

Advertising Rate Sheet – July 1, 2016 through June 30, 2017

General Advertising Rates:*

Description



Agenda - Magazine (8 ½ x 11 Vertical)

Front inside cover (7 ½ x 10)

Back inside cover (7 ½ x 10)

Full page (7 ½ x 10)

1/2 page horizontal (7 ½ x 4 ¾)

1/4 page vertical (3 ½ x 5)

Agenda

~~\$670~~ **sold**

\$670

\$600

\$405

\$265

Winter/Summer

Each

Conference Programs (5 ½ x 8 ½ Vertical)

Front inside cover vertical (5 x 8)

Back inside cover vertical (5 x 8)

Full page vertical (5 x 8)

1/2 page horizontal (5 x 4)

~~\$670~~ **sold**

\$670

\$600

\$405

*Rates shown are gross not net.

Closing Dates:

Issue

1st Issue - Agenda
2nd Issue - Agenda

Deadline to reserve ad

September 14, 2016
—Closed—

Deadline for artwork

September 21, 2016
March 24, 2017 new

Annual (Winter) Conference
Summer Conference

October 11, 2016
April 19, 2017

October 17, 2016
April 24, 2017 new

*Publication dates are subject to change with prior notice given to advertisers.

Specifications:

General:

Agenda is a magazine that is distributed primarily to local school board members, local school superintendents and a select group of other educational leaders. Agenda has a readership of 2,600. The magazine is published twice a year. Agenda ads may be in full color or black and white at same low price!!!

Conference programs offer additional exposure for advertisers. These publications are the daily scheduling guides for our attendees and are used constantly during the conference. GSBA hosts two major conferences: the GSBA/GSSA Annual Conference and the GSBA Summer Conference and Delegate Assembly. The print run for each conference is 1,000.

Printing/Artwork Specifications:

Both publications are printed on white, coated stock. Conference ads are in black & white. Agenda ads may be either black & white or 4-color. For best quality, we prefer artwork e-mailed with all support files. Please format artwork as a "tif," "pdf," "eps," or "InDesign" file. Email to Donna Davis at ddavis@gsba.com. For questions or support, please contact Donna Davis (ddavis@gsba.com) at 770-962-2985.

Payment/Invoicing: Advertisers, or their agents, will be invoiced immediately after publication of each issue in which their ad appears. Advertisers, or their agents, agree to pay GSBA for advertisements within 30 days of receipt of invoice.

Advertising Standard: The publisher reserves the right to reject any advertising copy deemed inappropriate for publishing in our publications. GSBA reserves the right to position the advertisement unless such position is part of a contract.

Reach Georgia's school board members and educational leaders through
Georgia School Boards Association publications.

5120 Sugarloaf Parkway · Lawrenceville, Georgia 30043 · (770) 962-2985 or (800) 226-1856 · FAX (770) 962-5392 · gsba.com

Advertising Contract (Please complete this form and return it to GSBA.) Date: _____

Name of Advertiser and a Contact Person

Advertiser Address

Name of Agency (if applicable) and a Contact Person

Agency Address (if applicable)

Phone / FAX / e-Mail of Contact(s) for Questions on Artwork and Billing

Your Product or Service Being Advertised

Publication(s) you would like your ad to appear in:

___ Agenda: 1st Issue (October 2016) ___ Winter/Annual Conference Program (December 2016)

___ Agenda: 2nd Issue (April 2017) ___ Summer Conference Program (June 2017)

INDICATE SIZE OF AD ORDERED (See other side for sizes and dimensions): _____

Camera-ready Art: ___ Yes ___ No Same art or different (if running more than once): _____

Cost (per rate chart on opposite side): _____

Add 15% for Design/Typesetting for first run
(if camera-ready art isn't available): _____

Total due to GSBA: _____

Bill (check one): _____ to Agency _____ to Advertiser

Please sign to confirm acceptance of the terms listed on this contract.

Signature: _____

Date: _____

For GSBA Office Use Only

Accepted: Georgia School Boards Association, Inc. By: _____ Date: _____

This order becomes a contract when accepted by the Georgia School Boards Association, Inc. A copy will be returned to you for your records.