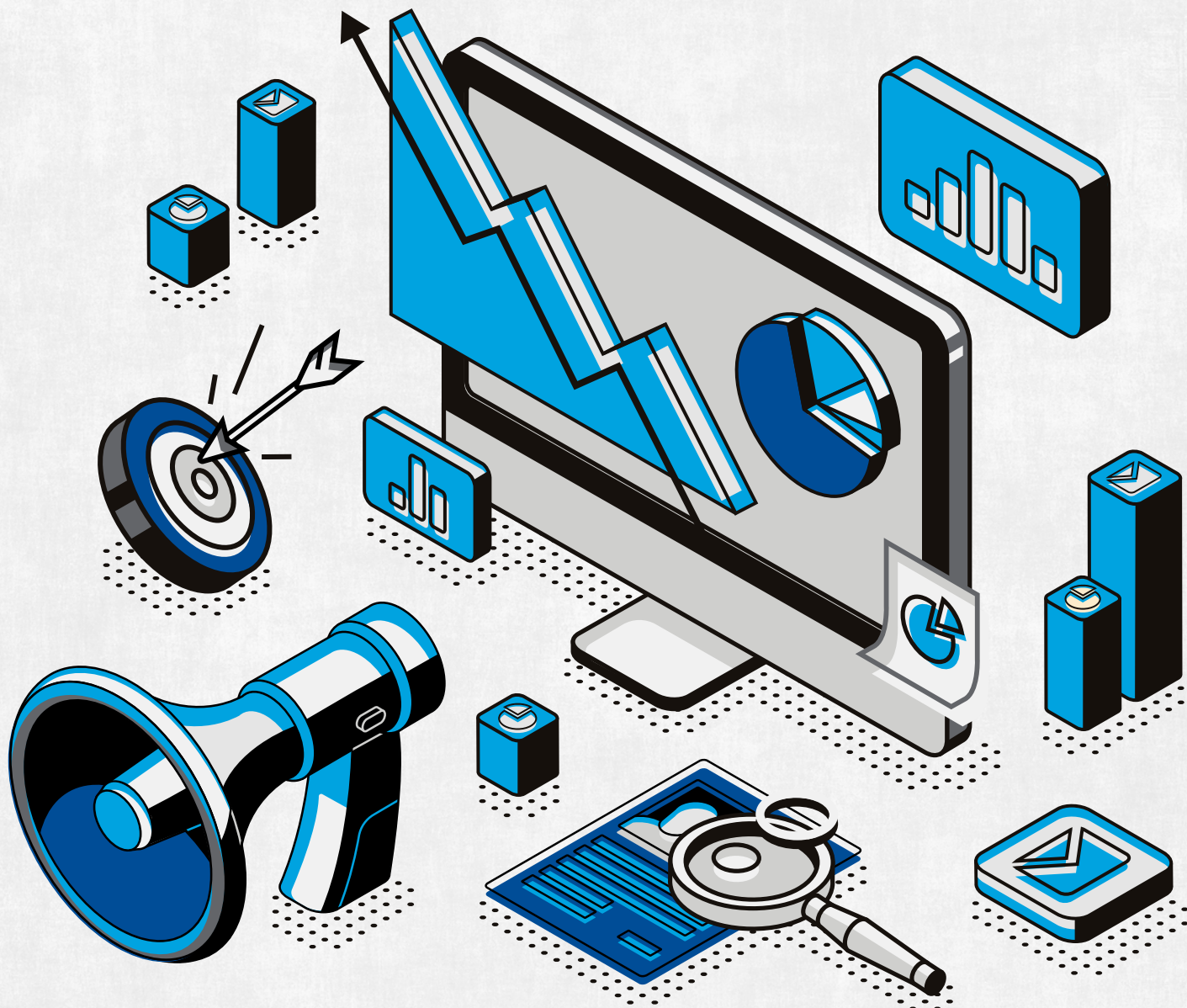


ADVERTISE WITH OSBA

# OSBA MEDIA KIT 2026

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



OHIO SCHOOL BOARDS  
ASSOCIATION

[CONFERENCE.OHIOSCHOOLBOARDS.ORG](https://conference.ohioschoolboards.org)

