



**Media Kit
Welcome**

Tap into the CASBO Network

PURCHASING POWER:

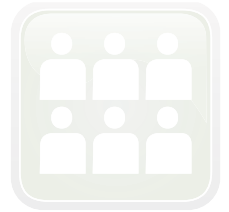
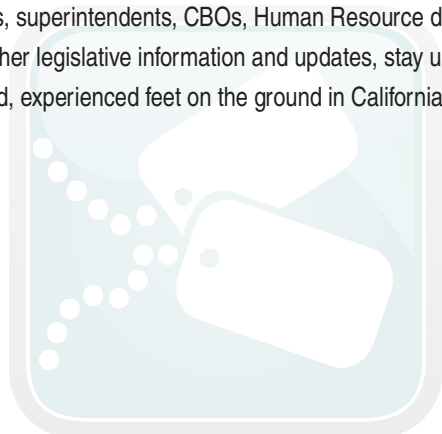
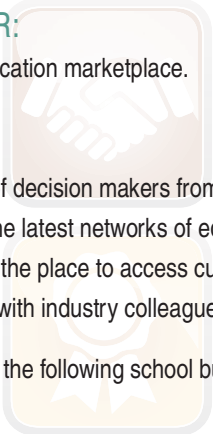
\$70 billion K-14 California education marketplace.

AUDIENCE:

CASBO is a captive network of decision makers from school districts and county offices of education throughout the state. As a resource and integrated network of one of the latest networks of education administrators, superintendents, CBOs, Human Resource directors, and other key administrators, CASBO is the place to access current school news, gather legislative information and updates, stay up to speed on education policy and connect with industry colleagues who are the informed, experienced feet on the ground in California's public schools.

The CASBO network 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 and Operations Directors
- Payroll Directors
- Purchasing Directors
- Risk Management Directors
- Technology Directors
- Transportation Directors





**Media Kit
Welcome**

California Association of School Business Officials

California School Business Magazine

The CASBO network provides a robust venue of the latest education information and news. A key resource of information is the California School Business Magazine, a quarterly award-winning print magazine that dives into critical issues with various perspectives, data and facts. Thousands of education leaders tap into the perplexed issues raised in California School Business Magazine, ranging from the state's budget implications or diverse solutions to business management issues. The California School Business Magazine is a true resource to the CASBO network.

