

KENTUCKY SCHOOL

ADVOCATE

A PUBLICATION OF THE KENTUCKY SCHOOL BOARDS ASSOCIATION

2021-22 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.

2021-22 Advocate Schedule

Issue	Deadline to reserve space	Artwork deadline
July/August 2020	June 21	July 6
September 2020	July 21	Aug. 6
October 2020	Aug. 20	Sept. 3
November 2020	Sept. 21	Oct. 6
December 2020	Oct. 21	Nov. 5
January 2021	Nov. 19	Dec. 6
February 2021	Dec. 16	Jan. 6
April 2021	Feb. 16	March 4
May 2021	March 21	April 6
June 2021	April 21	May 6

(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

2021-22 Advertising 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

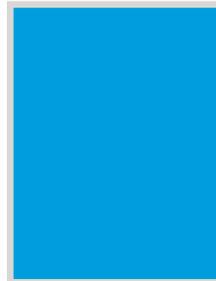
Advocate Ad Requirements

- ▶ 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"

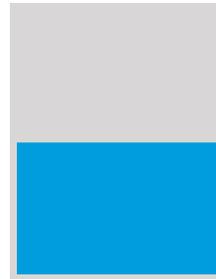


Full-page ad
(without bleed)
7.5" x 10"

Back cover

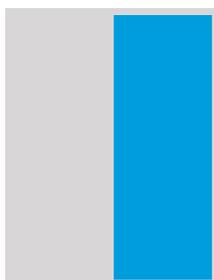
Live area: 7.5" x 7"
Trim size: 8.5" x 7.5"
Bleed size: 8.75" x 7.62"

(Bleed is not needed on top part of ad)



Half-page horizontal
7.5" x 5"

Half-page vertical
3.7" x 10"



Quarter-page
3.7" x 5"

