

### Spending power

More than \$80 billion  
per year available in  
the CA public  
schools network



# 2021-22 Media Kit

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



# CSBA Publications

## Advertising Opportunities

### Welcome

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. Touting a reach of more than 7,500 school board members, administrators, business officials, state legislators, site administrators and facilities managers in California, our publications' reach is unmatched. Our readership spends more than \$80 billion annually to equip, maintain and operate thousands of schools for more than 6 million schoolchildren in California.

### California Schools Magazine

Our quarterly magazine provides in-depth examinations of public education issues, 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.



### California Schools News

Our monthly newsletter delivers updates on current issues and trends affecting public education.



BY ADVERTISING IN CSBA PUBLICATIONS, YOU ARE REACHING  
A HIGHLY CREDIBLE AND FOCUSED TARGET AUDIENCE OF OVER  
**10,300 SUBSCRIBERS** WHO VALUE CSBA AS A TRUSTED RESOURCE.

# CSBA Publications

## Editorial Calendar

### California Schools (quarterly magazine)

Issue	Space Reservations due	Ad submissions due	Publish dates
Winter 2021	September 24, 2021	October 8, 2021	December
Spring 2022	February 10, 2022	March 7, 2022	April
Summer 2022	May 4, 2022	May 25, 2022	July
Fall 2022	August 2, 2022	September 1, 2022	October
Winter 2022	November 2, 2022	December 2, 2022	January



### California School News (monthly\* newsletter)

Issue	Space Reservations due	Ad submissions due	Publish dates
October 2021	September 3, 2021	September 15, 2021	Mid-month
November 2021	October 4, 2021	October 15, 2021	
January 2022	December 1, 2021	December 15, 2021	
February 2022	January 4, 2022	January 18, 2022	
March 2022	February 3, 2022	February 18, 2022	
April 2022	March 4, 2022	March 18, 2022	
May 2022	April 5, 2022	April 15, 2022	
June 2022	May 4, 2022	May 18, 2022	
July 2022	June 3, 2022	June 17, 2022	
August 2022	July 6, 2022	July 18, 2022	
September 2022	August 3, 2022	August 17, 2022	
October 2022	September 2, 2022	September 16, 2022	
November 2022	October 4, 2022	October 18, 2022	



\* No publication in December

# 2021-22 Rate Card

Size/Position	1x rate	2x rate	4x rate
Newsletter 1/3 page ad	\$765	\$710	\$635
Newsletter 1/16 page ad	\$523		
Magazine Advertorial	\$3,800 – spread \$1,900 – single		
Magazine Full Page	\$1,510	\$1,420	\$1,255
Magazine 2/3	\$1,225	\$1,135	\$1,015
Magazine 1/2	\$915	\$850	\$770
Magazine 1/3	\$765	\$710	\$635
Inside Cover	\$1,900	\$1,765	\$1,580
Back Cover	\$2,530	\$2,410	\$2,200

*Please defer to the benefit guide for special discount rates for affiliate status.*

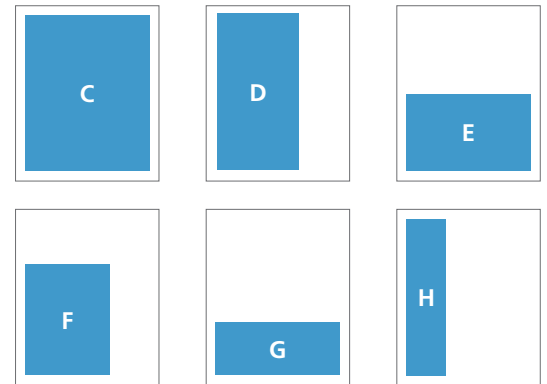
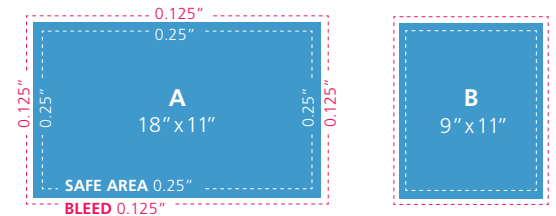
## Frequency discounts:

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.

# Mechanical Specs

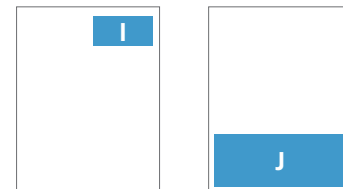
## California Schools Magazine (max. ink density 200%)

	Format	Trim (WxH)	Bleed	Total size (WxH)
<b>A</b>	Spread	18"x11"	0.125"	18.25"x11.25"
<b>B</b>	Full page	9"x11"	0.125"	9.25"x11.25"
<b>C</b>	Full page image	7.8125"x9.75"	—	—
<b>D</b>	2/3 page vertical	5.125"x9.8125"	—	—
<b>E</b>	1/2 page horizontal	7.8125"x4.8125"	—	—
<b>F</b>	1/2 page island	5.125"x6.6875"	—	—
<b>G</b>	1/3 page horizontal	7.8125"x3.3125"	—	—
<b>H</b>	1/3 page vertical	2.5"x9.8125"	—	—



## California Schools Newsletter (max. ink density 200%)

	Format	Trim (WxH)	Bleed	Total size (WxH)
<b>I</b>	1/16 page	3.5"x1.75"	—	—
<b>J</b>	1/3 page	7.875"x3.125"	—	—



## Advertorial guidelines

Headlines: No more than 80 characters,  
Body copy between 525-600 words (1,225  
and 1,350 for spread). Include one landscape  
photo and one company or product logo.  
See example layout. No QR codes.

## File formats accepted

Press-quality PDF (with bleeds when  
applicable); or 300 dpi or vector files in  
CMYK color. Package all fonts or convert  
fonts to outlines.

## Artwork and order submission

Send your electronic file to us 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.

For advertorials, please submit MS  
Word doc. Do not format or stylize  
text. Images/Photos may be submitted  
in JPG, TIFF or PSD format. Logos  
accepted in vector format ONLY.

## Insertion order

To place your order and review  
a copy of our terms and  
conditions for ad placement,  
please complete our advertising  
contract and return to  
businessaffiliates@csba.org.  
For additional questions,  
please feel free to contact us  
at 916-669-3275.

# Advertising **Contract**

## California Schools Advertising Contract

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

Magazine	Ad type (see chart on pg. 5)	Cost	Vertical, Horizontal Bleed
Winter 2021	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Spring 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Summer 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Fall 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Winter 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Newsletter	Ad type (see chart on pg. 5)	Cost	Month(s) (see calendar on pg. 3)
	_____	_____	_____
	_____	_____	_____

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. Email your complete advertising contract to [businessaffiliates@csba.org](mailto:businessaffiliates@csba.org) or mail 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](mailto:businessaffiliates@csba.org)