Annual Conference Program Guide

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

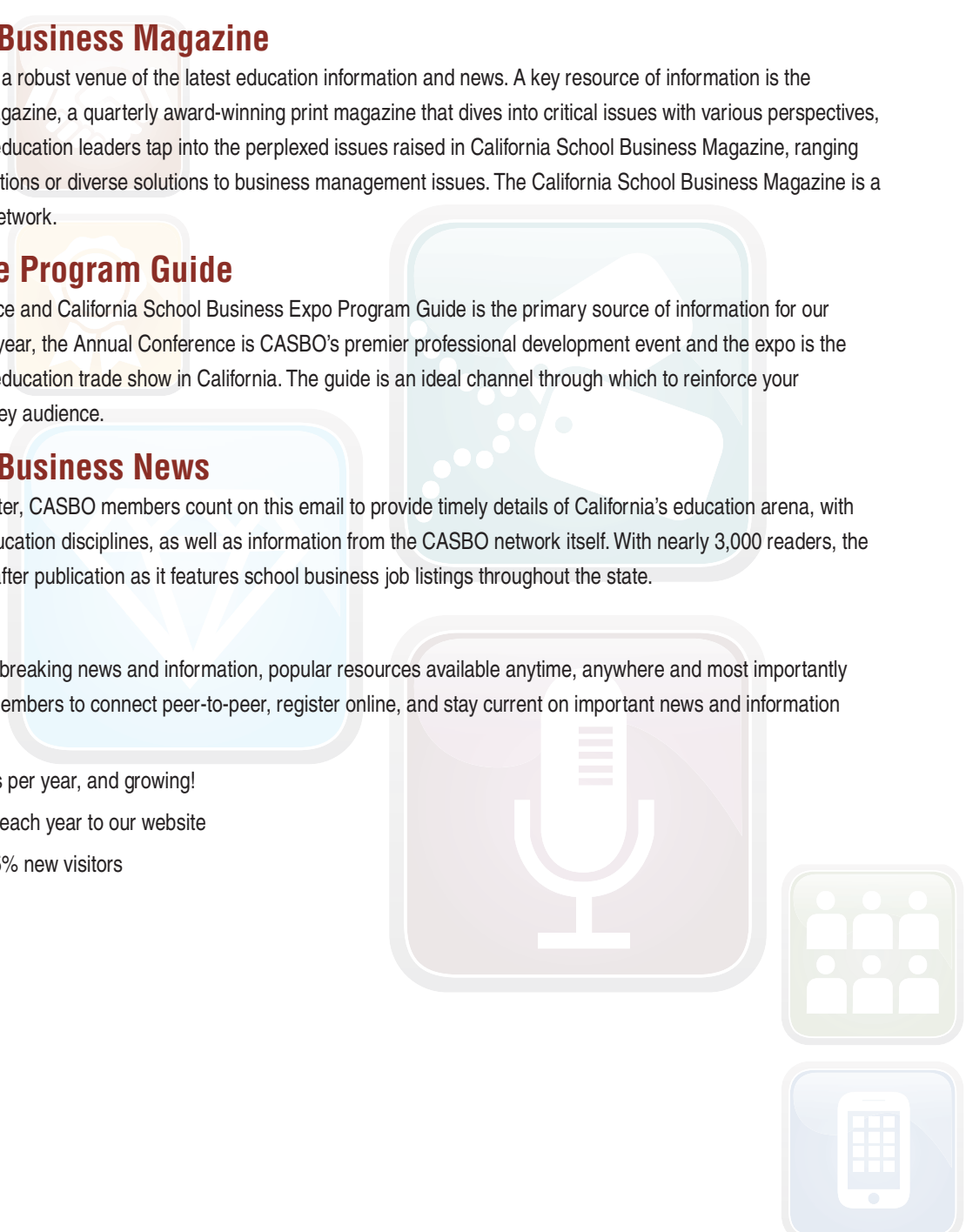
California School Business News

Now a twice monthly newsletter, CASBO members count on this email to provide timely details of California's education arena, with regular updates on various education disciplines, as well as information from the CASBO network itself. With nearly 3,000 readers, the newsletter is a widely sought-after publication as it features school business job listings throughout the state.

CASBO Website

The CASBO website provides breaking news and information, popular resources available anytime, anywhere and most importantly secure, interactivity allowing members to connect peer-to-peer, register online, and stay current on important news and information impacting school business.

- Over 1 million page views per year, and growing!
- More than 160,000 visits each year to our website
- 65% returning visitors, 35% new visitors





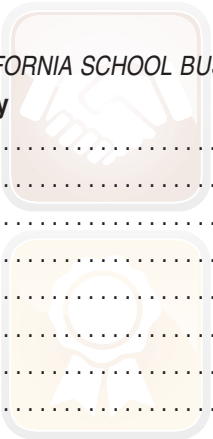
**Media Kit
Deadlines**

California Association of School Business Officials

Deadlines

DEADLINES FOR THE CALIFORNIA SCHOOL BUSINESS NEWS (E-NEWSLETTER):

Deadline Date 2015 - Tuesday	Publication Date 2015 - Tuesday
January 6	January 13
January 20	January 27
February 3	February 10
February 17	February 24
March 3	March 10
March 17	March 24
April 7	April 14
April 21	April 28
May 5	May 12
May 19	May 26
June 2	June 9
June 16	June 23
July 7	July 14
July 21	July 28
August 4	August 11
August 18	August 25
September 1	September 8
September 15	September 22
October 6	October 13
October 20	October 27
November 3	November 10
November 17	November 24
December 1	December 8
December 15	December 22



CASBO

Media Kit Rate Card

California Association of School Business Officials

Deadlines

California School Business Magazine - Spring 2015.....	February 13, 2015
CASBO 2015 Annual Conference Program.....	January 30, 2015
California School Business Magazine - Summer 2015	May 22, 2015
California School Business Magazine - Fall 2015	August 21, 2015
California School Business Magazine - Winter 2015.....	October 23, 2015

Advertising Rates:

Size/Position	1 X Rate*	4 X Rate*	5 X Rate*
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
Web Brick Topic Page (quarterly insertion)	\$500	\$450	\$400
E-Newsletter Ad (monthly insertion)	\$300	\$270	\$240

***All Rates are listed per insertion:**

4 X Rate is 4 consecutive ads in the Magazine

5 X Rate is 4 ads in the Magazine and 1 ad in the Program.

Website rates are based on a quarterly basis except the E-newsletter 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, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.



