



2023

## OSBA Media Kit

**Connect with your target market.  
Get noticed. Get results.**

Your OSBA connection to leaders in the education industry is direct, powerful and effective. When you advertise with us, you are putting your products and services in the spotlight of key educational leaders.

**Just imagine the impact you can have!**

**For more information and to customize a marketing plan to meet your needs, contact:**

**Wanda Bloch**

marketing and trade show manager

(614) 540-4000

wbloch@ohioschoolboards.org



**OHIO SCHOOL BOARDS  
ASSOCIATION**

# Print Advertising

Choose from an array of high-impact opportunities to make your advertising and marketing more cost- and reach-effective when you deliver your message in print with OSBA.



## The Journal magazine

Align your brand with the official OSBA publication, the only education-related magazine tailored to Ohio school leaders. The Journal features industry and legislative updates, member information, student and district achievement and more.

### Key highlights:

- Full-color publication
- Published six times each year
- Print and digital issues reach over 5,700 subscribers

### Readership includes:

- School board members
- Superintendents and treasurers
- Curriculum directors
- Principals

The OSBA Journal is provided as a member benefit. Our readers — the education leaders and decisionmakers in Ohio — purchase millions of dollars' worth of school products and services each year.

### 2023 OSBA Journal Editorial Calendar

| Issue    | Ad deadline | Focus  |
|----------|-------------|--|
| February | Jan. 18     | Addressing staff shortages   |
| April    | Feb. 23     | How public schools can increase student access to future opportunities |
| June     | April 21    | School communications: promoting your school district                  |
| August   | June 22     | School finance issue   |
| October  | Aug. 24     | School safety and conference preview                                   |
| December | Dec. 5      | Capital Conference in review   |



### 2023 OSBA Journal Advertising Rates

| Size               | 1x      | 3x      | 6x      |
|--------------------|---------|---------|---------|
| Inside front cover | \$1,550 | \$1,435 | \$1,310 |
| Inside back cover  | \$1,430 | \$1,395 | \$1,225 |
| Outside back cover | \$1,430 | \$1,395 | \$1,225 |
| Full page          | \$1,360 | \$1,215 | \$1,150 |
| 2/3 page           | \$1,045 | \$930   | \$875   |
| 1/2 page           | \$830   | \$755   | \$715   |
| 1/3 page           | \$585   | \$520   | \$495   |
| 1/6 page           | \$360   | \$335   | \$295   |

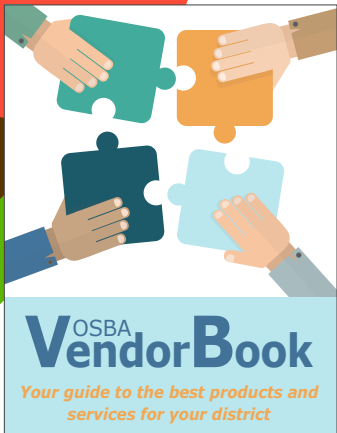
OSBA Capital Conference and Trade Show exhibitors receive a 5% discount on the listed pricing.

## OSBA VendorBook

Maximize your visibility with OSBA's official directory of goods and services for schools. This annual publication is a "go-to" reference for members throughout the year.

### Key highlights:

- Included in the August Journal
- Listings appear under 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



Advertisers purchasing display ads receive a five-line listing in two categories that includes the company name, address, phone and website or email address.

### 2023 OSBA VendorBook Advertising Rates

|                           |         |  |       |
|---------------------------|---------|--|-------|
| <b>Outside back cover</b> | \$1,365 | <b>1/3 page</b>                            | \$535 |
| <b>Inside front cover</b> | \$1,315 | <b>1/6 page</b>                            | \$360 |
| <b>Inside back cover</b>  | \$1,315 | <b>Business card</b>                       | \$220 |
| <b>Full page</b>          | \$1,115 | <b>Five-line listing in two categories</b> | \$85  |
| <b>1/2 page</b>           | \$760   | <b>Additional categories</b>               | \$25  |



## OSBA VendorBook category listings

Appraisal services  
Architects  
Association/foundations  
Athletic equipment/surfaces  
Athletic surfaces  
Awards/recognition  
Bleachers/grandstands  
Bonds  
Building products  
Cafeteria software  
Classrooms (modular)  
Colleges/universities  
Communications  
Computer products  
Construction managers  
Consultants  
COVID-19 safety  
Curriculum  
Disaster recovery  
Disinfecting services  
Education employment  
Educational consulting  
Educational equipment  
Electricity purchasing  
Employee benefit plans  
Energy conservation  
Energy services  
Engineering  
Environmental safety  
Facilities equipment/services  
Facilities management  
Financial consulting  
Financial institutions/consulting  
Fitness equipment  
Flooring  
Flooring/ceiling  
Food services  
Fundraising  
Furniture  
General contractors  
Grant writing  
Group term life insurance  
Grounds care  
Health services  
HVAC  
Human resources  
Insurance  
Janitorial services  
Janitorial supplies/equipment  
Laboratories  
Legal assistance  
Levy consulting  
Lighting  
Lockers/cabinets  
Management support systems  
Masonry products  
Meeting facilities  
Office supplies  
Office supplies/equipment  
Office/classroom supplies  
Online payment  
Online purchasing cooperative  
Paint  
Persistent sanitizers and disinfectants  
Playground equipment/surfaces  
Plumbing supplies/services  
Professional development  
Promotional products  
Publications  
Records management  
Roofing  
Safety  
Safety and health  
School bus sales/service  
Scoreboards  
Security  
Security systems  
Signs  
Software  
Stage/theater equipment  
Student achievement  
Technology  
Telecommunications  
Transportation services  
Utilities  
Windows/glass

# Print requirements

## Magazine trim size:

8.5" x 11"

## Full bleed:

9" x 11.5"

| Journal and VendorBook Ad Sizes                   |  |
|---|--|
| Full page, including inside front and back covers | 7.5" x 9.5" without bleed<br>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 horizontal                               | 4.875" x 2.39"                                     |
| 1/6 page vertical                                 | 2.39" x 4.75"                                      |
| Business card (VendorBook only)                   | 3.5" x 2"  |

Submit art files as 300-dpi PDF with fonts embedded. 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.

