



Tap into the \$90 billion buying power of California business officials in TK-14 public education

The California Association of School Business Officials (CASBO) is the Golden State's foremost authority on school business. Founded in 1928, the non-profit organization serves more than 25,000+ members by promoting excellence and professionalism in all aspects of school operations. Through innovative professional development, advocacy, and networking programs, CASBO inspires efficient and effective leadership of California's public education institutions to support the state's 6.1 million TK-14 students in the 21st century and beyond.



The foremost authority in school business since 1928.

CASBO media puts your products and services in front of 25,000+ California school business professionals, including:

- 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

California School Business magazine is a quarterly, award-winning 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.



Annual Conference Program Guide

CASBO Con (formerly CASBO Annual Conference) is California's largest, most comprehensive trade show for school business, as attended by 3,000+ school business professionals and 300+ expo vendors each spring. This printed supplement features helpful tips and information for conference attendees, along with a schedule of all activities and break-out sessions during the event.



CASBO Insights

Sent monthly, our e-newsletter features updates on the association and sent to all 25,000+ members. Highlights of standing sections include a message from CEO Tatia Davenport, upcoming state and regional events, plus hot school business jobs, industry news and more.



casbo.org

CASBO's website is a key resource for California school business professionals. With over 150,000 visitors per year, our site is the go-to destination for school business officials to stay informed on the latest news and trends, access valuable resources, and connect with other professionals in the field.

The feature articles included in our magazine and newsletter are written by professional writers 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, the association's president and approved guest contributors.



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.

Feature Topic Suggestions

Ideas for articles can be submitted via e-mail to insight@casbo.org for consideration. As a member-driven association, first consideration is given to CASBO members working school business professionals at local education agencies.



Editorial Calendar

California School Business magazine

| Publish Date | Ad Submissions Due |
|------------------------|--------------------|
| Spring / March 2024 | February 16, 2024 |
| Summer / June 2024 | May 10, 2024 |
| Fall / September 2024 | August 9, 2024 |
| Winter / December 2024 | November 8, 2024 |

CASBO Con 24 Program Guide

| Publish Date | Ad Submissions Due |
|---------------|--------------------|
| April 7, 2024 | February 23, 2024 |

CASBO Insights

| Publish Date | Ad Submissions Due |
|------------------------------|--------------------------|
| Last Wednesday of each month | 10 days before (Fridays) |
| November 1, 2023 | October 13, 2023 |
| November 29, 2023 | November 17, 2023 |
| December 27, 2023 | December 15, 2023 |
| January 31, 2024 | January 12, 2024 |
| February 28, 2024 | February 16, 2024 |
| March 27, 2024 | March 15, 2024 |
| April 24, 2024 | April 12, 2024 |
| May 29, 2024 | May 17, 2024 |
| June 26, 2024 | June 14, 2024 |



Rate Card

California School Business magazine is a quarterly, award-winning 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.

| Size/Position | 1X Rate* | 4X Rate* | 5X Rate* |
|---|----------|----------|----------|
| Magazine back cover | \$2200 | \$1980 | \$1760 |
| Magazine inside covers | \$2000 | \$1800 | \$1600 |
| Magazine full page | \$1800 | \$1620 | \$1440 |
| Magazine 1/2 page | \$1500 | \$1350 | \$1200 |
| Magazine 1/3 page | \$1100 | \$ 990 | \$ 880 |
| Magazine 1/4 page | \$ 900 | \$ 810 | \$ 720 |
| Web brick-home page (quarterly insertion) | \$ 600 | \$ 540 | \$ 480 |
| Newsletter 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 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 (Print Only)

Other than covers, there is a 15% 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.



California School Business (Quarterly Magazine)

| Size | Width | | Height |
|-----------------|--------|---|---|
| Full pg (bleed) | 9" | x | 12" (.125" added to each side that needs to bleed; leave .375" live area inside trim) |
| Full pg (float) | 8" | x | 10.25" |
| 1/2 vt | 3.875" | x | 10.25" |
| 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) | 8.5" | x | 11" (.125" added to each side that needs to bleed; leave .375" live area inside trim) |
| Full pg (float) | 7.5" | x | 10" |
| 1/2 vt | 3.625" | x | 10" |
| 1/2 hz | 7.5" | x | 4.875" |
| 1/4 vt | 3.625" | x | 4.875" |
| 1/4 hz | 7.5" | x | 2.315" |

CASBO Insights (Monthly E-mail Newsletter)

| Size | Width | | Height |
|-------|-------|---|-----------------------|
| Block | 300 | x | 250 pixels (RGB only) |

Ads must be on a solid-color (non-white) background, or enclosed by a solid-color (non-white) border.
File sizes must not exceed 500KB, and ads should contain minimal text in a legible font to optimize image quality.

CASBO Website

| Size | Width | | Height |
|---------|-------|---|----------------------|
| Desktop | 728 | x | 90 pixels (RGB only) |
| Mobile | 320 | x | 50 pixels (RGB only) |

Ads must be static, with no blinking or rotating.
File sizes must not exceed 64MB to optimize load time without impacting 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:

For print publications: Press-quality PDF (with bleeds when applicable); or 300 PPI EPS or PNG (must be original min. resolution)

For digital publications: 300 PPI JPG or PNG (must be original min. resolution)

Artwork Submission

Upload digital ads for website and e-newsletter at:

<https://casbo.info/ads>

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.

P.O. Box 39

Fair Oaks, CA95628

Sales Office 916.961.9999