# 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 four times each year
- Print and digital issues reach over 5,500 subscribers

### Readership includes:

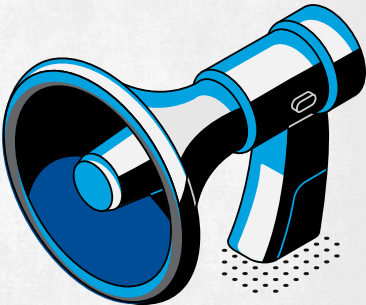
- School board members
- Superintendents and treasurers
- Curriculum directors
- Principals

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

2026 OSBA Journal Editorial Calendar		
Issue	Deadline	Focus
Winter	Jan. 20	AI in education
Spring	April 5	The good news issue
Summer	June 20	Creative funding solutions
Fall	Sept. 1	The literacy leaders

2026 OSBA Journal Advertising Rates		
Size	1x	6x
Inside front cover	\$1,700	\$1,615
Inside back cover	\$1,550	\$1,473
Outside back cover	\$1,550	\$1,473
Full page	\$1,500	\$1,425
2/3 page	\$1,100	\$1,045
1/2 page	\$930	\$884
1/3 page	\$650	\$618
1/6 page	\$400	\$380

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 Summer 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

2026 OSBA VendorBook Advertising Rates			
Inside front cover	\$1,400	1/3 page	\$600
Inside back cover	\$1,400	1/6 page	\$390
Outside back cover	\$1,450	Business card ad	\$225
Full page	\$1,200	Five-line listing	\$85
1/2 page	\$800	Additional categories	\$25/each

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

## OSBA VENDORBOOK CATEGORY LISTINGS

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



# 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 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:

Melanie Price

[mprice@ohioschoolboards.org](mailto:mprice@ohioschoolboards.org)

## For questions about art requirements, contact:

Angela Penquite

(614) 540-4000

[apenquite@ohioschoolboards.org](mailto: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

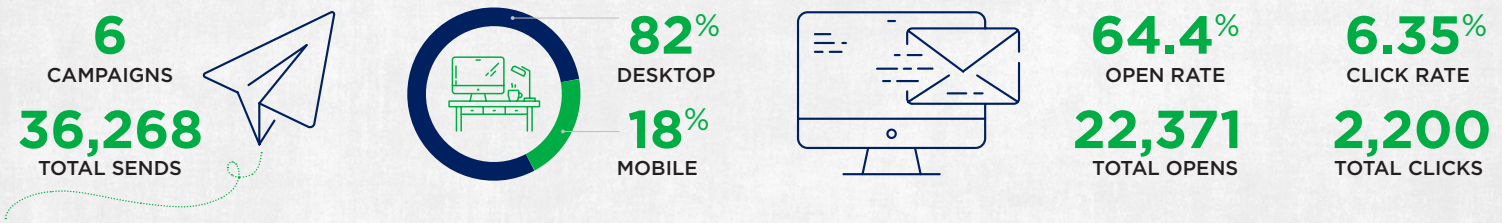
The go-to site for all OSBA information, industry and legislative updates and resources, upcoming event details and more. The VendorLink is your chance to be “plugged in” to Ohio school leaders.

- Thousands of monthly visitors
- Low investment of \$150 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.

