facilities managers who spend approximately \$62 billion annually to equip, maintain and operate thousands of schools and provide instructional services.

### Student Population

More than 6 million children.

### Advertorial Guidelines

1. Headlines should not exceed more than two lines (see example layout) or 80 characters.
2. Body copy for a one page advertorial must be between 525 and 600 words. Body copy for a two page advertorial must be between 1,225 and 1,350 words. Body copy word count does not include headlines.

3. A one page advertorial should contain one landscape photograph and one company or product logo (see example layout). One-column high resolution images must be at least 4 inches wide at 300 dpi (1200 pixels wide).
4. A two page advertorial should contain one large landscape photograph and one company or product logo (see example layout). Large photographs run across the right hand page and bleed off the edge. Large high resolution images must be at least 9.25 inches wide at 300 dpi (2775 pixels wide).
5. Logos positioned at the end of the advertorial must be in vector format (Adobe Illustrator or Vector EPS files only). No QR codes. Contact information should be listed at the bottom of the advertorial to go along with logo.
6. Copy is subject to approval and editing by *California Schools* editorial staff.

### Submission

1. All copy for advertorials should be submitted in MS Word documents. Please do not format or stylize text.
2. All images/photographs may be submitted in JPG, TIFF or Photoshop format.
3. Logos must be submitted in vector format (such as Adobe Illustrator or vector EPS formats). Logos submitted as JPGs or any other pixel-based image format will not be accepted.

### Magazine Themes

Winter	Effective Governance
Spring	Closing the Achievement Gap
Summer	Conditions of Children
Fall	Funding & Finance

## Issue and Closing Dates

Issue	Space reservation	Content Submission
Winter 2017	September 15	September 29
Spring 2018	February 2	February 16
Summer 2018	April 20	May 4
Fall 2018	July 13	August 3

## California Schools Advertorial Contract

This contract will authorize CSBA to run our advertorial (see layout examples below) in the following issues of *California Schools*:

Issue	Advertorial type <i>Single or spread</i>	Cost <i>Single: \$1,710</i> <i>Spread: \$3,420</i> <i>(includes 10% discount)</i>
Winter 2017	_____	_____
Spring 2018	_____	_____
Summer 2018	_____	_____
Fall 2018	_____	_____

<b>Total</b>	\$ _____
--------------	----------

## Terms and Conditions

- » Payment is required with contract for first insertion.
- » Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1–1/2 percent per month.
- » All payments are net. No agency or cash discounts are permitted.
- » Rates subject to change upon 30 days notice in writing from publisher. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- » An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- » Cancellation of any portion of a contract voids all rate and position protection.
- » The publisher reserves the right to cancel or reject any advertising.

- » The publisher reserves the right to identify as “advertorial” any ads that appear in the magazine.
- » The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- » The publisher is not responsible for errors. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- » Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- » Publisher’s liability for any error will not exceed the cost of space occupied by such error.

\_\_\_\_\_  
*Company name*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City* *State* *Zip*

\_\_\_\_\_  
*Phone* *Fax*

\_\_\_\_\_  
*Name* *Title*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Signature* *Date*

**Payment is required with contract for first insertion.** All payments are net, no agency or cash discounts are permitted. Send complete advertising contract to the address below:

## Advertorial Information

### **California Schools magazine**

3251 Beacon Blvd., West Sacramento, CA 95691  
Fax (916) 372-3369 | [businessaffiliates@csba.org](mailto:businessaffiliates@csba.org)

# Advertorial headlines should not exceed more than two lines

Ipsunt, id que consequetur? Olorent ut ium quam velita dolut a doloresent lam in parum aut porum fuga. Et ea id unt eiumendit ut id ut mo et fuga. Et everum dolorum a veliqui unt quo modi nonsect uriberunt eum qui se cus estint re aut rectatur, sint.

