

NSBA—Your Connection to America's School Leaders

2012 National School Boards Association Media Guide

Print ads, online opportunities,
conferences and more



www.nsba.org/mediaguide

Connect with School Leaders through NSBA Advertising Opportunities

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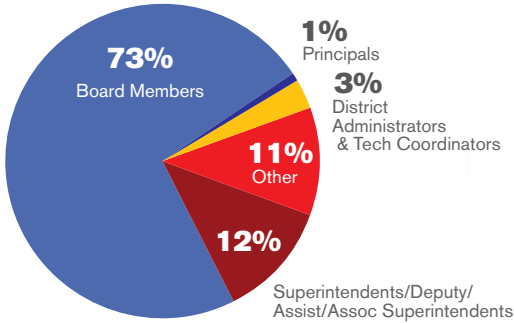
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ASBJ connects YOU with school leaders

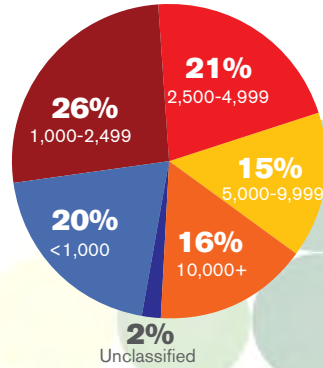
For more than a century, NSBA's flagship publication *American School Board Journal* has chronicled the challenges of K-12 public schools and has earned a reputation as the authority on school leadership, governance, management, policy making, and student achievement. Our 100% paid circulation base of 27,249* subscribers represents the key decision makers in public schools of all sizes throughout the United States.

ASBJ Subscribers* = Your Target Market

Subscribers by Title



Subscribers by District Size
(student enrollment)



*ASBJ print circulation, August 2012



ASBJ readers are YOUR buyers

Last year **ASBJ districts accounted for 60%* of all public school expenditures**, and in spite of a challenging economy, they are poised to make additional purchases in the coming year. Our readers evaluate products and services, make recommendations for purchase, authorize expenditures, and make the final purchasing decision for their districts.

ASBJ Readers are Influencers and Decision Makers who are Ready to Buy**

	Influence	Purchase Intent
Athletic/playground equipment, products, and services	74%	56%
Computer hardware	78%	93%
Computer software	78%	91%
Curriculum products and services	83%	92%
Facilities design, construction, and maintenance	86%	72%
Food services	74%	67%
Fundraising	65%	55%
Insurance, benefits, and financial services	82%	81%
Office equipment and supplies	70%	82%
Professional development/education	76%	92%
Safety and security	82%	83%
Transportation products and services	78%	73%

Influence - Percent who evaluate, recommend, authorize, and make final purchase decisions. ASBJ Readership Survey, Stratton Publishing and Marketing, July 2010

Purchase Intent - Percent extremely likely, likely, or somewhat likely to make a major purchase in the next fiscal year. ASBJ Readership Survey, Stratton Publishing and Marketing, July 2010

ASBJ readers rely on us to give them the information they need to make decisions for their districts. According to a recent independent survey, 81% consider *ASBJ* “must reading”**. And our credibility extends to our advertisers. As a result of seeing an ad in *ASBJ*, 63% of readers routed the information to others in their district, and 43% visited an advertiser’s website**.

ASBJ Readership Survey, Stratton Publishing and Marketing, July 2010

* MDR, 2011. ** ASBJ Readership Survey, Stratton Publishing and Marketing, July 2010



ASBJ 2012 Editorial Calendar

Issue	Focus	Deadlines
January	Food & nutrition	Closing: 11/10/11 Materials: 11/17/11
February	Technology	Closing: 12/14/11 Materials: 12/21/11
March	Testing & assessment	Closing: 1/17/12 Materials: 1/24/12
April	Student achievement	Closing: 2/10/12 Materials: 2/17/12
May	Budgeting & finance Supplement: The Magna Awards	Closing: 3/9/12 Materials: 3/16/12
June	School reform	Closing: 4/12/12 Materials: 4/19/12
July	New board member & administrator guide	Closing: 5/14/12 Materials: 5/22/12
August	Physical education & athletics	Closing: 6/12/12 Materials: 6/19/12
September	Back to school	Closing: 7/13/12 Materials: 7/20/12
October	Facilities & construction	Closing: 8/10/12 Materials: 8/17/12
November	Curriculum, instruction & text books	Closing: 9/07/12 Materials: 9/14/12
December	Safety & security	Closing: 10/15/12 Materials: 10/22/12

