School Business Affairs Production Specifications

Material Specifications

DELIVERY:

- Send all files to Ascend Media for pre-flight.
- CDs are preferred; Zip disks are acceptable.
- Include matchprint proof for 4-Color ads or laser copy for B/W ads.

ACCEPTABLE FILE FORMATS:

- QuarkXpress 4.0 or 5.0 files with "Collect for Output" report.
- Adobe Illustrator, Adobe Photoshop files.
- Ads in TIFF, EPS, or print-optimized PDF format are acceptable.
- Postscript fonts and all graphics must be included in delivery.

ART AND COLORS:

- 300 dpi minimum.
- CMYK files only. Pantones not converted to CMYK will be treated as spot colors.
- Please convert B/W files to grayscale.

SCREENS:

- 133-Line Screen Recommended.
- 120-Line Screen Minimum.
- 150-Line Screen Maximum.

POLICIES:

- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.
- ASBO and Ascend Media reserve the right to request new files whenever necessary.
- Art is returned only upon request. Otherwise, materials are stored by printer for 12 months and are then destroyed.

Print Specifications

PRINTING: Web Offset

BINDING: Saddle-stitched

PAGE TRIM: 8.125" (Width) 10.875" (Depth)

Please keep vital copy at least .25" from final trim.

LIVE AREA: 7" (Width) 10" (Depth)

Online Ad Specifications:

Accents enewsletter	Banner ad—120 X 240 px
ASBO Website	Banner ad—120 X 240 px
SBA Digital Flipbook	Leader Board ad—728 X 90 px
	Tower ad—160 X 600 px

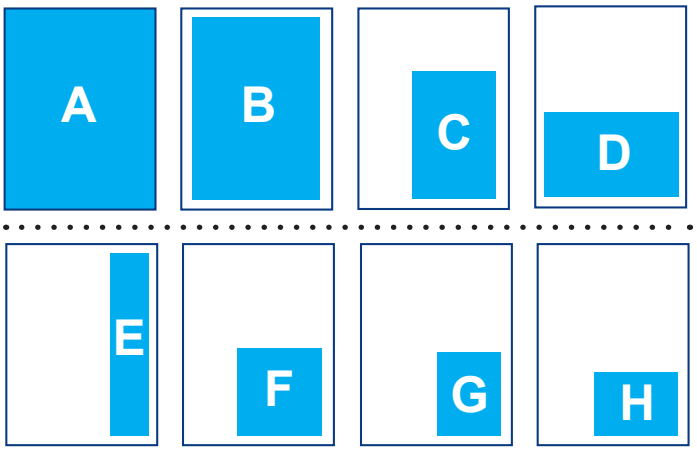
Materials are due the Thursday before publication.

ELECTRONIC AD SPECIFICATIONS:

- Ad files should be GIF or JPG format, RGB, 72 dpi, under 130kb and submitted at actual size.
- For linked ads, URL must be submitted along with creative material. Both the ad and URL for linking are subject to association approval.

SALES CONTACT: Dee Busby
913.344.1411 ■ dbusby@ascendmedia.com

Illustration of Ad Sizes and Specifications for *School Business Affairs* and ASBO's Program Book



A.	Full Page Bleed	8.375" x 11.125"
B.	Full Page, No Bleed	7" x 10"
C.	1/2 Page Island	4.625" x 7"
D.	1/2 Page Horizontal	7" x 4.625"
E.	1/3 Page Vertical	2.25" x 10"
F.	1/3 Page Horizontal	4.625" x 4.875"
G.	1/4 Page Vertical	3.5" x 4.625"
H.	1/4 Page Horizontal	4.625" x 3.5"

Publishers' Statement

Statement of Ownership, Management, and Circulation

1. Publication Title: School Business Affairs. 2. Publication Number: 0036-651X. 3. Filing Date: August 21, 2011. 4. Issue Frequency: Monthly. 5. No. of Issues Published Annually: 11. 6. Annual Subscription Price: $95. 7. Mailing Address of Known Office of Publication: 11401 North Shore Drive, Reston, VA 20190. 8. Mailing Address of Headquarters: 11401 North Shore Drive, Reston, VA 20190.9. Names and Mailing Addresses of Publisher, Editor, and Managing Editor: Publisher: John D. Musso, RSBA, Association of School Business Officials International, 11401 North Shore Drive, Reston, VA 20190. Editor: Patricia George, 37864 Alberts Farm Drive, Purcellville, VA 20132. Managing Editor: Siobhan McMahon, Association of School Business Officials International, 11401 North Shore Drive, Reston, VA 20190.10. Owner: Association of School Business Officials International, 11401 North Shore Drive, Reston, VA 20190. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. Tax Status: The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during the preceding 12 months. 13. Publication Title: School Business Affairs. 14. Issue Date for Circulation Data Below: July/August 2012.

