

California schoolnews

Advertising options available to CSBA Business Affiliates and Partners



California's public education decision makers are here. Are you?

The California School Boards Association is a collaborative group of virtually all of the state's more than 1,000 school districts and county offices of education.

CSBA brings together school governing boards and their districts and county offices of education on behalf of California's children. CSBA is a member-driven association that supports the governance team—school board members, superintendents and senior administrative staff—in its complex leadership role. CSBA develops, communicates and advocates the perspective of California school districts and county offices of education.

California Schools News

Our monthly newsletter delivers important K-12 public education information straight to our subscribers' mailboxes. Our news features provide current updates of the issues affecting public education.

By advertising in California School News you are reaching a highly credible and focused target audience who values CSBA as a trusted resource.

Purchasing Power

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

Readership

15,000 educators and public officials.

Circulation

California School News 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.

California School News Mechanical Specifications

Trim Size | 8½" x 11"

Column Width | 3.8542"

Type Area | 7.875" x 8.75"

Column Height | 8.75"

Margins | Top: 1.3125" Outside: .3125" Inside" .3125" Bottom: .3125"

Gutter | .1667"

Color | All ads are full color, CMYK

Issue and Closing Dates

California School News is published monthly, excluding December.

Issue	Space reservation	Art submission
July 2017	June 5, 2017	July 1, 2017
August 2017	July 5, 2017	August 1, 2017
September 2017	August 4, 2017	September 1, 2017
October 2017	September 5, 2017	October 2, 2017
November 2017	October 5, 2017	November 1, 2017
January 2018	December 5, 2018	January 2, 2018
February 2018	January 5, 2018	February 1, 2018
March 2018	February 5, 2018	March 1, 2018
April 2018	March 5, 2018	April 2, 2018

- » Cancellations not accepted after closing date for space reservations.
- » When change in copy is not received by the closing date, copy run in previous issue will be inserted. Publisher reserves the right to bill advertiser for the space ordered.
- » Exact dimensions must be specified with reservation.

Rates	1X	2X	4X
1/3 page	\$688.50	\$639	\$571.50

Includes 10% discount

Ad type	Dimensions (inches)	Dimensions (picas)
1/3 page	W 7.875" x H 3.125"	(47p3 x 18p9)

Specifications

- » High resolution (300 dpi) or vector (Adobe Illustrator) files in CMYK color. Package all fonts or convert fonts to outlines. **Press-ready PDF (Adobe Acrobat) files preferred.**

Art submission

Ads must be electronically submitted in either of two ways:

- » If smaller than 5MB, email file to businessaffiliates@csba.org.
- » For instructions on uploading larger files, email businessaffiliates@csba.org.

California School News Advertising Contract

This contract will authorize CSBA to run our advertising in the following issues of California School News:

Issue	Cost
July 2017	\$ _____
August 2017	\$ _____
September 2017	\$ _____
October 2017	\$ _____
November 2017	\$ _____
January 2018	\$ _____
February 2018	\$ _____
March 2018	\$ _____
April 2018	\$ _____
Total Cost	\$ _____

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 "advertisement" 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:

Advertising Information/Materials

California School News

3251 Beacon Blvd., West Sacramento, CA 95691
 Fax (916) 371-3407 | businessaffiliates@csba.org