

principal business affiliate Investment: \$12,500

Year-round exposure

- Company listing in CSBA's online buyer's guide with a link to the company website.
- Annual company listing and recognition in California Schools magazine.
- Recognition as a valued Principal Business Affiliate at appropriate CSBA events.

Marketing opportunities

- Use of the CSBA Business Affiliate logo (per guidelines with written approval).
- Mailing list of Annual Education Conference and Trade Show attendees.
- Two 1/16-page ads in one issue of California School News monthly newsletter.
- Two month logo in California School News weekly e-blast.
- One free 1/2-page ad in two issues of California Schools Magazine.
- Conference app enhanced exhibitor listing.
- One free rotating banner ad on www.csba.org for 12 months.
- 50% discount on all advertising; 50% discount on color in CSBA's California Schools magazine.
- 50% discount on CSBA's Annual Education Conference and Trade Show registration.
- One free 10'x10' exhibit space at CSBA's Annual Education Conference and Trade Show (discount not to exceed \$1,650).
- Early registration for Annual Education Conference and Trade Show exhibit space.
- The option to purchase sponsorship opportunities a-la-carte.

principal

Subscriptions to publications and electronic news sources

- California School News monthly newsletter
- California Schools quarterly magazine
- California School News weekly e-blast
- Highly valued department e-newsletters
 - Policy News
 - The Core (newsletter of the California County Boards of Education)
 - ELA Annual Report (case updates from the Education Legal Alliance)
 - Governmental Relations alerts

CSBA Business Affiliate Budget Insights Webinar

An opportunity to attend a webinar about the impact of the state budget on companies that do business with schools.