Media Kit Ad Specs

California Association of School Business Officials

CASBO Onsite Conference Guide Mechanical Specs

Size	Width		Height
Full pg	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"

CSB Magazine 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:	9"	x	12"

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

Submission

Advertisers must submit their camera-ready art, matching the exact dimensions of the specified ad 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)

Post electronic file to www.aosinc.biz. Please be sure to place your ad art in the correct directory AND issue folder.

OR

EMAIL to your ad rep and please indicated the name of the advertising company, book and issue in the subject box.

Ad design is available for a fee from Mattas Media. Contact Lori Mattas at (916) 837-5996 or design@mattasmedia.com



Media Kit Ad Specs

California Association of School Business Officials

Web Brick Home Page and Topic Page Specs

- Size is 235 w x 115 h pixels, RGB only
- File sizes should be kept small to optimize load time without sacrificing quality of the image presentation.
- Ads must be static, no blinking or rotating ads.

E-Newsletter Ad Specs

- Block ad is 300 w x 250 h pixels, RGB only
- Banner ad is 470 w x 60 h pixels, RGB only

Editorial Guidelines

California School Business magazine is the premier publication of the California Association of School Business Officials. The magazine follows Associated Press (AP) writing style.

The feature articles included in California School Business are written by professional journalists based on interviews with CASBO member and school industry leaders.

A series of standing columns in each issue are written by CASBO staff and the association's president.

LETTERS TO THE EDITOR

California School Business gladly accepts letters to the editor for publication in upcoming issues of the magazine. Letters should relate to feature articles or columns previously published in the magazine, and/or on topics about which the writer is an expert or has an opinion. Letters should not exceed 200 words.

SUGGESTIONS FOR FEATURE TOPICS

- Please send a query letter with your recommendation for a feature article or general topic.
- Please provide full names and titles for all sources proposed to be included in the article.
- Suggested sources should be CASBO members or noted experts on the recommended topic.
- Suggested feature story topics will be reviewed in quarterly editorial planning meetings.

All submissions should be sent to editor Tatia Davenport at tdavenport@casbo.org for consideration and will be edited for space, clarity and style considerations. CASBO owns and maintains the copyright on all publication content. The association is pleased to allow reprints of its content upon written request. For more information contact Tatia Davenport at 916-504-2249.



Media Kit Insertion Order

California Association of School Business Officials

Advertiser (name of company or product being advertised) _____

Agency (if applicable) _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone Fax _____

E-mail Address Web Site _____

Product or Service Category for Index Heading _____

Sales or Marketing Contact _____ Phone _____

Space Rate: Member Non-member \$ _____

Special Placement (add 15% to gross): \$ _____

Discounts _____ -\$ _____

Insert Charges: \$ _____

Color Charges: \$ _____

Design Charges: \$ _____

Net Cost Per Insertion: \$ _____

Number of Insertions: _____

Artwork: pick up from: _____ New Placement: _____

ISSUE	Size	Shape	Color	Price

Conference Program _____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. **First time advertisers must prepay for the first insertion.** Return completed form to: **115 Spring Water Way, Folsom, CA 95630** or Fax to (916) 990-9991. Sales Office (916) 990-9999; Payment made to: **Association Outsource Services, Inc.**

Authorizing Signature _____ Date _____

Name and Title (Please Print) _____ Date _____

ADVERTISING INVOICE

COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) AGENCIES placing orders are responsible for payment. Fifteen (15) percent commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) PRO-RATE CLAUSE: If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings—no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/ or non-delivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/ insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. n) Closing dates for insertion orders and camera-ready materials are listed in the editorial calendar. o) Cancellations are not accepted after the Advertising Space Deadline date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 75 percent cancellation fee will be charged. EDITORIAL CONSIDERATIONS: All press release and editorial requests should be submitted to the CASBO office at (916) 447-3783. MATERIALS: Advertiser or authorized agency must forward all materials, in accordance with deadline schedule, to: **115 Spring Water Way • Folsom, CA 95630**. Digital art may be uploaded to www.aosinc.bi

For administrative use only

SR: _____ Date _____

VP: _____ Date _____

