



Ohio School
Boards Association
2018 advertising rate card



Expand your Reach

by advertising with OSBA

Get noticed | Get results

It can be challenging for your sales team to connect with school board members and district administrators, but you can reach them with OSBA. Advertising with OSBA is the easiest way to get your company's name in front of education leaders. We provide print and web-based advertising options to help you deliver your message. You can choose from an array of high-impact opportunities to make your advertising more cost-effective while reaching your target audience. Let us help you grow in the education industry.

Contact Wanda Bloch, OSBA marketing and trade show manager, if you have questions or would like to customize a marketing plan to meet your needs:
(614) 540-4000 • wbloch@ohioschoolboards.org.

OSBA — connecting you with the right people

Advertising in the OSBA Journal helps you reach school district decision-makers.

Published six times annually, the OSBA Journal is the association's award-winning flagship publication. Targeted directly to more than 5,700 print subscribers, it is the only education-related magazine sent to:

- school board members;
- superintendents;
- treasurers;
- business managers;
- curriculum directors;
- district technology directors;
- principals;
- state and national lawmakers representing Ohio.

The OSBA Journal is provided as a member benefit. Our readers — the local education leaders and decision-makers of Ohio — purchase millions of dollars' worth of school products and services each year. Such products and services include:

- curriculum materials;
- technology, including websites and social media;
- classroom and office equipment;
- gym, playground and sports equipment;
- contract services;
- food service and related equipment;
- school buses and transportation equipment;
- security systems and programs;
- environmental and climate control systems;
- administrative systems;
- much more!

**Contact Wanda Bloch at (614) 540-4000
to customize a marketing plan today!**



2018 editorial calendar

Issue	Ad deadline	Focus
February	Jan. 15	Welcome new board members
April	Feb. 26	Special education: Challenges and innovations
June	April 30	Top legal issues facing school districts
August	June 25	School finance: Ways to maximize resources
October	Sept. 4	Pre-conference promotions and state and federal elections
December	Dec. 5	OSBA Capital Conference recap

2018 OSBA Journal advertising rates

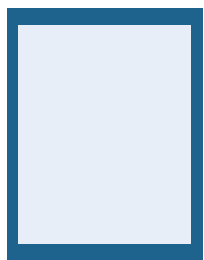
Size	1x	3x	6x
Front inside cover	\$1,370	\$1,240	\$1,160
Back inside cover	\$1,260	\$1,240	\$1,070
Back outside cover	\$1,260	\$1,240	\$1,070
Full Page	\$1,210	\$1,080	\$1,020
2/3 Page	\$920	\$825	\$775
1/2 Page	\$740	\$670	\$630
1/3 Page	\$515	\$460	\$440
1/6 Page	\$310	\$285	\$265

OSBA Capital Conference and Trade Show exhibitors receive a 5% discount off the listed pricing.

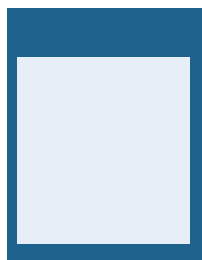
OSBA reserves the right to bump or postpone ads to later issues, delete ads as necessary or move ad positions within an issue. OSBA is not responsible for errors contained within copy that the advertiser or its agency supplies.

Email ads to wbloch@ohioschoolboards.org as a 300-dpi PDF with fonts embedded or supplied on CD. Use CMYK mode for any colors used, including spot colors. Ads that do not meet the size specifications will be returned for resizing. A \$50 fee may be charged for ads that are not grayscale or CMYK.

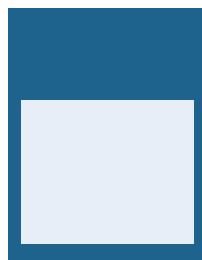
Mechanical requirements



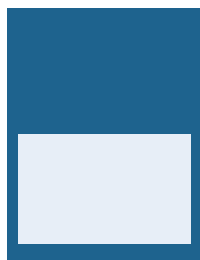
Full page and front and inside back covers
7.5" x 9.5" without bleed
9" x 11.5" with bleed



Back outside cover
7.5" x 8.125"



2/3 page horizontal
7.5" x 6.25"



1/2 page horizontal
7.5" x 4.75"

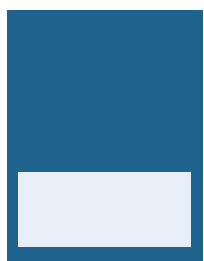
Magazine trim size: 8.5" x 11"

Full bleed: 9" x 11.5"

All dimensions are width by height.

