Connect with your target market

Get noticed | Get results

Ohio School Boards Association

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!

Market your message and extend your reach with OSBA. Contact Wanda Bloch, marketing and trade show manager, to customize a marketing plan to meet your needs: (614) 540-4000 | wbloch@ohioschoolboards.org

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

The Journal magazine

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
• treasurers
• business managers
• curriculum directors
• district technology directors
• principals

99%
of Ohio public school districts receive the Journal

The OSBA Journal is provided as a member benefit. Our readers — the education leaders and decision-makers in 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 your marketing plan today!

2022 editorial calendar

| Issue	Ad deadline	Focus
February	Jan. 18	New school board members
April	Feb. 28	Recruiting and mentoring teachers and administrators
June	April 29	Facilities in the 21st century
August	June 24	Back to school
October	Sept. 2	Elections; Capital Conference preview
December	Dec. 2	OSBA Capital Conference recap

2022 OSBA Journal advertising rates

Size	1x	3x	6x
Inside front cover	$1,525	$1,425	$1,285
Inside back cover	$1,400	$1,370	$1,200
Outside back cover	$1,400	$1,370	$1,200
Full page	$1,340	$1,195	$1,130
2/3 page	$1,025	$915	$860
½ page	$815	$740	$700
1/3 page	$575	$510	$485
1/6 page	$350	$320	$290

OSBA Capital Conference and Trade Show exhibitors receive a 5% discount on 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
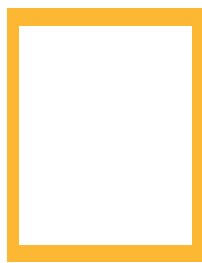
Full page, including inside front and back covers
7.5" x 9.5" without bleed (shown)
9" x 11.5" with bleed
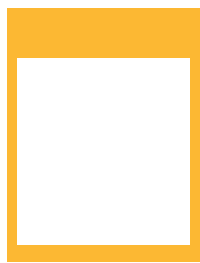
Outside back cover
7.5" x 8.125"

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
2.39" x 4.75"

1/6 page horizontal
4.875" x 2.39"

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 that best meet your needs and get you the most valuable face-to-face time with prospective clients.

OSBA VendorBook

Maximize your visibility.

**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 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.

2022 OSBA VendorBook advertising rates

Outside back cover	$1,350	1/2 page	$750	Five-line listing in two categories		$85
Inside front cover	$1,300	1/3 page	$525	Additional categories		$25
Inside back cover	$1,300	1/6 page	$350	Typesetting (if necessary)		$85
Full page	$1,100	Business card	$215			

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).

Online options

Check out our new digital options to get in front of our members! Visit www.ohioschoolboards.org/advertise-osba-media-kit

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 $125 includes company name, website address and description
• Visit **www.ohioschoolboards.org/vendorlink** to view current listings

COVID Resource Link

Protecting students, staff and educational facilities is particularly important. Have your company added to the list of vendors to help districts as we navigate these uncertain times.

Features

• Six-month listing for $100
• Allows anyone who visits our website to access your website easily and quickly
• Thousands of monthly visitors
• Broken out by categories