CALIFORNIA
schools

Advertorial Guidelines

(Available to CSBA Business Affiliates and Partners only.)

California Schools Magazine

Each quarter, California Schools delivers important K-12 public education information straight to our subscribers' mailboxes. Our news features provide in-depth examinations of the issues affecting public education, showcasing what works at the local level while providing state and national perspectives. Our commentaries go behind the news with seasoned, first-hand observations about current events in education and the impacts and implications for public school governance. California Schools is a dynamic forum for exploring issues of vital importance to our schools.

Purchasing Power

California's public schools spend more than $62 billion per year.

Readership

15,000 educators and public officials.

Circulation

California Schools reaches more than 7,500 school board members, administrators, business officials, state legislators, site administrators and facilities managers who spend approximately $62 billion annually to equip, maintain and operate thousands of schools and provide instructional services.

Student Population

More than 6 million children.

Advertorial Guidelines

1. Headlines should not exceed more than two lines (see example layout) or 80 characters.
2. Body copy for a one page advertorial must be between 525 and 600 words. Body copy for a two page advertorial must be between 1,225 and 1,350 words. Body copy word count does not include headlines.
3. A one page advertorial should contain one landscape photograph and one company or product logo (see example layout). One-column high resolution images must be at least 4 inches wide at 300 dpi (1200 pixels wide).
4. A two page advertorial should contain one large landscape photograph and one company or product logo (see example layout). Large photographs run across the right hand page and bleed off the edge. Large high resolution images must be at least 9.25 inches wide at 300 dpi (2775 pixels wide).
5. Logos positioned at the end of the advertorial must be in vector format (Adobe Illustrator or Vector EPS files only). No QR codes. Contact information should be listed at the bottom of the advertorial to go along with logo.
6. Copy is subject to approval and editing by *California Schools* editorial staff.

Submission

1. All copy for advertorials should be submitted in MS Word documents. Please do not format or stylize text.
2. All images/photographs may be submitted in JPG, TIFF or Photoshop format.
3. Logos must be submitted in vector format (such as Adobe Illustrator or vector EPS formats). Logos submitted as JPGs or any other pixel-based image format will not be accepted.

Magazine Themes

Winter	Effective Governance
Spring	Closing the Achievement Gap
Summer	Conditions of Children
Fall	Funding & Finance

Issue and Closing Dates

Issue	Space reservation	Content Submission
Spring 2017	February 3	February 17
Summer 2017	April 21	May 5
Fall 2017	July 15	August 5
Winter 2017	September 15	September 29

California Schools Advertorial Contract

This contract will authorize CSBA to run our advertorial (see layout examples below) in the following issues of *California Schools*:

Issue	**Advertorial type** *Single or spread*	**Cost** *Single: $1,710 Spread: $3,420 (includes 10% discount)*
Spring 2017	______________	______________
Summer 2017	______________	______________
Fall 2017	______________	______________
Winter 2017	______________	______________

Total	$ ______________

Terms and Conditions

- Payment is required with contract for first insertion.
- Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1–1/2 percent per month.
- All payments are net. No agency or cash discounts are permitted.
- Rates subject to change upon 30 days notice in writing from publisher. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- Cancellation of any portion of a contract voids all rate and position protection.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to identify as “advertorial” any ads that appear in the magazine.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- The publisher is not responsible for errors. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher’s liability for any error will not exceed the cost of space occupied by such error.

Company name

Address

City *State* *Zip*

Phone *Fax*

Name *Title*

Email

Signature *Date*

Payment is required with contract for first insertion. All payments are net, no agency or cash discounts are permitted. Send complete advertising contract to the address below:

Advertorial Information

***California Schools* magazine**

3251 Beacon Blvd., West Sacramento, CA 95691
Fax (916) 372-3369 | businessaffiliates@csba.org

Advertorial headlines should not exceed more than two lines

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Body copy 525-600 words (not including headline)

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1 landscape photo (4 inches wide at 300 dpi)

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1 vector logo (no JPGs)

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csba
California School Boards Association

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1 landscape photo (9.25 inches wide at 300 dpi)

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1 vector logo (no JPGs)

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