**U**gitem faceperia doloratur, ommo cus ut adis nuiluptur, sint. Arum sundustrum fugitae dolupta imusdaes eos de ex et asi to odignat iderciet a doluta eum eiciisc impores tiusdametum laborum fugitae dolupta imusdaes eos de ex et asi to odignat iderciet a doluta eum eiciisc inveliquam ipid que niscima ximoluptam rebedinient aut volut etus, voluptatenda distern. Nem. Olohos doluptatetur milia consequen nis ni dollestem volupic te ndolupta eum eiciisc magnist es dolor simos expedit plignatio. Toriaest, que nimum et ma voluptaquae sum ium faceptaspit eum est apellesti dolupti oreiur aut res volor sim et ea simus, quibus et occat la nis vit as aut perum quibear chicabo rentotation nobit dolla volupti orepere a poria sum et velitas volorer chiciisse sumquis inctorenimus quuntur re volorro videm. Nobis sitiore odit ipsa doloremque cus. Um conet fugia inctota turiatemqui necerum fugiatem ulparitati reprereris sus etur mod quate officit deles is eiciist que dolore ellores sit elibusam aces as dicienderum quae ommolup tianis volores a culpa ant quiditios eaquo tem fugitae as sum quo ipsum facimin plaut aut eicimag nihilla boreperem quia verum sin repudi optis derrorem alitis dentium aut hicae volorae ctatiis ea sit faccatus rehendi occusci endisitata delende voluptus conihilisti inciis volupta epudant a vollest moluptat. Osam et quiasped ut mos ditam, sam aut vitibusantur sim arum ilit molorro beaurit, quam eatis et aute maio eatectat verorat atisqui re nobit, ipsunt imusape llaccatio. Itassim adigend ustibea sus, et ad quatur magnimpore, aspidelignia nimus. Ihilluptam am velita dercit exerspero cum as doles re, si quis nonseque in corporecto ipistrum nest, con pro de dolore dollabore velest uta ne ne non et, temquat. Fero volor aut lis modictem estiore perio. Isin poriatios nimus de occupatae eos cone pre ne es preiur aut fugiam vendant iur autem am re, con corio tendus. Sam vitaecusam consequos esequasperes es dolupta tiuntiis aspella ex et eum quia si soloreh enturi doluptiis repra nus molupta sum aspe ressi connimi lignienim nusandi tatusaniam, qui dipsam volo di dolupta nobit dit, nam volut voles dolorro vide-

**Body copy  
525-600 words  
(not including  
headline)**



**1 landscape photo (4 inches wide at 300 dpi)**

libea vel exceria ssmiporis dolorem porerum aut plicili gniamet, volupta tibus, occupante conse ex exceaquiant. Tis eiusand isiminc tibusan ihiciliquam inulla volupta volectu recesequia vella quae natem que dollanist et landeliciae dolut rem in con repe cuptiatur re dolorest, consed quae vel ipsa sequis re sus ad moluptatum sit eictotatium as diandus num il et volo ea quiatatures ut faccabo. Evel id que nonse di consequen nienditatur as rem es arunto magnam lam aceperum ese nonsece perrunt officia quibero viducie nimum est, connimi, corro te volorem poribus sinvele stiam, untesciet dolorer eritibea doluptatio omnihil lesequis mosamet, sus eatet, asperem. Nequas eat. Ibus, sunt. Ibusapic tetus. Uptatus. Ovita quias et rept atinet ferrum rezero temod que molor apictae stofatusa velent estinvenis et pro volorro et, tota volupta perisit andi con re sundelestrum nobis nempore restiisanti harchit ma velendis aut es et eum voluptat omnis qui quunt. Osam et quiasped ut mos ditam, sam aut, quam.

**1 vector logo (no JPGs)**





## Advertorial headlines should not exceed more than two lines

Ipsunt, id que consequere quatur? Olorehent ut ium quam velita dolut a doloresent lam in parum aut porum fuga. Et ea id unt eiumendit ut id ut mo et fuga. Et everum dolorum a veliqui unt quo modi nonsect uriberunt eum qui se cus estint re aut rectatur, sint.

U gitem faceperia doloritatur, ommo cus ut adis nulluptur, sint. Arum sundustrum fugitae dolupta imusdaes eos de ex et asi to odignat ioreriet a doluptae et est quo eiciisc impores tiusdametum laborum fuga. Et et aperum quaest, ut inveliquam ipid que niscima ximoluptam repedipienti aut volut etus, voluptatenda distem. Nem. Olorios doluptatetur milia consequere nis ni dollestem volupic te nonsedipsus ilibus pidiciis magnist es dolor simos expelit plignatio. Toriaest, que nimirum et ma voluptaqueae sum ium faceptaspit eum est apellesti dolupti oreiur aut res valor sim et ea simus, quibus et occat la nis vit as aut perum quibear chicabo rentotation nobit dolla volupti orepere a poria sum et velitas volorer chiciisse sumquis inctorenimus quuntur re volorro videm. Nobis sitiore odit ipsa doloremque cus.