All dimensions are width by height. Please include crop marks to ensure proper ad dimensions. Specify if full-page ads include bleeds.

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.

## Submit art to:

Wanda Bloch

wbloch@ohioschoolboards.org

## For questions about art requirements, contact:

Angela Penquite

(614) 540-4000

apenquite@ohioschoolboards.org

# Digital Advertising

In today's business climate, selling your products and services requires a higher level of creativity, reach and cost efficiency. It demands your brand stands out from the competition. This is where online advertising benefits your company.

## OSBA VendorLink

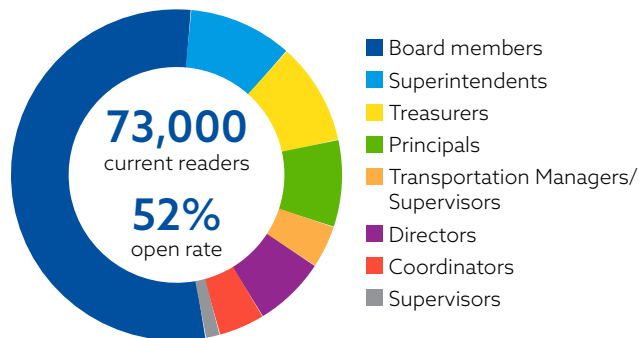
The go-to site for all OSBA information, industry and legislative updates and resources, upcoming event details and more. The VendorLink is your chance to be "plugged in" to Ohio school leaders.

- Thousands of monthly visitors
- Low investment of \$125 includes company name, website address and description
- Yearly subscription
- Visit [www.ohioschoolboards.org/vendorlink](http://www.ohioschoolboards.org/vendorlink) to view current listings

## OSBA Update e-newsletter

Keep your brand front and center in a monthly e-newsletter that notifies members of what is new and happening in the education industry. For \$250 per email, your logo will be featured with a link to your website. Limited to one vendor per month.

### OSBA Update e-newsletter audience

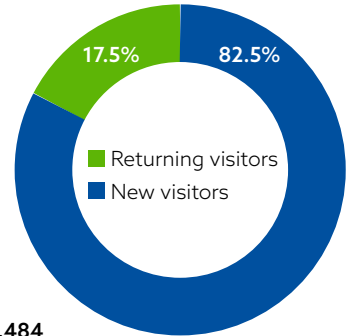
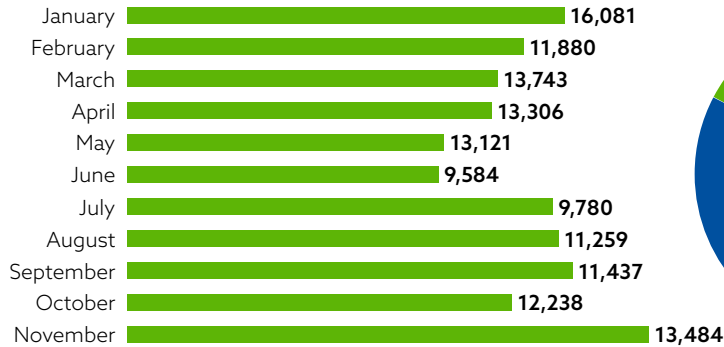


# Digital Advertising

## OSBA website banner ad

Place a banner ad on the OSBA website homepage. A one-month listing costs \$400.

### www.ohioschoolboards.org visitors per month in 2022



## OSBA Facebook post

Reach OSBA members in two posts per month on the OSBA Facebook page. A six-month investment costs \$775.

### Ohio School Boards Association social media followers





# Sponsorship Opportunities

Develop brand recognition and maximize visibility by taking advantage of OSBA's sponsorship offerings.

## OSBA Capital Conference and Trade Show

Maximize your visibility with key Ohio public school decision-makers by participating in the annual OSBA Capital Conference and Trade Show. As a provider of school services and supplies, your company will have the opportunity to share information, acquire new customers and establish new markets with OSBA. To learn more and reserve your space, visit [conference.ohioschoolboards.org/2023/exhibitors](https://conference.ohioschoolboards.org/2023/exhibitors).

## OSBA Board Leadership Institute

Opportunities to sponsor OSBA's annual professional development event designed by board members for board members, include a one-day breakfast sponsor, on-site signage recognizing sponsorship, exposure in promotional materials and networking time with attendees. Event is limited to four sponsors.

## OSBA Leading the Way podcast

Subscribers listen to OSBA's podcast to stay informed about association news and the issues impacting public education. Choose from an exclusive sponsorship of eight podcast episodes, sponsor recognition during the beginning and end of each podcast including acknowledgement of sponsorship on OSBA website and the opportunity to appear as a guest speaker on one episode.

## Educational webinar

Get in front of a captive audience by sponsoring and presenting a free, 60-minute live session webinar presented to our members. This opportunity is limited to one vendor per month.

## OSBA Regional conferences

Sponsor a Spring or Fall conference for the opportunity to network with attendees and receive recognition during welcoming, space to exhibit a tabletop display and brand recognition on the event program.





**OHIO SCHOOL BOARDS  
ASSOCIATION**

[www.ohioschoolboards.org](http://www.ohioschoolboards.org)

8050 N. High Street, Suite 100 | Columbus, Ohio 43235 | (614) 540-4000 or (800) 589-OSBA