



## Rate Card/Insertion Contract

2020-2021

The **SBO Quarterly** is a publication of the Ohio Association of School Business Officials. Its purpose is to provide insight into Ohio public education school business and fiscal management topics.

Its primary readership is school district treasurer/CFOs, business managers, transportation directors, and food & nutrition supervisors. All Professional, Retired, & Service Affiliate (primary contacts only) members receive the print version. State legislators and others involved in the affairs of Ohio's public schools also receive a magazine. Associate and Student OASBO members receive the digital version. Print circulation is approximately 1,000 recipients, with an additional 700 receiving the digital version.

### Ad Placement:

Advertisements will be sold on a first-come, first-served basis. OASBO is under no obligation to provide premium placement to any advertisers without a prior written agreement. OASBO reserves the right to determine all ad placement in the *SBO Quarterly*.

OASBO reserves the right to reject any advertisement deemed inappropriate for publication in the *SBO Quarterly*, presented as a text-heavy "advertorial," or any advertisement promoting a product/service in direct competition with an OASBO product/service.

### Discounts for Multiple Ad Insertions:

OASBO offers a 10% discount for advertisers who commit to all four issues on this contract.

### Invoicing and Payment Policy:

All advertisements in the *SBO Quarterly* require prepayment. Please provide payment information with your contract. Invoices are due upon receipt. OASBO reserves the right to withhold ads from being published for any advertiser's non-payment of ad invoices, or for any other outstanding invoice(s) with OASBO.

## 1 Issue(s)

Please select in which issue(s) you would like your ad to appear:

- Fall – Budget Development –**  
(Qtr 1 - Mails Sept 1, 2020)
- Winter – Leadership –**  
(Qtr 2 – Mails Dec. 1, 2020)
- Spring – HR**  
(Qtr 3 - Mails March 1, 2021)
- Summer – Best Practices –**  
(Qtr 4 - Mails June 1, 2021)

## 2 Size:

Please select an ad size.

Size	Member Rate	*Non-member rate
<input type="checkbox"/> Back cover - <b>PREMIUM SPOT!</b>	\$950	\$1872
<input type="checkbox"/> Full page	\$795	\$1360
<input type="checkbox"/> 1/2 page horizontal	\$510	\$1073
<input type="checkbox"/> 1/3 page vertical	\$420	\$972

\*Save \$ on your ads! Service Affiliate (vendor) membership is \$550/year.

## Ad rates:

## 3 Ad Authorized by (Print Name):

_____		Title: _____	
Email Address: _____		Phone: _____	
Company Name: _____			
Company Address: _____		City: _____	State: _____ Zip: _____
Billing Contact Name: _____		Title: _____	
Email address: _____		Phone: _____	
Billing Address: _____		City: _____	State: _____ Zip: _____

**4 Send this completed form via email to: [callie@oasbo-ohio.org](mailto:callie@oasbo-ohio.org) (or) Fax to: 614.431.9137**

**Attn: Callie Wells**

### Payment Information:

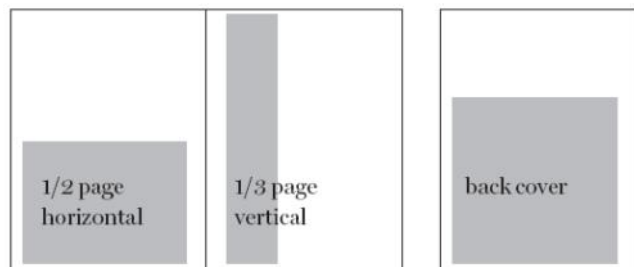
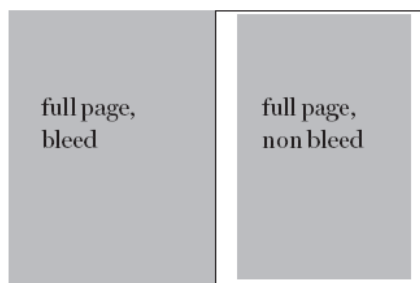
Check (enclosed)  VISA  MasterCard  AMEX  Discover  
 Card Number \_\_\_\_\_  
 Expiration \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_  
 Credit Card Address \_\_\_\_\_

Total # of ads: \_\_\_\_\_  
 Discount (if applicable): \_\_\_\_\_  
 Total Amount Due: \$ \_\_\_\_\_

## Ad Closing Dates

### Contracts & Materials Due Deadlines

Q1 Fall (Sept)—Budget Development Issue.....July 10, 2020  
 Q2 Winter (Dec.)—Leadership Issue.....Oct. 9, 2020  
 Q3 Spring (March)—HR Issue.....Jan. 15, 2021  
 Q4 Summer (June)—Best Practices Issue.....April 16, 2021



## Ad Sizes

Size	Width	x	Depth
Full page (non-bleed)	6.79"	x	10.33"
Full page (bleed)	8.25"	x	11.125"
1/2 page horizontal (non-bleed)	6.79"	x	5.04"
1/3 page vertical (non-bleed)	2.125"	x	10.33"
Back cover (non-bleed)	6.79"	x	6.83"

## Design Specs

### Mechanical Requirements

Digital data is required for all ad submissions. Size the mechanical to the ad size. Bleed ads require 1/8" runaround, Four color process.

**Magazine Page Trim Size:** 8.125" x 10.875"

**Page Live area:** 1/2 inch from trim.

**Binding:** saddle-stitched.

**Printing:** sheet-fed, gloss coated stock.

Maximum density for 4 color ads should not exceed 320%.

### Materials

**File Types:** Our preferred format for receipt of digital advertising files is PDF, in the following order: PDF/X-1a in CMYK color mode, Press PDFs.

**File Specifications:** Size the ad so the page size matches the size of ad. **Do not use trim marks.** PDFs must be set up to ad dimensions (not placed on a bigger page and saved).

Images should be 300 ppi at 100% size. Line art should be 1200 ppi at 100%. Files should be press optimized, converted to CMYK, and have all fonts embedded. Use only OpenType, Type One Postscript fonts. No TrueType. (If you send EPS files, convert fonts to paths, no RGB color, no Pantone color, use CMYK or Grayscale, include support files). Also note, any ad text should be .5 inches in from the edge of 1-page and 1/2-page ads, .24 inches from the edge of 1/3-page ads

For instructions on creating PDF files for PDF, visit [createpdf.adobe.com](http://createpdf.adobe.com).

### OASBO Sponsor Logo Usage

Any use of the OASBO Corporate Sponsorship logos on Advertisement must comply with the following guideline. The OASBO Sponsorship logos may not be larger than 1.5" and should be smaller than the company's own logo. OASBO reserves the right to adjust the artwork accordingly.

### Policies

Publisher will make every effort to provide expected quality. However, no adjustment to space or color charges will be made where material furnished deviates from published specifications. Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.

## Submission Instructions

**Email Artwork/PDFs to:** [callie@oasbo-ohio.org](mailto:callie@oasbo-ohio.org)

### Questions? Please contact:

Callie Wells at [callie@oasbo-ohio.org](mailto:callie@oasbo-ohio.org)

### Ohio Association of School Business Officials

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