

ASBJ 2010 Editorial Calendar

ISSUE	DEADLINES	ISSUE FOCUS	BONUS OPPORTUNITIES
JANUARY	Ad Close: 11/11/09 Materials Due: 11/17/09	Food & nutrition	
FEBRUARY	Ad Close: 12/16/09 Materials Due: 12/22/09	Testing and Assessment	AASA Annual Conference (American Association of School Administrators)
MARCH	Ad Close: 1/13/10 Materials Due: 1/19/10	School Leadership	
APRIL	Ad Close: 2/9/10 Materials Due: 2/15/10	Student Achievement Supplement: The Magna Awards	NSBA Annual Conference
MAY	Ad Close: 3/09/10 Materials Due: 3/15/10	Budgeting and Finance	
JUNE	Ad Close: 4/13/10 Materials Due: 4/19/10	Transportation	

MONTHLY COLUMNS

- Communications
- Facilities and construction
- Governance
- Money
- Readings & Reports
- Research
- School Law
- Technology

ISSUE	DEADLINES	ISSUE FOCUS	BONUS OPPORTUNITIES
JULY	Ad Close: 5/14/10 Materials Due: 5/21/10	New Board Member & Administrator Guide	
AUGUST	Ad Close:6/10/10 Materials Due: 6/16/10	Health, physical education and athletics	
SEPTEMBER	Ad Close: 7/14/10 Materials Due: 7/20/10	Back to school Education Vital Signs Special Section	TASB (TX Association of School Boards Conference)
OCTOBER	Ad Close: 8/12/10 Materials Due: 8/18/10	Facilities & Construction Technology special report	NSBA's T+L Conference NYSSBA (NY State School Boards Association Conference)
NOVEMBER	Ad Close: 9/10/10 Materials Due: 9/17/10	Curriculum, instruction, text books	IASB (IL Association of School Boards Conference)
DECEMBER	Ad Close: 10/14/10 Materials Due: 10/20/10	Safety and Security	CSBA (CA School Boards Association Conference)

NOTE: Listed issue focus is subject to change. Major article assignments are finalized four months prior to publication. Ask about additional bonus opportunities. Terms and Conditions can be found online at <http://www.asbj.com/MainMenuCategory/Advertise.aspx>.

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

*Terms and Conditions can be found online at <http://www.asbj.com/MainMenuCategory/Advertise.aspx>

Print Advertising Add-ons

Additional ASBJ print opportunities include:

- BRCs
- Bellybands
- Cover wraps
- ASBJ subscriber mailing list
- Inserts
- Gatefolds
- Posters

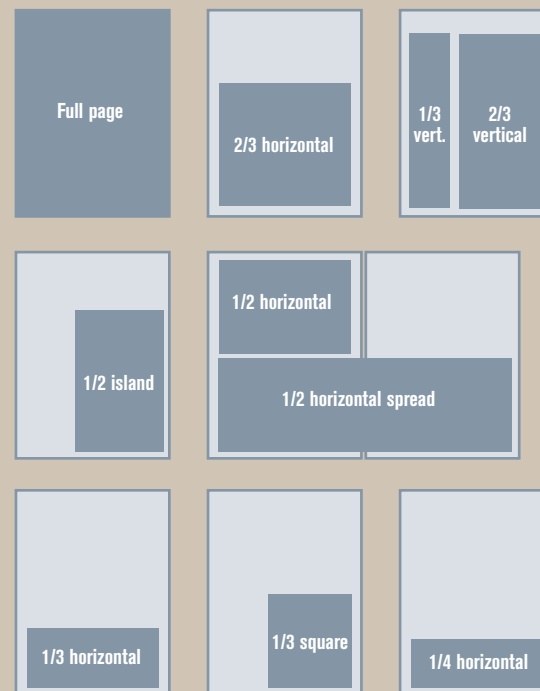
Custom publishing opportunities are available.
Contact adinfo.nsb@foxrep.com for details.

Ad Sizes

Full page (Bleed)
Full page spread
1/2 page spread
2/3 page horizontal
2/3 page vertical
1/2 page horizontal
1/2 page island
1/3 page vertical
1/3 page horizontal
1/3 page square
1/4 page horizontal

Live Area

8.125" x 10.875"
8.125" x 16.25"
15" x 5"
7" x 6.5"
4.5" x 9"
7" x 5"
4.75" x 7.5"
2.25" x 9"
7" x 3.25"
4.5" x 5"
7" x 2.5"



ASBJ

Technical Requirements

Below you will find our specifications for ad materials. 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.

Details Not to Forget

Advertising materials should be submitted as digital files on disk or sent via e-mail to NSBA. For FTP information please contact the Art Director at production@asbj.com.

Materials submitted as film or camera-ready copy will require conversion at an additional charge.

File Formats

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

Acceptable formats include:

PDF files (accepted as X-1A compliant only)

TIFF files

Image Files: All image files must be in CMYK. Acceptable formats: EPS, TIFF or Scitex CT. We can not accept any files in RGB or formatted as JPG, or GIF.

Fonts: Only Type1 or TrueType fonts

Publication Trim Size: 8-1/8" x 10-7/8".

1 page: 8-1/4" x 11-1/8"

2-page spread: Create the file as 2 individual pages.

All live matter should be 1/2" from bleed edge, top, bottom, and sides.

Proofs

All proofs submitted should be made from the files provided. Laser proofs are for content only, not color approval. A contract proof, such as Kodak, IRIS, or Epson, should be submitted for color insertions.

PRODUCTION QUESTIONS

Carrie Carroll
703.838.6747
production@asbj.com

ADVERTISING CONTACT

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

MAILING INSTRUCTIONS

Ad materials to:
NSBA/ASBJ Advertising
Attn: Antoinette Wilson
1680 Duke Street
Alexandria, VA 22314

NOTE: Publisher accepts no responsibility for errors resulting from materials not supplied to these specifications.