

ATTENTION

Do you want the people who make spending decisions in Kentucky schools to pay *ATTENTION* to your products or services?

Our readers pay attention to what's in the *Kentucky School Advocate*, and they mean business.

Focus groups of board members and superintendents have told us that the main reasons they read the *Kentucky School Advocate* are to learn about what other school districts are doing, to find out more about successful practices and programs, and to get coverage of education issues.

This means our readers are focused intently on our content – and will bring that kind of attention to your advertising. Our readers aren't looking for fluff.

The *Kentucky School Advocate* magazine is published in full color 10 times a year in print form, averaging 24 pages per issue. The content of these issues also appears on KSBA's Web site. Two additional full-content issues are published exclusively online – one in August and one during the winter months (specific winter month may vary). KSBA's Web site averages 21,000 visits per month or about 4,500 page views each weekday.

The *Kentucky School Advocate* is read by:

- The state's nearly 900 *school board members* in 174 *school districts*. School board members set their district's policy, oversee its budget, are responsible for school construction and maintenance and make purchasing decisions.
- Kentucky's 174 *school superintendents*. Superintendents are the CEOs of their districts, responsible for the day-to-day operations ranging from transportation to technology.
- A wide range of others with an interest in public schools, including state legislators, school district business officers and other administrators, and educational cooperative directors.

KENTUCKY SCHOOL ADVOCATE

Kentucky's school districts and their individual schools purchase *millions of dollars* worth of products and services every year. The list includes:

- Technology products and services
- Playground and gym equipment
- Food service equipment
- Curriculum materials
- Legal services
- Office and classroom furniture
- Architectural services
- Office supplies and equipment
- Construction and repair services
- Classroom equipment
- School buses
- Climate control systems
- Band and art supplies

**Here's what some of our readers
say about the *Kentucky School Advocate*:**

*“Sometimes you get caught up in local issues and lose sight of the big picture.
The Advocate helps give that big picture.”*

“I'm not opening the Advocate for the fun of it, but to read it.”

“It provides a good snapshot of a lot of different topics.”

*“It gives me insight into what is going on in other districts that can be used in
my district – new concepts, new ideas.”*

Advertising rate schedule for

KENTUCKY SCHOOL ADVOCATE

For further information, contact
Mary Davis at 800-372-2962
mary.davis@ksba.org

CONTRACT TERMS AND CONDITIONS

The *Kentucky School Advocate* accepts advertising that is consistent with the business of operating school districts and the interests of our primary audience, as determined by the Kentucky School Boards Association. The association reserves the right to cancel or reject any advertising.

Space is limited and must be reserved via written insertion order by the first business day of the month prior to the month of publication. For example, a print or online ad appearing in the September issue must be reserved by the first business day of August. Ad content must accompany the order. The publication is mailed to subscribers during the last week of the month. Online content is posted on the first of the month.

KSBA reserves the right to position the print 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.

TECHNICAL SPECIFICATIONS

Please submit ad copy electronically to madelynn.coldiron@ksba.org

All images and fonts must be provided by advertiser.

Images must be in TIFF or EPS format, be at least 300 pixels per inch resolution and in CMYK mode.

Quality of reproduction is subject to quality of materials received.

KSBA does not set copy or provide layout services.

	1X	2X	3X - 5X	6X - 8X	9X - 10X
Full page	\$600	\$570	\$540	\$510	\$480
Inside cover front or back	\$700	\$665	\$630	\$595	\$560
Two-thirds page	\$500	\$475	\$450	\$425	\$400
Half page	\$400	\$380	\$360	\$340	\$320
Third page	\$300	\$285	\$270	\$255	\$240
Fourth page	\$250	\$237	\$225	\$212	\$200
Frequency discounts*		5%	10%	15%	20%

*Advertising must run within one year of the first insertion to qualify for a frequency discount.

All ads are full-color unless otherwise requested.

MECHANICAL MEASUREMENTS

(All dimensions are width x height in inches)

Ad size	width	height	bleed*
1/4 page (vertical)	2.25	7.5	N/A
(square)	3.5	5	N/A
1/3 page (square)	5	5	N/A
(horizontal)	7.5	3	N/A
1/2 page (vertical)	3.5	10.25	optional
(horizontal)	7.5	5	optional
2/3 page (vertical)	5.5	10.25	optional
(horizontal)	7.5	6	optional
Full page	7.5	10	optional

*Bleeds: These sizes provided upon request

Publication trim size: 8.5 x 11

WEB ADVERTISEMENTS

Web advertisements are available on the home page of the *Kentucky School Advocate* (accessed through the main KSBA Web site), where readers can access the current issue and archived issues. The site is designed to accommodate three Web ads at the top and three at the bottom. Print advertisers will receive a 25 percent discount on the rates listed below. Web ads are posted a full month; prices are per month.

Top: \$100 Bottom: \$100

Specs

Web ads with text and/or graphics should be submitted in PNG format. Web ads with photographs that require higher resolution should be submitted in JPEG/JPG format. All ads are 273x90 dpi. Please send electronically to madelynn.coldiron@ksba.org

KENTUCKY SCHOOL
ADVOCATE
Ad insertion order/contract

ADVERTISER INFORMATION

Name _____ Title _____
Organization/business _____
Address _____
City, state, zip _____
Phone _____ Fax _____ E-mail _____
Ad Agency (if applicable) _____
Agency address _____
Agency contact person and phone: _____

BILLING INFORMATION

Payment enclosed (check payable to KSBA):

- First insertion
(Required)
- Contract in full
- Invoice my organization

ORDER INFORMATION

PRINT ads: Issue(s) in which you would like your ad to appear (see preceding page for publication deadlines):

Print ad size: _____

If multiple issues: Same art will be used Different art will be used

WEB ads: Month in which you would like your ad to appear (see preceding page for publication deadlines):

Web ad placement: Top Bottom

Please provide all ads electronically to madelynn.coldiron@ksba.org. If the ad cannot be submitted electronically, please contact jenny.wohlleb@ksba.org to make other arrangements.

Authorized signature for this order: _____

Please mail form to: Madelynn Coldiron
Kentucky School Boards Association
260 Democrat Drive
Frankfort, KY 40601
Or fax: (502) 695-5451

For more information about advertising specifications or rates, contact Mary Davis at KSBA, 1-800-372-2962 or mary.davis@ksba.org