CALIFORNIA schools



California's public education decision makers are here. *Are you?*

The California School Boards Association is a collaborative group of virtually all of the state's more than 1,000 school districts and county offices of education.

CSBA brings together school governing boards and their districts and county offices of education on behalf of California's children. CSBA is a member-driven association that supports the governance team—school board members, superintendents and senior administrative staff—in its complex leadership role. CSBA develops, communicates and advocates the perspective of California school districts and county offices of education.

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:

School Design	School Health Issues
Construction and Financing	Textbooks
Student Transportation	Curriculum Development
Employee Benefit Programs	Safety
Food Services	Collective Bargaining
Computers and Education	Classroom Equipment
Sports and Extracurricular Activites	

By advertising in California Schools magazine you are reaching a highly credible and focused target audience who values CSBA as a trusted resource.

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

Magazine Themes

Tailor your advertising around these themes:

Spring: Closing the Achievement Gap

Summer: Conditions of Children

Fall: Funding & Finance

Winter: Effective Governance

Issue and Closing Dates

California Schools is published quarterly.

Issue	Space reservation	Art submission
Winter 2018	September 14	September 28
Spring 2019	February 1	February 15
Summer 2019	April 19	May 3
Fall 2019	July 12	August 2

» Cancellations not accepted after closing date for space reservations.

» When change in copy is not received by the closing date, copy run in previous issue will be inserted. Publisher reserves the right to bill advertiser for the space ordered.

» Exact dimensions must be specified with reservation.

Rates	1X	2X	4X
Full page	$1,510	$1,420	$1,255
⅔ page	$1,225	$1,135	$1,015
½ page	$915	$850	$770
⅓ page	$765	$710	$635
Inside cover	$1,900	$1,765	$1,580
Back cover*	$2,530	$2,410	$2,200

Insert rate | Contact advertising representative for quote.

Additional discount | www.csba.org/AboutCSBA/BusinessAffiliates.aspx

***Back cover ads:** Please leave space at the top of your ad (no key graphic elements or text) measuring 4 ¼" wide and 2 ¼" high where mailing label will be placed. Free space may be on either the right or left side.*

Mechanical Requirements

Trim Size: 9" x 11" (33p x 66p) | **Column Width:** 2 ¼" (24p)

Type Area: 7 ¾" x 9 ¾" (47p x 59p) | **Column Height:** 9 ¾" (58p6)

Margins: 1" top, 1" bottom, ¾" outside, ½" inside, ¼" alley

Art submission

Ads must be electronically submitted in either of two ways:

» If smaller than 5MB, email file to businessaffiliates@csba.org.

» For instructions on uploading larger files, email businessaffiliates@csba.org.

Specifications

» High resolution (300 dpi) or vector (Adobe Illustrator) files in CMYK color. Package all fonts or convert fonts to outlines. **Press-ready PDF (Adobe Acrobat) files preferred**.

» Page layout program (InDesign or QuarkXpress. No Microsoft Publisher documents). Package all fonts and high resolution/vector graphics.

Standard ad sizes

Ad type	Dimensions *(inches)*	Dimensions *(picas)*
Spread (Bleed)	18 ¼" x 11 ¼"	(110p x 68p)
Spread	16 5/8" x 9 ¾"	(100p x 58p6)
Full Page (Bleed)	9 ¼" x 11 ¼"	(56p x 68p)
Full Page Image	7 13/16" x 9 ¾"	(47p x 58p6)
2/3 Page Vertical	5 1/8" x 9 13/16"	(31p x 59p)
½ Page Horizontal	7 13/16" x 4 13/16"	(47p x 29p)
½ Page Island	5 1/8" x 6 11/16"	(31p x 40p)
1/3 Page Horizontal	7 13/16" x 3 5/16"	(47p x 20p)
1/3 Page Vertical	2 ½" x 9 13/16"	(15p x 59p)

Commissions and Discounts

Frequency discounts:

Advertising must be inserted within one year of first insertion to earn the 2X or 4X frequency rate discount. Frequency rates may also be earned by running two or four advertisements in the same issue(s). Different size ads may be combined to earn frequency discounts in a contract year. Credits earned by increasing frequency during a contract year will apply to future billing for space. No cash rebate will be made.

California Schools Advertising Contract

This contract will authorize CSBA to run our advertising in the following issues of California Schools:

Issue	Ad type *(see chart above)*	Cost	Vertical, Horizontal Bleed
Winter 2018	_____	_____	V❑ H❑ B❑
Spring 2019	_____	_____	V❑ H❑ B❑
Summer 2019	_____	_____	V❑ H❑ B❑
Fall 2019	_____	_____	V❑ H❑ B❑

Preferred placement *(please specify)*: _____

Business Affiliate discount *(amount)*: _____

Total Cost: _____

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 "advertisement" 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 in key numbers. 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:

Advertising Information/Advertising Materials

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