2023-24 Media Kit



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. **K**CASBO

The foremost authority in school business since 1928.

CASBO Media

Editorial Guidelines

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

- Purchasing Directors
- Risk Management Directors
- Technology Directors
- Transportation Directors



California School Business magazine

Payroll Directors

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

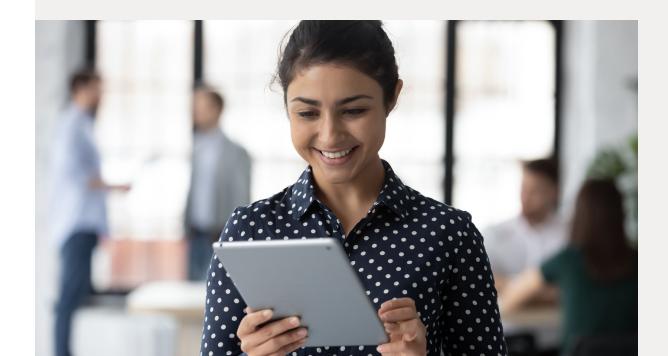
Sent monthly, our e-newsletter features updates on the association and sent to all 25,000+ members. Highlights of standing sections include a message from CEO Tatia Davenport, upcoming state and regional events, plus hot school business jobs, industry news and more.



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

DL	liah	Data
PUD	IISH	Date

Spring / March 2024 Summer / June 2024 Fall / September 2024 Winter / December 2024

Ad Submissions Due February 16, 2024 May 10, 2024 August 9, 2024 November 8, 2024

CASBO Con 24 Program Guide

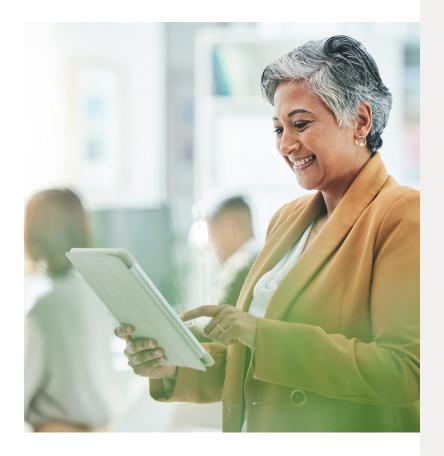
Publish Date April 7, 2024

Ad Submissions Due February 23, 2024

CASBO Insights

Publish Date				
Last Wednesday of each month				
November 1, 2023				
November 29, 2023				
December 27, 2023				
January 31, 2024				
February 28, 2024				
March 27, 2024				
April 24, 2024				
May 29, 2024				
June 26, 2024				

Ad Submissions Due 10 days before (Fridays) October 13, 2023 November 17, 2023 December 15, 2023 January 12, 2024 February 16, 2024 March 15, 2024 April 12, 2024 May 17, 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*
Magazine back cover	\$2200
Magazine inside covers	\$2000
Magazine full page	\$1800
Magazine 1/2 page	\$1500
Magazine 1/3 page	\$1100
Magazine 1/4 page	\$ 900
Web brick-home page (quarterly insertion)	\$ 600
Newsletter ad (monthly insertion)	\$ 300

*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.



4X Rate*	5X Rate*
\$1980	\$1760
\$1800	\$1600
\$1620	\$1440
\$1350	\$1200
\$ 990	\$ 880
\$ 810	\$ 720
\$ 540	\$ 480
\$ 270	\$ 240

Ad Specifications

File Submissions & Insertion Orders

California School Business (Quarterly Magazine)

Size	Width		Height
Full pg (bleed)	9″	Х	12" (.125" added to each side that needs to bleed; leave .375" live area inside trim)
Full pg (float)	8″	Х	10.25″
1/2 vt	3.875"	Х	10.25″
1/2 hz	8″	Х	5″
1/3 sq	5.25"	Х	5″
1/4 vt	3.875"	Х	5″
Trim size	9″	Х	12"

Annual Conference Program Guide

Size	Width		Height
Full pg (bleed)	8.5″	Х	11" (.125" added to each side that needs to bleed; leave .375" live area inside trim)
Full pg (float)	7.5″	Х	10"
1/2 vt	3.625"	Х	10"
1/2 hz	7.5″	Х	4.875″
1/4 vt	3.625"	Х	4.875″
1/4 hz	7.5″	Х	2.315"

CASBO Insights (Monthly E-mail Newsletter)

Size	Width		Height
Block	300	Х	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	Х	90 pixels (RGB only)
Mobile	320	Х	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

