

CASBO

The leader in school business management, CASBO provides its individual, district and county office members with the best in expert professional development, influential advocacy, vital information and crucial networking opportunities.

A private nonprofit California corporation, CASBO is a statewide professional organization serving more than 3,000 members. Founded in 1928, it is the oldest statewide school administrator's organization in California.

CASBO is the industry resource for every financial and operational facet of school business management.

CASBO BUYER'S GUIDE

CASBO's Buyer's Guide will be distributed to nearly 5,000 school business officials and superintendents throughout California's K-12 public schools and community colleges. Members are encouraged to use this guide when they make any purchasing decisions in their district or county office of education. The guide will provide an alphabetical listing of our associate members, a categorical index of member companies and school purchasing tips, and will be available in hard copy and online.

CASBO members are the voice of the industry and oversee all areas of school business operations, including finance, accounting, payroll, human resources, risk management, transportation, school nutrition, maintenance and operations, information technology, purchasing, school safety and school facilities.

CASBO's Buyer's Guide is the gateway to the key decision-makers in the \$63 billion K-14 California education marketplace. Listings in the Buyer's Guide ensures direct, cost-effective access to these leaders.

CASBO BUYER'S GUIDE SPONSOR DISPLAY RATES

Full Page	\$1,880	1/3 Page	\$1,160	<i>(All sponsorships are net with the exception of those listed in the California School Business Magazine who will receive a 20% discount on their rates in the Buyer's Guide and any enhanced listing options. Sponsors may add rollover text and URL links to their listings in the online version at no extra charge.)</i>
1/2 Page	\$1,350	1/4 Page	\$975	
Inside Covers	\$2,070	Back Cover	\$2,200	

ENHANCED LISTINGS

300 character (including spaces) description added to listing:	\$200 <i>(for each listing)</i>
Additional Headings to be listed under:	\$100 <i>(for each additional heading)</i>
URL Link in Digital Version:	\$150 <i>(will be included for all listings)</i>

Note: Sponsorships are open to CASBO Associate Members only. The Buyer's Guide is a full-color publication and all display rates include color. The Buyer's Guide will be posted on the CASBO website year round. Sponsoring companies may add rollover text and URL links to their listings in this digital version at no extra charge.

MECHANICAL SPECS

Size	Width	Height
Full pg	8" x	10.125"
1/2 vt	3.875" x	10.125"
1/2 hz	8" x	5"
1/3 sq	5.25" x	5"
1/4 vt	3.875" x	5"

Trim Size: 8.375" x 10.875"
Full page, full bleed ads only: add 1/8" bleed on all sides. Leave 3/8" live area inside the trim)

Submission

Companies must submit their camera-ready art, matching the exact dimensions of the specified listing in one of the following formats:

- **Press-quality PDF** (with bleeds when applicable) or
- **300 dpi TIFF, EPS or JPG** (must be original min. resolution)

Submission methods: CD, post electronic file to <http://www.aosinc.biz>, with color proof* mailed to **Association Outsource Services, 115 Spring Water Way, Folsom, CA 95630.**

FTP (browser interface): <http://www.aosinc.biz>
Create your own login. If you lose your password, create a new account using another e-mail address. Please be sure to place your ad art in the correct directory AND issue folder. Please follow up with a mailed color proof* to **Association Outsource Services, 115 Spring Water Way, Folsom, CA 95630.**
**Color proofs may be matchprints or color laser prints.*



916.447.3783
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5th Floor
Sacramento, CA 95814

ART SUBMISSION DEADLINE

Tuesday, November 15, 2011



CASBO BUYER'S GUIDE
MEMBER LISTING
FORM

Member Name _____

Agency (if applicable) _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____ Web Site _____

Product or Service Category for Index Heading (select from list on right) _____

Sales or Marketing Contact _____ Phone _____

ENHANCED LISTINGS FOR PURCHASE

300 character/space description (\$200 per listing)
 May be submitted electronically via email to ad rep.

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ADDITIONAL INDEX HEADINGS

Three total including your first free one (\$150 each)

1.

2.

CASBO BUYER'S GUIDE

INDEX HEADINGS

- 403b Investment Advisors
- Accounting, Auditing & Financial Services
- Air Filtration
- Appraisers
- Architects
- Architectural Design
- Artificial Turf
- Athletic Surfaces & Coatings
- Athletics & Sports
- Auctioneers – Live & Online
- Audio/Visual Technology
- Badge Reels
- Benefit Programs
- Bleachers
- Building Construction Materials
- Building Maintenance
- Bus Sales & Parts
- Business & Administrative Services
- Chalkboards
- Computer Furniture
- Computer Hardware
- Computer Software
- Construction Management
- Construction/Restoration
- Consulting / Advocacy
- Consulting Services
- Cooperative Purchasing
- Custom Prefinished/Concrete Buildings
- Dairy Products
- Data Warehouse
- Disaster Planning
- Educational Testing
- Engineering Services
- Eye Care
- Facility Cooperatives
- Facility Permit Automation
- Fencing
- Finance/Securities
- Financial and Human Resource Software
- Fire & Water Restoration
- Fire Systems
- Floor Covering
- Food & Facilities
- Food Service Facilities Consultants
- Furniture
- Geothermal Heat Pump Systems
- Gym Flooring
- HVAC
- Information & Assessment Data Systems
- Insurance Services
- Janitorial Supplies
- Laminating Equipment
- Lanyards, Custom
- Legal Services
- Lockers
- Longitudinal Data Systems
- Mandate Reimbursement
- Marquees/Message Centers
- MIS Outsourcing
- Modular Buildings
- Mold Remediation
- Network Solutions & Servers & PC Solutions
- On-Demand Operations Management Software
- Playground Equipment
- Playground Surfacing
- Precast Concrete
- Professional Development
- Program/Construction Management
- Property, Casualty Insurance
- Public Finance
- Purchasing Cooperatives
- Retirement Benefits
- Retirement Plans and Services
- Risk Management Services
- Roofing & Flooring Systems
- Roofing Consultants
- Roofing Contractors
- School Facilities Support
- School Safety
- School Supplies
- School Transportation-Sales
- School/Student Insurance Plans
- Scoreboards
- Security
- Services/Utilities
- Shade Canopies/Shelters
- Shelving
- Sport Surfaces
- Tables & Benches
- Tax-Exempt Leasing
- Transportation
- Uniforms
- Water Extraction
- Website Design & Hosting
- Wheelchair & Occupant Securement Systems
- Accounting
- Workers Compensation Insurance

PRICING WORKSHEET

Enhanced Listing \$200 x _____ \$ _____

Additional Headings \$100 x _____ \$ _____

URL Links (digital version) \$150 x _____ \$ _____

Total additional listing fees: \$ _____