ASBJ Advertising Rates

Four Color

Size	1X	3X	6X	12X
Full page	\$ 7,845	\$ 7,600	\$ 7,230	\$ 6,840
2/3 page	\$ 6,090	\$ 5,885	\$ 5,600	\$ 5,285
1/2 page island	\$ 5,145	\$ 4,960	\$ 4,715	\$ 4,440
1/2 page horiz.	\$ 4,760	\$ 4,565	\$ 4,365	\$ 4,120
1/3 page	\$ 3,240	\$ 3,125	\$ 2,940	\$ 2,800
1/4 page	\$ 1,960	\$ 1,900	\$ 1,810	\$ 1,710
Cover 2	\$ 9,460	\$ 9,135	\$ 8,680	\$ 8,180
Cover 3	\$ 8,810	\$ 8,525	\$ 8,105	\$ 7,645
Cover 4	\$10,095	\$ 9,625	\$ 8,675	\$ 8,190

Black and White

Size	1X	3X	6X	12X
Full page	\$ 6,400	\$ 6,160	\$ 5,790	\$ 5,400
2/3 page	\$ 5,130	\$ 4,925	\$ 4,635	\$ 4,320
1/2 page island	\$ 4,425	\$ 4,240	\$ 3,995	\$ 3,720
1/2 page horiz.	\$ 4,040	\$ 3,875	\$ 3,645	\$ 3,400
1/3 page	\$ 2,760	\$ 2,645	\$ 2,445	\$ 2,325
1/4 page	\$ 1,600	\$ 1,540	\$ 1,445	\$ 1,350

Advertising Contact

Fox Associates 312.644.3888, x114 adinfo.nsb@foxrep.com



Print Advertising Add-ons

Additional ASBJ print opportunities include:

- BRCs
- Bellybands
- Cover wraps
- Gatefolds
- Inserts

ASBJ Print Ad Specifications

File Formats

All files should be submitted as high resolution 300 dpi, CMYK PDF files.

Publication Trim Size:

8-1/8" x 10-7/8". All bleeds should be set for .25". All live matter should be 1/2" from bleed edge, top, bottom, and sides.

Sending Materials

Advertising materials should be submitted as digital files via e-mail to production@asbj.com.

For FTP information please contact the Art Director at production@asbj.com.

Questions?

If you have any questions concerning your materials please contact **Art Director Carrie Carroll at 703.838.6747 or via e-mail at production@asbj.com**.



YOUR online connection to school leaders

NSBA delivers valuable content and professional development opportunities directly to school leaders' computers, tablets, and smartphones. Our online advertising opportunities give vendors a unique opportunity to reach district decision makers efficiently and economically.

School Board News E-newsletter

A weekly update filled with critical information for superintendent/school board leadership teams, including legislative initiatives, upcoming court cases, grant information, and more. Circulation is over 17,000.

Rates* Skyscraper\$2,000/week
Square\$1,500/week

Specs

Skyscraper Banner Specs: 160 x 600 pixels
Square Banner Specs: 250 x 250 pixels

Blogs

The School Board News Today blog is written for school leaders and others with an interest in education. It features posts on education trends, views, and news, as well as court cases, school finance, and education reform. It averages 4,402 visits per month.

Rates*

Leaderboard Banner \$1,500/month
Square Banner \$1250/month

Specs

Leaderboard Specs: 728 x 90 pixels
Square Specs: 250 x 250 pixels

GIF format preferred. Size of file may not exceed 40k.

ASBJ.com averaged 69,661 visitors and 278,477 impressions each month last year.



ASBJ.com Banner Advertising

Choose from eight of the most visited pages on the asbj.com site. Advertisers enjoy limited exclusivity on these pages, with up to five companies sharing the rotation during each 30 day period. The asbj.com site averaged 69,661 visitors and 278,477 impressions each month last year.

