

# 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
August 2018	July 6, 2018	July 20, 2018
September 2018	August 3, 2018	August 20, 2018
October 2018	September 4, 2018	September 20, 2018
November 2018	October 4, 2018	October 19, 2018
January 2019	December 5, 2018	December 20, 2018
February 2019	January 4, 2019	January 21, 2019
March 2019	February 5, 2019	February 20, 2019
April 2019	March 5, 2019	March 20, 2019
May 2019	April 5, 2019	April 19, 2019

- » 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](mailto:businessaffiliates@csba.org).
- » For instructions on uploading larger files, email [businessaffiliates@csba.org](mailto: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
August 2018	\$ _____
September 2018	\$ _____
October 2018	\$ _____
November 2018	\$ _____
January 2019	\$ _____
February 2019	\$ _____
March 2019	\$ _____
April 2019	\$ _____
May 2019	\$ _____
<b>Total Cost</b>	<b>\$ _____</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 "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](mailto:businessaffiliates@csba.org)