



Increase brand awareness

by advertising with OSBA

Get noticed | Get results

Advertising with OSBA is the easiest way to get your company's name in front of education leaders. We help you connect with your target audience. You can choose from an array of high-impact opportunities to make your advertising more cost- and reach-effective while delivering your message in print and online. Connect with influencers and expand in the industry with OSBA.

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



Ohio School
Boards Association

The Journal magazine

The official publication of OSBA has been in print for over 60 years. The magazine includes industry and legislative updates, OSBA member information, feature articles highlighting districts and promoting student achievement and more.

Key highlights

- full-color publication;
- published six times each year;
- print and digital issues reach over 5,700 subscribers;
- only education-related magazine sent to this audience.

Readership includes

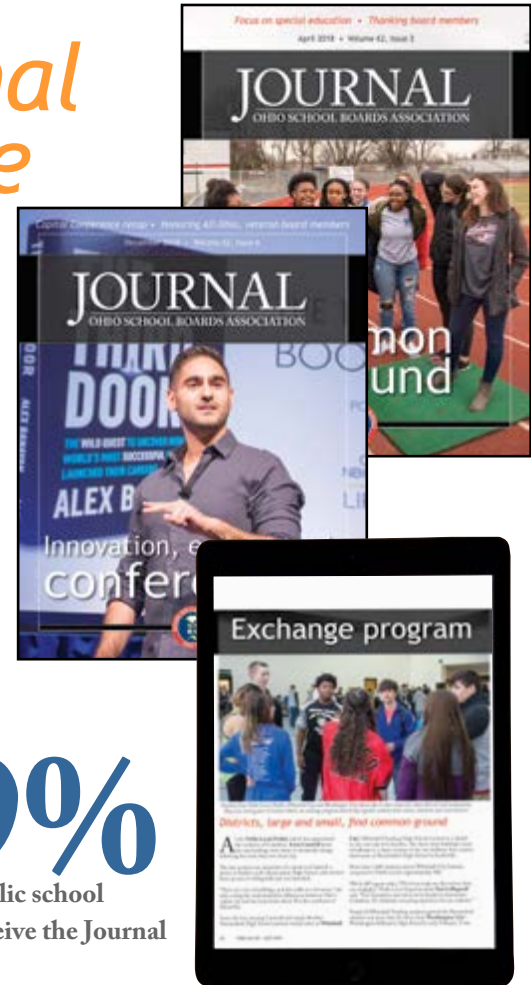
- school board members;
- superintendents;
- treasurers;
- business managers;
- curriculum directors;
- district technology directors;
- principals.

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!



99%
of Ohio public school
districts receive the Journal

2019 editorial calendar

Issue	Ad deadline	Focus
February	Jan. 15	Food insecurity
April	Feb. 25	School safety: A multidisciplinary approach
June	April 29	Implicit bias, diversity and equity
August	June 24	Promoting student achievement
October	Sept. 3	Pre-conference promotions; current hot topics in education
December	Dec. 4	OSBA Capital Conference recap

2019 OSBA Journal advertising rates

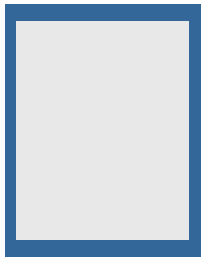
Size	1x	3x	6x
Inside front cover	\$1,435	\$1,350	\$1,215
Inside back cover	\$1,325	\$1,300	\$1,120
Outside back cover	\$1,325	\$1,300	\$1,120
Full Page	\$1,270	\$1,135	\$1,070
2/3 Page	\$965	\$865	\$810
1/2 Page	\$775	\$700	\$660
1/3 Page	\$540	\$480	\$462
1/6 Page	\$325	\$300	\$275

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

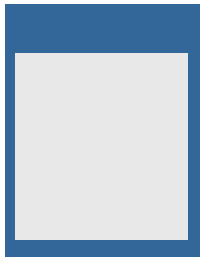
OSBA reserves the right to bump or postpone ads to later issues, delete ads as necessary or move ad positions within an issue. OSBA is not responsible for errors contained within copy that the advertiser or its agency supplies.