Rates* Banner ad.....\$2,000/month
Leaderboard .\$.1,500/month

Specs

Standard Banner Specs: 468 x 60 pixels
Leaderboard Specs: 728 x 90 pixels

GIF format preferred. Size of file may not exceed 40k.
IFrame code required when providing scripts.

Webinars

NSBA webinars provide an effective method for you to deliver your message to a receptive audience eager to learn more about hot-button issues, and the products and services that can help them achieve their goals. We partner with companies on topic-specific, turn-key webinars throughout the year on critical issues of interest to school leaders and administrators.

Advertisers receive recognition on all webinar marketing efforts, recognition at the beginning of the webinar, their company logo on each slide, an opportunity for your corporate message at the end of the webinar, and a list of registrant email addresses for post-webinar follow-up.

Rate*: \$15,000

Anthologies

Promote your organization on our online compilations of popular articles on topics including facilities, safety, health/wellness, technology, and more. Advertisers receive a banner ad and recognition on the asbj.com home page.

Rates* Banner ad \$2,000/month
Leaderboard . . . \$1,500/month

Specs

Standard Banner Specs: 468 x 60 pixels
Leaderboard Specs: 728 x 90 pixels

GIF format preferred. Size of file may not exceed 40k.

*=Net of 15% agency commission

NSBA's Annual Conference connects YOU with 5,000 district decision makers



The National School Boards Association's Annual Conference, April 21-23, 2012, provides a unique opportunity for you to reach school board leadership teams. With 5,000 board member, superintendent, and other district administrator attendees, you are sure to connect with decision makers from all over the United States.

Last year attendees represented 1,381 public school districts which spent over \$132 billion dollars*. Don't miss this opportunity to reach this captive audience of decision making teams.

Program Book

The Annual Conference Program Book is an indispensable resource for Conference attendees. Not only do attendees consult it on site to plan which of the hundreds of educational sessions to attend, they use it as a resource long after the event is over as a valued reference tool.

Issue Date:
April 21-23, 2012
Space Close:
February 8, 2012
Materials Due:
February 15, 2012

Advertising Rates:

Covers (4C-2&3)	\$4,120
Full Page (4C)	\$3,605
Full Page (B&W)	\$2,885

Conference Program Book

Production Contact:

Barbara Moody
Marketing Department
NSBA
1680 Duke Street
Alexandria, VA 22314
703.535.1603
bmoody@nsba.org



Conference Daily

In print and online, Conference Daily is the place attendees turn to throughout the day for updates on programming and summaries of key Conference events. **For one low price, advertisers will receive a full page print ad and online ads on the website and daily email recap.** It's a great way to drive buyers to your exhibit booth or website.

Issue Date:
April 21-23, 2012
Space Close:
March 16, 2012
Materials Due: April 6, 2012

Advertising Rate: \$2,885 per issue includes print and banner package.

Conference Daily Production Contact: Carrie Carroll

ATTN: Conference Daily
1680 Duke Street
Alexandria, VA 22314
703.838.6747
production@asbj.com

Ad Sizes & Specifications for Annual Conference opportunities provided upon request.

The National School Boards Association (NSBA)



NSBA is a nonprofit organization representing the nation's state school boards associations and more than 95,000 local school board members who govern 14,980 public school districts. Through our BPA-audited magazine *American School Board Journal (ASBJ)*, our Annual Conference, and online resources, we can connect you to America's school leaders.

Last year our nation's public schools spent over \$446 billion* on computer hardware and software, curriculum products, professional development and employee benefit services, and more. These purchasing decisions were made by a team of school leaders that included school board members, the superintendent, school business officials, and technology directors.

NSBA can connect you to the school leaders who are making these important buying decisions. Contact us today.

* MDR, 2011.

Advertising Contacts

Fox Associates

e-mail: adinfo.nsb@foxrep.com

Atlanta: 800.699.5475

Chicago: 312.644.3888, x 114

Detroit: 248.626.0511

Los Angeles: 213.228.1250

New York: 212.725.2106

Phoenix: 480.538.5021

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