

About the Advocate

Advertise with the *Kentucky School Advocate*, the only publication that reaches Kentucky's 850-plus board members at their primary address. Published 10 times annually, with one dedicated online issue, the *Advocate* generates original and timely content tailored to Kentucky school board members and administrators.

Our readers serve as decision-makers and influencers for Kentucky educational services, a billion-dollar industry. Facilities projects alone represent over \$600 million in annual spending. Collectively, school districts are the largest employer in Kentucky.

The *Kentucky School Advocate* has a circulation of approximately 2,000, with distribution to school board members and district administration. Reader surveys showed that 98 percent of superintendents and 92 percent of school board respondents read the *Advocate*.

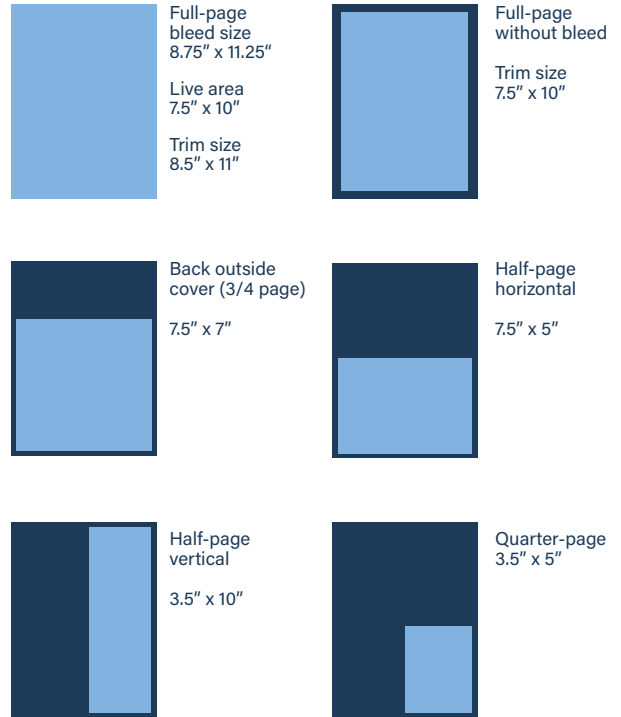
Schedule

Issue	Artwork Deadline
January	December 1
February	January 3
April	March 1
May	April 2
June	May 2
July/August	July 2
September	August 1
October	September 4
November	October 1
December	November 1

2018 Ad Rates

Size & Placement	1x	2x	3x+	5x+	7x+	10x
Back Cover 3/4 Page	\$825	\$775	\$725	\$675	\$625	\$575
Inside Front Cover	\$775	\$735	\$690	\$645	\$600	\$555
Inside Back Cover	\$750	\$710	\$670	\$630	\$590	\$540
Full-page	\$660	\$630	\$600	\$570	\$540	\$510
Half-page	\$440	\$420	\$400	\$380	\$360	\$340
Quarter-page	\$275	\$260	\$245	\$230	\$215	\$200

Ad Specifications



Requirements

- Digital files only
- Press-ready PDF (300 dpi CMYK; fonts embedded) preferred
- TIFF or EPS files accepted
- No advertorial-style or sponsored content accepted
- Ads less than a full page may be grouped with others
- All content subject to review by KSBA. The association reserves the right to cancel or reject any advertising.

Reserve your space today.
Contact Rachel Noble, KSBA marketing manager

Email: rachel.noble@ksba.org
Direct: (502) 783-0069 Toll Free: (800) 372-2962 x 1203

Advertiser Information

Company Name:

Address:

City, State, Zip:

Contact:

Phone:

Email:

Please classify your industry:

KSBA Affiliate Members receive a 10% discount on all rates.

Are you a 2018 KSBA Affiliate Member?

Yes No

If yes, Affiliate Member level

President's Gold Silver Bronze

Contract Terms

KSBA reserves the right to position the advertisement unless such a position is part of the contract, and to label content as "advertisement." Cancellations are not accepted past closing date for space. Failing to complete a committed schedule will result in billing adjustment to the actual earned rate.

Payment is required with contract for first insertion, regardless of the number of insertions reserved. Advertisers may prepay the entire cost for multiple insertions, or chose to be invoiced upon publication of each insertion. Advertisers agree to pay KSBA within 30 days of receipt of invoice. KSBA reserves the right to require prior payment for advertisements when deemed necessary and to refuse to publish ads for any advertiser who is delinquent.

The advertiser and agency assume responsibility for content and will indemnify and hold the publisher harmless from and against any loss, expense or liability resulting from their advertising, without limitation. Rates are subject to change.

Order Information

Advertiser Authorized Signature

Printed Name/Title:

Date:

Selected Issues and Sizes

April 2018

Size/placement: _____

May 2018

Size/placement: _____

June 2018

Size/placement: _____

July/August 2018

Size/placement: _____

September 2018

Size/placement: _____

October 2018

Size/placement: _____

November 2018

Size/placement: _____

December 2018

Size/placement: _____

Notes or special requests

Submit the completed form and all artwork to
Rachel Noble, KSBA marketing manager

Email: rachel.noble@ksba.org

Direct: (502) 783-0069 Toll Free: (800) 372-2962 x 1203