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.

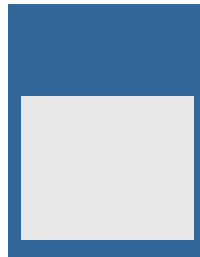
Mechanical requirements



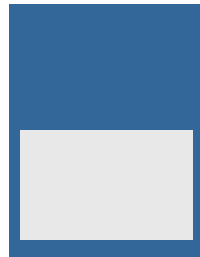
Full page, including inside front and back covers
7.5" x 9.5" without bleed (shown)
9" x 11.5" with bleed



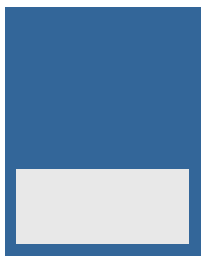
Outside back cover
7.5" x 8.125"



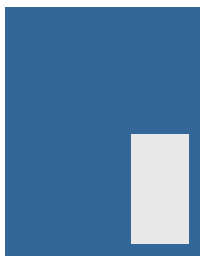
2/3 page horizontal
7.5" x 6.25"



1/2 page horizontal
7.5" x 4.75"



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"

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.

Specify if full-page ads include bleeds.

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

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.

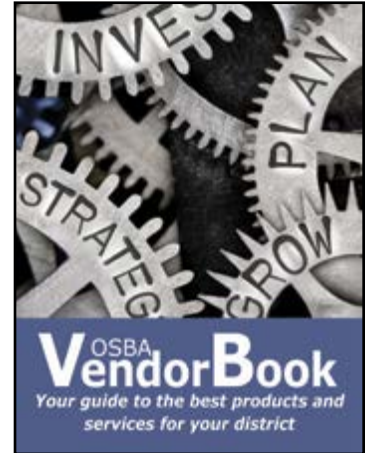
Maximize your visibility

OSBA VendorBook

OSBA's official directory of goods and services for schools. This annual publication is used throughout the year.

Key highlights

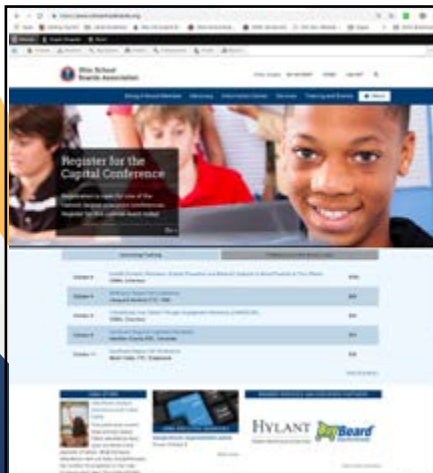
- included in the August Journal magazine;
- listings appear under the categories of your choice;
- read by over 5,700 ohio educational leaders;
- readers include school board members, superintendents and other district administrators, including treasurers and business managers.



2019 OSBA VendorBook advertising rates

Outside back cover	\$1,255	1/2 Page	\$700	Five-line listing in two categories	\$75
Inside front cover	\$1,225	1/3 Page	\$495	Additional categories	\$25
Inside back 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 outside back cover (use specs for inside front cover) and business card (3.5" wide by 2" high).



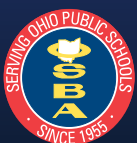
OSBA VendorLink

The go-to site for all OSBA information, industry and legislative updates and resources, upcoming event details, and more. The VendorLink is your chance to be "plugged in" to Ohio school leaders.

Features

- yearly subscription;
- thousands of monthly visitors;
- low investment of \$100 includes company name, website address and description;
- visit www.ohioschoolboards.org/vendorlink to view current listing.

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



Ohio School Boards Association

8050 N. High St., Ste. 100 • Columbus, OH 43235-6481
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