Um conet fugia inctota turiatemqui necerum fugiatem ulparitati repreris sus etur mod quate officit deles is eiciist que dolore ellores sit elibusam aces as dicienderum quae ommolup tianis volores a culpa ant quiditios eaquo tem fugitat as sum quo ipsum facimin plaut aut eicimag nihilla boreperem quia verum sin repudi optis derrorem alitis dentium aut hicae vol-orae ctatiis ea sit faccatus rehendi occusci endisitata delende voluptus comnihilisti inciis taquae sum ium faceptaspit eum est apellesti dolupti oreiur aut volupta epudant a volest moluptat. Osam et quiasped ut mos ditam, sam aut vitibusantur sim arum ilit molorro beaurit, quam eatis et aute maio eatectat verorat atisqui re nobit, ipsunt imusape llaccatio. Itassim adigend ustibea sus, et ad quatur magnimpore, aspidelignia nimus.

Ihilluptam am velita dercit exerspero cum as doles re, si quis nonseque in corporecto ipistrum nest, con pro de dolore dol-labore velest uta ne ne non et, temquat.

Fero volor aut lis modicem estiore perio. Isin poriatios nimus de occupatae eos cone pre ne es preiur aut fugiam vendant iur autem am re, con corio tendus.

Sam vitaecusam consequos esequasperes es dolupta tiuntiis

aspella ex et eum quia si soloreh enturi doluptiis repra nus mo-lupta sum aspe ressi comnini lignienim nusandi tatusaniam, qui dipsam volo di dolupta nobit dit, nam volut voles dolorro vide-libea vel exeria ssmiporis dolorem porerum aut plicili gniamet, volupta tibus, occupante conse ex exeaquiant.

Tis eiusand isiminc tibusan ihiciliquam inulla volupta volectu re-cesequia vella quae natem que dollanist et landeliciae dolut rem in con repe cuptiatur re dolorest, consed quae vel ipsa sequis re sus ad moluptatum sit eictotatium as diandus num il et volo ea quiatatures ut faccabo. Evel id que nonse di consequere nienditatur as rem es arunto magnam lam aceperum ese nonsece perrunt officia quibero viducie nimirum est, comnini, corro te volorem poribus sinvele stiam, untesciet dolorer eritibea doluptatio omni-hil lesequis mosamet, sus eatet, asperem. Nequas eat.

Ibus, sunt. Ibusapic tetus.

Uptatus. Ovita quas eturept atiatet faccum repero temod que molor apictae stotatusa velent estinvenis et pro volorro et, tota volupta perisit andi con re sundelestrum nobis nempore restiusant harchit ma velendis aut es et eum voluptat omnis qui quunt. Expedipsum quiam nam voluptae laccabo rerumqu aecae. Imag-nis molore, comnihil esequi odit, seque nem experiande volupti dolupta con cusam es dis exerae vollupisque landel ium volore et andae. Equis et ut hit quuntur? Quid min porem sus aliqui cus, sitiati umquunt iisitio. La cum rem. Ga. Ibus quas ex elestio qui sanimpe rspistis eatate plabo. Veratendit officid ulparum explac-id mo id etus, etur am as doluptae mod utem. Solorum quod qui omnim et aut pligendae la siti doluptur?

Am aute a impelig nimaiorpora sitecus rest dolest, omnis qui del-itatis num nimus quo di seque omnim quam faccaeprepe omnisi iunte nisquis sus eum estiae non pos rernat et, id quiatatquost officia vel estibus evellatiis dolut et dentiorum venduciatquo cumquam incil est offic te prat.

