

Connect with School Leaders through NSBA Advertising Opportunities

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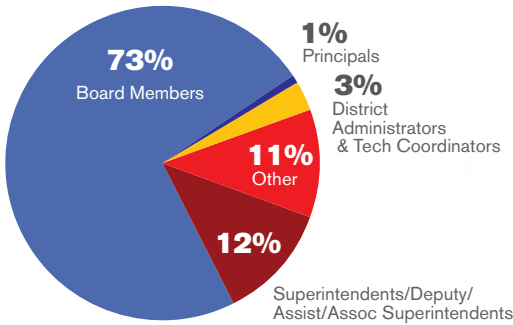
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ASBJ connects YOU with school leaders

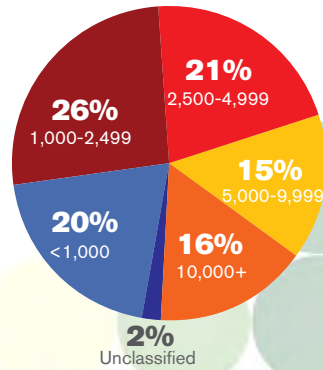
For more than a century, NSBA's flagship publication *American School Board Journal* has chronicled the challenges of K-12 public schools and has earned a reputation as the authority on school leadership, governance, management, policy making, and student achievement. Our 100% paid circulation base of 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**.