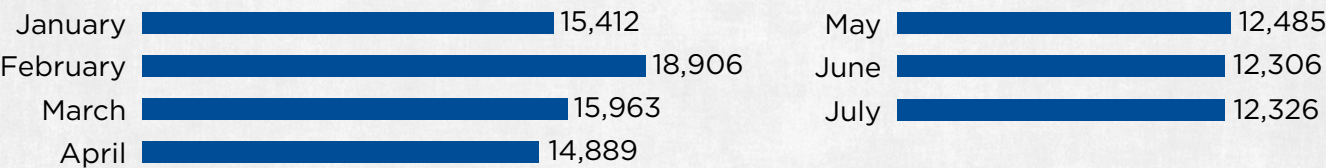
OSBA Update e-newsletter audience Q3 2025



## OSBA WEBSITE BANNER AD

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

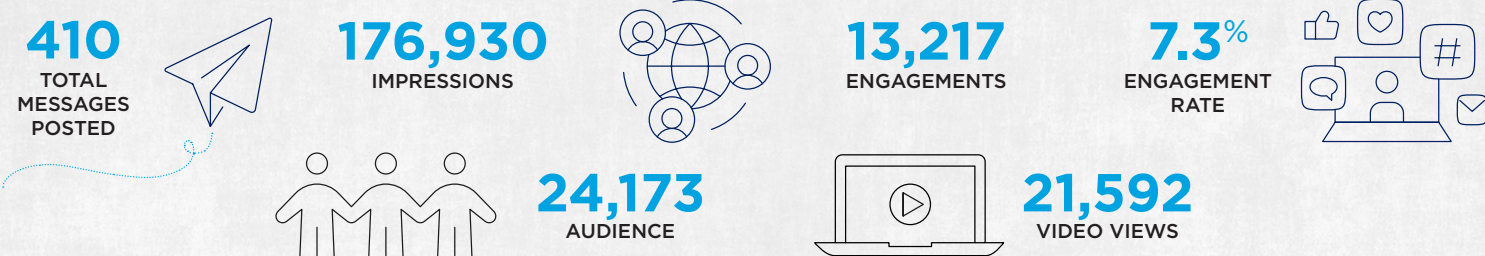
www.ohioschoolboards.org active users per month in 2025



## OSBA FACEBOOK POST

Reach OSBA members in two posts per month on the OSBA Facebook page. A six-month investment is \$800.

Profile performance summary from OSBA social media channels Q3 2025





# SPONSORSHIP OPPORTUNITIES

Develop brand recognition and maximize visibility by taking advantage of OSBA's sponsorship offerings. Contact Mark Bobo to learn more.

## OSBA CAPITAL CONFERENCE AND TRADE SHOW

Maximize your visibility with key Ohio public school decision-makers by participating in the annual Conference. Your company will have the opportunity to share information, acquire new customers and establish new markets with OSBA. To learn more, visit [osba.link/Capital-Conference-sponsorships](https://osba.link/Capital-Conference-sponsorships).

## OSBA BOARD LEADERSHIP INSTITUTE

Opportunities to sponsor OSBA's annual professional development event designed by board members for board members, include breakfast, on-site signage, 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 a 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

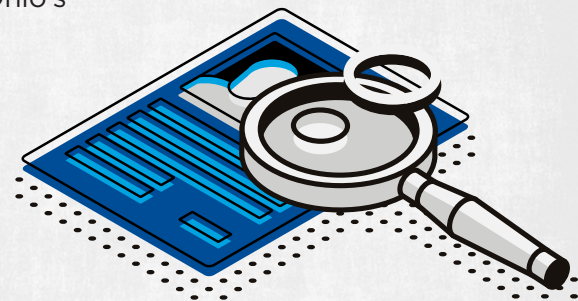
Get in front of a captive audience by sponsoring and presenting a 60-minute live session webinar presented to our members. This opportunity is limited to one vendor per month.

## 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.

## CONSORTIUM OF STATE SCHOOL BOARDS ASSOCIATIONS

Don't miss out on this amazing opportunity! COSSBA draws school board members and administrators from across the country. Sponsor one of Ohio's networking events held in conjunction with the annual conference.



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

**Mark Bobo**  
director of communications and member relations  
(614) 540-4000  
[mbobo@ohioschoolboards.org](mailto:mbobo@ohioschoolboards.org)