# **KENTUCKY SCHOOL** OCATE

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. 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 (502) 695-5451 Or fax:

For more information about advertising specifications or rates, contact Mary Davis at KSBA, 1-800-372-2962 or 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?

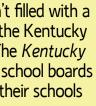
That means when you turn its pages, you will see articles on school finance, facilities and construction, testing and curriculum, technology, school safety, college and career readiness and preschool, just to name a few of the relevant topics that have been covered.

Because of this serious focus, the school district decisionmakers who read the Kentucky School Advocate tend to

# 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.

it."



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



A publication of the Kentucky School Boards Association

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), 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." Advertising rate schedule for ADV(

#### **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

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.



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

	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 1/4 page (vertical)	width 2.25	height 7.5	bleed* 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 <i>Pu</i>		10 These sizes pro <b>m size:</b> 8.5 x 11	optional vided upon request