

2017 Media Kit

Tap Into the CASBO Network!



Purchasing Power
\$70 Billion K-14 California
education marketplace

Welcome

The California Association of School Business Officials (CASBO) is a membership organization comprising a captive network of decision makers from California public school districts and county offices of education. Boasting one of the largest collections of superintendents, CBOs, human resources directors and other key administrators, CASBO is the place

to connect with industry colleagues who are the informed, experienced feet on the ground in California's public schools, as well as keep your finger on the pulse of the latest developments in school business news, legislation and education policy. Our readership includes the following school business professionals.

- * Superintendents
- * Deputy superintendents
- * Chief business officials
- * Accounting directors
- * Child nutrition directors
- * Facilities directors
- * Financial services directors
- * Human resources directors
- * Maintenance & operations directors
- * Payroll directors
- * Purchasing directors
- * Risk management directors
- * Technology directors
- * Transportation directors



California School Business Magazine

Our network provides a robust venue for the latest education information and news. A key resource of that information is our magazine, “California School Business,” a quarterly, award-winning print publication that dives into critical subjects with various perspectives, data and facts. Thousands of education leaders tap into the complex issues raised in our magazine, ranging from the state’s budget implications to diverse solutions to business management concerns. “California School Business” is a true resource for our association of school business professionals!



Annual Conference Program Guide

The program guide for our Annual Conference & California School Business Expo is the primary source of information for our attendees. Held in April every year, Annual Conference is our premier professional development event, and the expo is the largest, most comprehensive education trade show in California. The program guide is an ideal channel through which to reinforce your marketing message with this key audience!



California School Business News

Our members count on our bi-monthly digital newsletter to provide timely details of CASBO updates and activities, news about California’s various school business education disciplines and contributions from our members. It also features our popular “Job Listings” insert, which is comprised of ads placed by public school organizations throughout the state. Emailed to more than 14,000 readers, our eNewsletter is a widely sought-after publication that provides you with a digital channel to reach our network!



casbo.org

Our website provides breaking news and information; popular resources available anytime, anywhere; and most importantly, secure interactivity that allows our members to connect peer-to-peer, register online, and stay current on important news and information affecting school business.

- * Over one million yearly page views . . . and growing!
- * More than 160,000 yearly visits
- * 65 percent returning visitors, 35 percent new visitors

Editorial Guidelines

The feature articles included in our magazine and eNewsletter are written by professional journalists and are based on interviews with CASBO members and school industry leaders, as well as topical news items of interest.

Standing columns in each issue of the quarterly magazine are written by CASBO staff and the association's president.



Letters to the Editor

We gladly accept letters to the editor for publication in our quarterly magazine. Letters should relate to feature articles or columns previously published in the magazine and/or should be on topics about which the writer is an expert or has an opinion. Letters should not exceed 200 words.

Suggestions for Feature Topics

From time to time, we accept suggestions for feature articles in our quarterly magazine and bi-monthly eNewsletter. CASBO staff will review and consider suggested topics in our editorial planning meetings. When submitting your recommendation, please include the full names and titles for all sources* proposed to be included in the article. Articles should not exceed 1,800 words for the quarterly magazine; and 750 words for the eNewsletter.

Our publications follow Associated Press (AP) writing style. We reserve the right to edit all submissions for space, clarity and style considerations. CASBO owns and maintains the copyright on all publication content. We are pleased to allow reprints of our content upon written request.

Send your editorial submissions via email to our editor, Tatia Davenport, at tdavenport@casbo.org. For more information, please call Tatia at 916.504.2249.

** Suggested sources should be CASBO members or noted experts on the recommended topic.*

2017 Editorial Calendar



California School Business News (Quarterly Magazine)

SUBMISSION DEADLINE (Ads)

February 17
 May 12
 August 10
 November 3

SUBMISSION DEADLINE (Content)

January 10 March 2017
 March 20 July 2017
 June 26 September 2017
 September 10 December 2017

PUBLISH DATE

Annual Conference Program Guide

SUBMISSION DEADLINE

February 6

PUBLISH DATE

April 2017

California School Business News (Bi-Monthly eNewsletter)

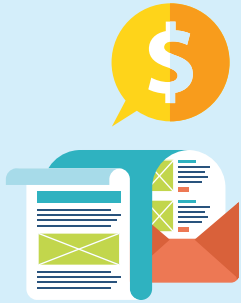
SUBMISSION DEADLINE

ALL TUESDAYS (*EXCEPT JULY 3)

January 3 January 10
 January 17 January 24
 January 31 February 7
 February 14 February 21
 February 28 March 7
 March 14 March 21
 March 28 April 4
 April 18 April 25
 May 2 May 9
 May 16 May 23
 May 30 June 6
 June 13 June 20
 July 3* July 11
 July 18 July 25
 August 8 August 15
 August 22 August 29
 September 5 September 12
 September 19 September 26
 October 3 October 10
 October 17 October 24
 October 31 November 7
 November 14 November 21
 November 28 December 5
 December 12 December 19

PUBLISH DATE

2017 Rate Card



Size/Position

Size/Position	1XRate*	4XRate*	5XRate*
Back cover	\$2200	\$1980	\$1760
Inside covers	\$2000	\$1800	\$1600
Full page	\$1800	\$1620	\$1440
1/2 page	\$1500	\$1350	\$1200
1/3 page	\$1100	\$ 990	\$ 880
1/4 page	\$ 900	\$ 810	\$ 720
Web brick-home page (quarterly insertion)	\$ 600	\$ 540	\$ 480
eNewsletter ad (monthly insertion)	\$ 300	\$ 270	\$ 240

