

CASBO CON 26

AUDIENCE SALES BRIEF

Strategic Access to California's TK-14 Decision Makers

CASBO Con connects you to more than **2,000** school business professionals working in **400+** public education agencies across the state.

Most Common Job Titles each with 100+ contacts

- ▶ Director of Fiscal Services
- ▶ Chief Business Officer (CBO)
- ▶ Assistant Superintendent of Business Services
- ▶ Director of Purchasing
- ▶ Superintendent
- ▶ Buyer
- ▶ Director of Business Services
- ▶ Accounting Manager
- ▶ Principal
- ▶ Purchasing Manager
- ▶ Director of Transportation
- ▶ Director of Human Resources
















Decision Makers at Every Level 72% Manager+

326	C-Level Executives & Assistant Superintendents
27	Superintendents & Board Members
441	Directors
299	Assistant Directors, Supervisors, Managers
166	Consultants and Advisors
491	Support Staff (Bookkeepers, Analysts, Admin)

Build meaningful brand visibility by reaching influential decision-makers with purchasing power and operational authority.

AREAS OF RESPONSIBILITY

15 disciplines

 275 Chief Business Officials (CBOs)	 191 Accounting	 1281 Financial Services	 77 Human Resources	 68 Payroll
 148 Purchasing & Procurement	 79 Maintenance & Operations	 49 Technology	 15 Retiree	 62 Child Nutrition Services
 66 Facilities	 26 Transportation Services	 15 Special Education	 32 Risk Management	 9 Charter School

Plus **106** Administrative Staff and **207** Company & Business Employees.

GEOGRAPHIC REACH

10 CASBO Sections

17%	Eastern	15%	South Bay
15%	Sacramento	8%	Central Bay
17%	Southern	4%	Shasta
12%	Central	3%	Tri-Counties
6%	San Diego/Imperial	3%	North Bay

Including the largest districts (USD) and county offices (COE) in the state: Los Angeles USD & COE, San Bernardino City USD & CSS, San Diego COE, Torrance USD, Orange County DOE, Oakland USD.