Please include crop marks to ensure proper ad dimensions.

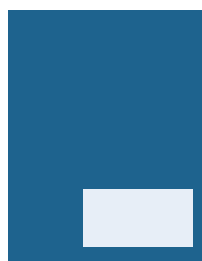
For questions on mechanical requirements, contact Angela Penquite at (614) 540-4000.



1/3 page horizontal
7.5" x 3.25"



1/6 page vertical
2.5" x 4.75"



1/6 page horizontal
4.875" x 2.5"

Don't miss out on other marketing opportunities

OSBA has exhibiting and sponsorship opportunities that allow you to choose the events and promotional items to best meet your needs and gets you the most valuable face-to-face time with prospective clients.

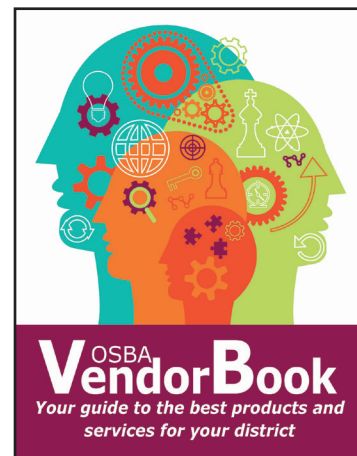
Maximize your visibility

OSBA VendorBook

The OSBA VendorBook is a directory of goods and services for schools. It includes listings of businesses by category, as well as display advertisements. The VendorBook is included in the August OSBA Journal magazine and designed to be used throughout the year.

The VendorBook is read by more than 5,700 Ohio educational leaders, including:

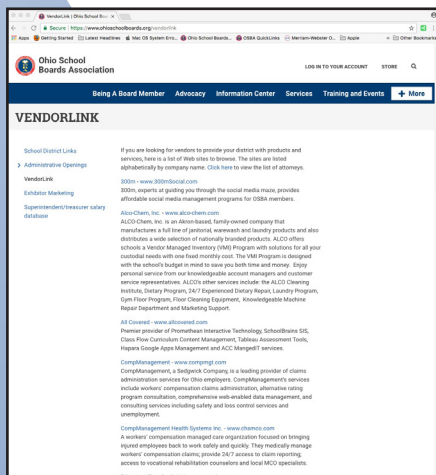
- **school board members** of every district, who set policy for the district and have a wide range of fiscal responsibility;
- **superintendents**, who are responsible for overseeing the day-to-day functions of their districts;
- other **administrators**, including **treasurers** and **business managers**.



2018 OSBA VendorBook advertising rates

Back outside cover	\$1,255	1/2 Page	\$700	Five-line listing in two categories	\$75
Front inside cover	\$1,225	1/3 Page	\$495	Additional categories	\$25
Back inside cover	\$1,225	1/6 Page	\$325	Typesetting (if necessary)	\$85
Full Page	\$1,056	Business card	\$205		

Advertisers who purchase display ads receive a five-line listing in two categories. A five-line listing includes the company name, address, phone and website or email address. Ad sizes are the same as the Journal except for the back outside cover (use specs for front inside cover) and business card (3.5" wide by 2" high).



OSBA VendorLink

The OSBA VendorLink is your chance to be “plugged in” to Ohio’s school leaders. With thousands of monthly visits, www.ohioschoolboards.org is the place you want to be to connect with education leaders.

A listing — for a low fee of \$100 a year — includes your company name, description and home page URL, as well as a hyperlink to instantly transport interested customers to your site.

Visit www.ohioschoolboards.org/vendorlink to view current VendorLink listings.



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**Contact Wanda Bloch at (614) 540-4000
or wbloch@ohioschoolboards.org to
begin advertising today.**