

# 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

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

Ad size: \_\_\_\_\_

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

Please provide all ads electronically to [madelynn.coldiron@ksba.org](mailto:madelynn.coldiron@ksba.org). If the ad cannot be submitted electronically, please contact [jenny.wohlleb@ksba.org](mailto: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](mailto:mary.davis@ksba.org)

# Puzzling over how to get attention for your business?

## LET US HELP YOU PUT THE PIECES TOGETHER.

The *Kentucky School Advocate* magazine isn't filled with a lot of fluffy school stories and puffery about the Kentucky School Boards Association that publishes it. The *Kentucky School Advocate* gets to the point: What do school boards and administrators need to know to operate their schools and educate their students?

That means when you turn its pages, you will see articles on school finance, facilities and construction, testing and curriculum, technology, school safety, college and career readiness and preschool, just to name a few of the relevant topics that have been covered.

Because of this serious focus, the school district decision-makers who read the *Kentucky School Advocate* tend to

read it carefully, giving them plenty of time to notice your advertisement.

As one reader noted, "I'm not opening the *Advocate* for the fun of it, but to read it."

## This offer is no puzzle!

The *Kentucky School Advocate* is offering a, **buy two, get one free advertising package**. It's simple: you buy a package of three ads of the same size over a 12-month period and get one of them free. Depending on the size of the ad, your company could realize a savings of \$225 to \$540 from this offer.





Advertising rate  
schedule for

# KENTUCKY SCHOOL ADVOCATE

The 24-page *Kentucky School Advocate* magazine is published in full color 10 times a year (including one combined July-August issue). The content of each issue also appears on KSBA's website ([www.ksba.org](http://www.ksba.org)), with one issue per year published exclusively online following our annual conference.

The *Kentucky School Advocate* is read by:

- The state's nearly **900 school board members** in **173 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 **173 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'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

## Why educators read the *Kentucky School Advocate*:

*"The Kentucky School Advocate does an outstanding job monitoring and reporting the data relative to hot-button issues and cutting-edge technology."*

*"The Kentucky School Advocate keeps its readers aware of wide spectrum of events, including approaching training opportunities and the latest legislative issues."*

*"In a quick read I get a message from our executive director and/or our association president as well as an agenda of topics at board tables of surrounding districts. I tend to think that if we aren't talking about it in our district, we probably should be."*

### 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 an 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 with the goal of being received around the first of the month. New online content also is posted on the first of the month.

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.

### TECHNICAL SPECIFICATIONS

Please submit ad copy electronically to

[madelynn.coldiron@ksba.org](mailto: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