

# 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](mailto: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

NSBA

1680 Duke Street

Alexandria, VA 22314

[www.nsba.org/mediaguide](http://www.nsba.org/mediaguide)