*All rates are listed per insertion:

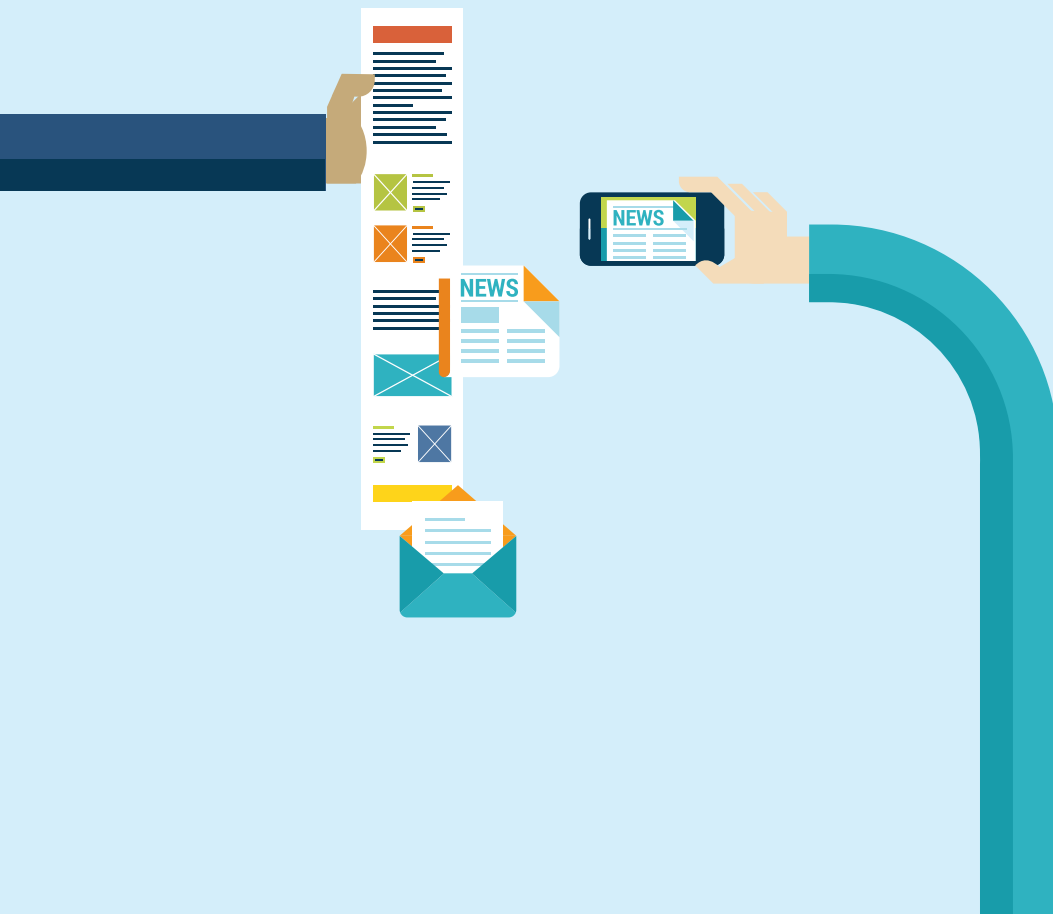
4X rate is four (4) consecutive ads in the quarterly magazine.

5X rate is four (4) consecutive ads in the quarterly magazine and one (1) ad in the Annual Conference program guide.

Website rates are on a quarterly basis, except eNewsletter ads. Discounted insertion rates are based on an advertiser's participation in the printed publications. Discount, color or promotional rates are not commissionable.

Guaranteed Special Position

Other than covers, there is a fifteen (15) percent surcharge on space to secure preferred position. Otherwise, all space requests are accommodated at the discretion of the publisher and are based on space available.



Mechanical Specifications



California School Business (Quarterly Magazine)

SIZE	WIDTH		HEIGHT
Full pg (bleed)	9"	x	12" + .125" for bleeds on all sides; leave .375" live area inside the trim
Full pg (float)	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	9"	x	12"

Annual Conference Program Guide

SIZE	WIDTH		HEIGHT
Full pg (bleed)	5.75"	x	8.5" + .125" for bleeds on all sides; leave .375" live area inside the trim
Full pg (float)	5"	x	7.5"
1/2 vt	2.333"	x	7.5"
1/2 hz	5"	x	3.666"
1/3 vt	2.333"	x	4.916"
1/4 vt	2.333"	x	3.666"
1/4 hz	5"	x	1.666"

California School Business News (Bi-Monthly eNewsletter)

SIZE	WIDTH		HEIGHT
Block	300	x	250 (pixels, RGB only)
Banner	470	x	60 (pixels, RGB only)

CASBO Website*

SIZE	WIDTH		HEIGHT
Home pg	790	x	90 (pixels, RGB only)

*Ads must be static, with no blinking or rotating.

File sizes must not exceed 64MB to optimize load time without sacrificing quality of the image.

File Formats Accepted

Prepare your camera-ready art that matches the exact dimensions of the specified ad and submit it 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)

Artwork and Order Submission

Artwork Submission

Send your electronic file to us in one of the following ways:

- * Upload it online at www.aosinc.biz (please place your file in the correct directory AND issue folder); or
- * Send it via email to your ad rep (please indicate the name of the advertising company, book and issue in the subject box).

Insertion Order

To place your insertion order and review a copy of our advertising regulations and policy, or for questions about uploading/sending your artwork, please contact:

Association Outsource Services, Inc.
9580 Oak Avenue Parkway, Suite 7273, Folsom, CA 95630
Sales Office 916.990.9999 Fax 916.990.9991

