

KENTUCKY SCHOOL

ADVOCATE

A PUBLICATION OF THE KENTUCKY SCHOOL BOARDS ASSOCIATION

2023-24 Advertising Information

- ▶ Advertise with the Kentucky School Advocate, the only publication that reaches Kentucky's 857 board members at their primary address.
- ▶ Published 10 times annually, the Advocate generates original and timely content tailored to Kentucky school board members, administrators and other education policy makers.
- ▶ Our readers serve as decision-makers and influencers for Kentucky educational services, a billion-dollar industry. Facilities projects alone represent more than \$600 million in annual spending. Collectively, school districts are the largest employer in Kentucky.
- ▶ The Advocate has a circulation of nearly 2,000, with distribution to school board members, district administrators, state education officials, legislators and education advocates. Reader surveys show that 98 percent of respondents read the Advocate.

2023-24 Advocate Schedule

Issue	Deadline to reserve space	Artwork deadline
August 2023	June 16	July 6
September 2023	July 20	Aug. 3
October 2023	Aug. 22	Sept. 7
November 2023	Sept. 21	Oct. 5
December 2023	Oct. 19	Nov. 8
January 2024	Nov. 16	Dec. 5
February 2024	Dec. 14	Jan. 4
April 2024	Feb. 15	March 5
May 2024	March 21	April 4
June 2024	April 18	May 9

(Ad schedule subject to change)



Reserve your space today!
Contact Matt McCarty, KSBA
Matt.McCarty@KSBA.org
O: 800.374.2962 ext. 1209
D: 502.783.0074
M: 859.421.4334



KSBA
KENTUCKY SCHOOL BOARDS
ASSOCIATION

2023-24 Advertising Rates

Size & Placement	1x	2x	3x+	5x+	7x+	10x
Back Cover 3/4 Page	\$875	\$825	\$775	\$725	\$675	\$625
Inside Front Cover	\$820	\$780	\$730	\$685	\$640	\$595
Inside Back Cover	\$790	\$745	\$700	\$660	\$620	\$570
Full-page	\$695	\$650	\$620	\$590	\$560	\$530
Half-page	\$470	\$450	\$430	\$410	\$390	\$370
Quarter-page	\$295	\$280	\$265	\$250	\$235	\$220

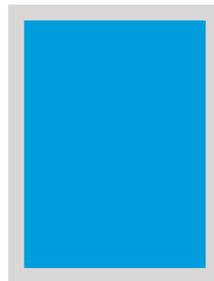
Advocate Ad Requirements

- ▶ All advertising must be sent to KSBA as digital files and must be print ready.
- ▶ KSBA will accept ads as PDF (preferred), TIF or EPS files. Ads should be 300 DPI, CMYK with fonts embedded.
- ▶ Please do not include crop, bleed or registration marks on ads.
- ▶ Ads can be sent to Matt.McCarty@KSBA.org. If files are too large for email, please contact Matt via email or at 502.783.0074 to make other arrangements.
- ▶ 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.

Advocate Ad Specifications

Full-page ad
(with bleed)

Live area: 7.5" x 10"
Trim size: 8.5" x 11"
Bleed size: 8.75" x 11.25"



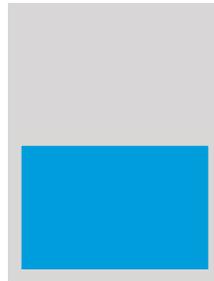
Full-page ad
(without bleed)

7.5" x 10"

Back cover

Live area: 7.5" x 7"
Trim size: 8.5" x 7.5"
Bleed size: 8.75" x 7.62"

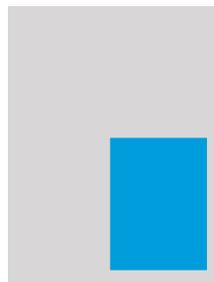
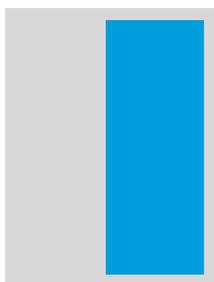
(Bleed is not needed on top part of ad)



Half-page horizontal

7.5" x 5"

Half-page vertical
3.75" x 10"



Quarter-page
3.75" x 5"

