

JOURNAL

The *Journal*, the official magazine of OSBA, features association activities, innovative articles, pictures and reports of direct interest to Ohio's public education management team. It has a circulation of 6,800, which includes school board members, superintendents, treasurers, business officials, legislators and the media.

Space sizes and charges (all charges are per issue)

Front inside cover	\$1,155
44 picas x 57 picas (7 ¹ / ₄ " x 9 ¹ / ₂ ")	
53 picas x 68 picas (8 ³ / ₄ " x 11 ¹ / ₄ ") (bleed)	
Back inside cover	\$1,025
44 picas x 57 picas (7 ¹ / ₄ " x 9 ¹ / ₂ ")	
53 picas x 68 picas (8 ³ / ₄ " x 11 ¹ / ₄ ") (bleed)	
Back outside cover	\$1,025
44 picas x 49 picas (7 ¹ / ₄ " x 8 ¹ / ₈ ")	
53 picas x 52 picas (8 ³ / ₄ " x 8 ⁵ / ₈ ") (bleed)	
Full page	\$980
44 picas x 57 picas (7 ¹ / ₄ " x 9 ¹ / ₂ ")	
53 picas x 68 picas (8 ³ / ₄ " x 11 ¹ / ₄ ") (bleed)	
2/3 page	\$735
29 picas x 57 picas (4 ¹³ / ₁₆ " x 9 ¹ / ₂ ")	
44 picas x 38 picas (7 ¹ / ₄ " x 6 ¹ / ₄ ")	
1/2 page	\$600
29 picas x 48 picas (4 ¹³ / ₁₆ " x 8")	
44 picas x 28 1/2 picas (7 ¹ / ₄ " x 4 ³ / ₄ ")	
1/3 page	\$420
29 picas x 28 1/2 picas (4 ¹³ / ₁₆ " x 4 ³ / ₄ ")	
44 picas x 19 picas (7 ¹ / ₄ " x 3 ¹ / ₄ ")	
14 picas x 57 picas (2 ⁵ / ₁₆ " x 9 ¹ / ₂ ")	
1/6 page	\$250
14 picas x 28 1/2 picas (2 ⁵ / ₁₆ " x 4 ³ / ₄ ")	
29 picas x 15 picas (4 ¹³ / ₁₆ " x 2 ¹ / ₂ ")	

Inserts (no center inserts in August issue)

2-page with 3 ¹ / ₂ " flap	\$650
4-page	\$770

Additional color charges

4-color with separation	\$700
2-color (advertiser specifies PMS matching color).	\$500

Discounts (25% maximum discount)

- 15% — Recognized ad agency
- 15% — Non-agency 10 times/year
- 10% — Non-agency 5 times/year
- 5% — Agency 10 times/year
- 5% — OSBA Trade Show exhibitor

Typesetting/composition charges

The *Journal* staff can design, lay out and typeset advertisements for advertisers. Cost is \$125.00 an hour.

Closing date

The *Journal* is published 10 times each year, excluding January and July. The advertisements, computer files and insertion order deadline is six weeks preceding the date of each issue.

Termination policy

If payment is not made, this contract may be terminated by OSBA. If advertiser desires to terminate this contract prior to publication of all ads specified herein, advertiser shall contact OSBA to request cancellation of the future ads. OSBA reserves the right to publish ads after such notification and to require payment therefor if the ad cannot, in OSBA's judgment, reasonably be removed from an issue or issues of the *Journal*. The editor and OSBA executive director reserve the right to cancel this contract or reject any advertisement deemed inappropriate for publication in the *Journal*. OSBA reserves the right to position the advertisement in the *Journal*.

Invoicing and payment

Advertisers may prepay or choose to be invoiced upon publication. Advertisers agree to pay OSBA for advertisements within 30 days of receipt of invoice. OSBA reserves the right to require prior payment for advertisements when deemed necessary. OSBA reserves the right to refuse to publish ads for any advertiser who is delinquent in paying amounts under this or any other contract with OSBA.

DTP files

The *Journal* uses a direct-to-plate printing technology, therefore, if you use desktop publishing, OSBA can use your Macintosh or PC files to generate a high-resolution ad at no charge. Please send a disk along with the insertion order. All art and font files must be included on the disk, along with a description of the software used and a hard copy.

JOURNAL

Journal insertion order/contract

Issue(s)

- February
- March
- April
- May
- June
- August (no center inserts in Aug.)
- September
- October
- November
- December

Size

- Front inside cover — \$1,155
- Back inside cover — \$1,025
- Back outside cover — \$1,025
- Full page — \$980
- 2/3 page — \$735
- 1/2 page — \$600
- 1/3 page — \$420
- 1/6 page — \$250
- 2-page insert with 3½" flap — \$650
- 4-page insert — \$770

Other charges (if applicable)

- 4-color — \$700
- 2-color PMS _____ — \$500
(advertiser specifies PMS matching color)
- Scan — \$15 per scan

Discounts (25% maximum)

- 15% — Recognized ad agency
- 15% — Non-agency 10 times/year
- 10% — Non-agency 5 times/year
- 5% — Agency 10 times/year
- 5% — OSBA Trade Show exhibitor

Cost of contract

Space charge \$ _____
Other charges \$ _____
Less discounts \$ _____
Total: \$ _____

Termination policy

The information on this page and the terms that are incorporated by reference, constitute a contract whereby OSBA agrees to publish advertisements in issues of the *OSBA Journal*, as indicated, and advertiser agrees to pay the charges indicated. If payment is not made, this contract may be terminated by OSBA. If advertiser desires to terminate this contract prior to publication of all ads specified herein, advertiser shall contact OSBA to request cancellation of the future ads. OSBA reserves the right to publish ads after such notification and to require payment therefor if the ad cannot, in OSBA's judgment, reasonably be removed from an issue or issues of the *Journal*. The editor and OSBA executive director reserve the right to cancel this contract or reject any advertisement deemed inappropriate for publication in the *Journal*. OSBA reserves the right to position the advertisement in the *Journal*.

Invoicing and payment

Advertisers may prepay or choose to be invoiced upon publication. Advertisers agree to pay OSBA for advertisements within 30 days of receipt of invoice. OSBA reserves the right to require prior payment for advertisements when deemed necessary. OSBA reserves the right to refuse to publish ads for any advertiser who is delinquent in paying amounts under this or any other contract with OSBA.

Representative's name _____

Title _____ Organization _____

Agency (if applicable) _____

Address _____

City, state, ZIP _____

Phone number _____ Fax number _____

Signature of representative _____ Date _____

Credit card information

MasterCard Visa Card expires (Mo./Yr.): ____/____

Account #: _____ Signature: _____

Mail completed form and materials to *Journal* advertising,
OSBA, 8050 N. High St., Suite 100, Columbus, OH 43235-6481 ● Phone: (614) 540-4000 ● Fax: (614) 540-4100.