Ullabor simagnis id ut harunt veliqua temossimus recto quasinc totatiundam que soluptat facipsant labor seratur? Quiae non renducipis maximolut del ipis nost ellanda perum repres et aut

**Body copy**  
1,225-1,350 words  
(not including headline)



1 landscape photo (9.25 inches wide at 300 dpi)

Um conet fugia inctota turiatemqui necerum fugiatem ulparitati repreris sus etur mod quate officit deles is eiciist que dolore ellores sit elibusam aces as dicienderum quae ommolup tianis volores a culpa ant quiditios eaquo tem fugitat as sum quo ip-sum facimin plaut aut eicimag nihilla boreperem quia verum sin repudi optis derrorem alitis dentium aut hicae vol-orae ctatiis ea sit faccatus rehendi occusci endisitata delende voluptus comni-hilisti inciis taquae sum ium faceptaspit eum est apellesti dolupti oreiur aut volupta epudant a volest moluptat.

Osam et quiasped ut mos ditam, sam aut vitibusantur sim arum ilit molorro beaurit, quam eatis et aute maio eatectat verorat atisqui re nobit, ipsunt imusape llaccatio. Itassim adigend ustibea sus, et ad quatur magnimpore, aspidelignia nimus.

Ihilluptam am velita dercit exerspero cum as doles re, si quis nonseque in corporecto ipistrum nest, con pro de dolore dollabore velest uta ne ne non et, temquat.

Fero volor aut lis modicem estiore perio. Isin poriatios nimus de occupatae eos cone pre ne es preiur aut fugiam vendant iur autem am re, con corio tendus.

Sam vitaecusam consequos esequasperes es dolupta tiuntiis aspella ex et eum quia si soloreh enturi doluptiis repra nus mo-lupta sum aspe ressi comnini lignienim nusandi tatusaniam, qui dipsam volo di dolupta nobit dit, nam volut voles dolorro vide-libea vel exeria ssmiporis dolorem porerum aut plicili gniamet, volupta tibus, occupante conse ex exeaquiant.

Tis eiusand isiminc tibusan ihiciliquam inulla volupta volectu re-cesequia vella quae natem que dollanist et landeliciae dolut rem in con repe cuptiatur re dolorest, consed quae vel ipsa sequis re sus ad moluptatum sit eictotatium as diandus num il et volo ea quiatatures ut faccabo. Evel id que nonse di consequere nienditatur as rem es arunto magnam lam aceperum ese nonsece perrunt officia quibero viducie nimirum est, comnini, corro te volorem poribus sinvele stiam, untesciet dolorer eritibea doluptatio omni-hil lesequis mosamet, sus eatet, asperem. Nequas eat.

Ibus, sunt. Ibusapic tetus.

## Ut doluptatur magnimu saperorpor si-nus eicipsunt preiur, aut deliqua tiaerori sequid qui quide quostin ullaceperum ilit quatur sequi blabo.

Uptatus. Ovita quas eturept atiatet faccum repero temod que molor apictae stotatusa velent estinvenis et pro volorro et, tota volupta perisit andi con re sundelestrum nobis nempore restiusant harchit ma velendis aut es et eum voluptat omnis qui quunt.

Expedipsum quiam nam voluptae laccabo rerumqu aecae. Imagnis molore, comnihil esequi odit, seque nem experiande volupti dolupta con cusam es dis exerae vollupisque landel ium volore et andae. Equis et ut hit quuntur? Quid min porem sus aliqui cus, sitiati umquunt iisitio. La cum rem. Ga. Ibus quas ex elestio qui sanimpe rspistis eatate plabo. Veratendit officid ulparum explacid mo id etus, etur am as doluptae mod utem. Solorum quod qui omnim et aut pligendae la siti doluptur?

Am aute a impelig nimaiorpora sitecus rest dolest, omnis qui delitatis num nimus quo di seque omnim quam faccaeprepe omnisi iunte nisquis sus eum estiae non pos rernat et, id quiatatquost officia vel estibus evellatiis dolut et dentiorum venduciatquo cumquam incil est offic te prat.

Ullabor simagnis id ut harunt veliqua temossimus recto quasinc totatiundam que soluptat facipsant labor seratur? Quiae non renducipis maximolut del ipis nost ellanda perum repres et aut voluptaspit officid molo et abore verum que repelit a volupta-tis quaest lam repro quatur molo omnia porent ma que volorit et dollique nectus nonseque sincte abore, corro dus aute laborep udaniat

1 vector logo (no JPGs)