15. Extent and Nature of Circulation	**Average No. Copies Each Issue During Preceding**	**No. Copies of Single Issue Published Nearest to Filing Date**
A. Total number of copies (net press run)	4486	4457
1. Paid and/or requested circulation paid/requested outside country	0	0
2. Mail Subscriptions Stated on Form 3541	4486	4457
3. Paid In-County Subscriptions as Stated on Form 3541	0	0
4. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution	0	0
C. Total Paid and/or Requested Circulation	4486	4457
D. Free Distribution by Mail		
1. Outside County as Stated on Form 3541	0	0
2. In County as Stated on Form 3541	0	0
3. Other Classes Mailed Through the USPS	0	0
E. Free Distribution Outside the Mail	0	0
F. Total Free Distribution	0	0
G. Total Distribution	4486	4457
H. Copies Not Distributed	0	0
I. Total	4486	4457
J. Percent Paid and/or Requested Circulation	100%	100%

16. This Statement of Ownership will be printed in the October 2010 issue of *School Business Affairs*.
17. I certify that all information furnished above is true and complete. Siobhan McMahon.

ASBO International Publications Rate Card

School Business Affairs

	1x	3x	6x	11x	22x
Full Page	$2245	$2132	$2070	$1947	$1774
1/2 Page Island	$1772	$1690	$1597	$1514	$1380
1/2 Page Horizontal	$1607	$1494	$1313	$1257	$1133
1/3 Page	$1185	$1071	$1020	$958	$865
1/4 Page	$948	$875	$834	$793	$721

School Business Affairs Covers

	3x	6x	11x
Cover 2 (Inside Front)	$4995	$4748	$4501
Cover 3 (Inside Back)	$4511	$4264	$4058
Cover 4 (Outside Back)	$5119	$4867	$4635

2013 Annual Meeting & Expo Program Book

	B/W	4-Color
Back Cover (4-Color Only)	N/A	$6138
Cover 2 or 3	$4429	$5706
Full Page	$2575	$3811
1/2 Page Island or Horizontal	$1823	$3100
1/3 Page Island or Horizontal	$1277	$2555
1/4 Page Horizontal	$1050	$2328

Digital *SBA* (monthly issue – flipbook)

Leader Board—1 position available	$750	(per issue)
Tower Ads—2 rotating positions	$500	(each—per issue)

Accents Online

Ads link to your company website	$700	(per month)

ASBO Website

One three-month block	$650
Two three-month blocks	$1,150
One-year block	$2,000

Also Available:

- ❑ Inserts
- ❑ Belly bands
- ❑ Tabbed pages and more!

Contact Ascend Media for personalized rates.

Frequency Discount Policies

3x and 6x frequency rates are earned by running ads in any 3 or 6 issues within a 12-month period. 11x rates are earned by running ads in 11 consecutive issues within a one-year period. To qualify for discounts, advertisers must submit reservations for all issues initially. Advertisers will be short-rated if they do not use the amount of space upon which the billing was based.

Sales Contact:

Dee Busby
Ascend Media
7015 College Boulevard,
Suite 600
Overland Park, KS 66211-1523

913.344.1411
dbusby@ascendmedia.com

Payment Policies:

- ❑ Recognized agencies are given 15% commission
- ❑ Payments are made on a "Net 30-day" schedule

Ascend Media Advertising Agreement

Subject to acceptance by Ascend Media, LLC ■ All Advertising subject to the Association of School Business Officials International approval

Sales Contact: Dee Busby
Phone: 913.344.1411
Fax: 913.344.1417
dbusby@ascendmedia.com

Please send insertion orders to:
Ascend Media, LLC
Attn: Dee Busby
7015 College Boulevard,
Suite 600
Overland Park, KS 66211-1523
Phone: 913.344.1411
Fax: 913.344.1417
dbusby@ascendmedia.com
www.ascendmedia.com

Contact Dee Busby for upload instructions and unique login and password.

Please remit payments to:
Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674

Sign and return to:
Dee Busby
Ascend Media, LLC
7015 College Boulevard,
Suite 600
Overland Park, KS 66211-1523
Phone: 913.344.1411
Fax: 913.344.1417

Association of School Business Officials International

Deadlines for Publications

	Space reservation and payment due	Materials Due
School Business Affairs (*SBA*)	See editorial calendar	See editorial calendar
2013 Annual Meeting Program Book	August 23, 2013	August 30, 2013

ASBO International Publications Form

Please complete the following agency information:

Advertiser: Agency (if applicable):

Billing Information: ❑ Agency ❑ Advertiser Contact Name:

Billing Address: City, State, Zip:

Phone: Fax: Email:

Please complete the following publication information:

Please refer to rate card on page 11.

Publication in which you would like to advertise:

Size/Type: Color:

Price: $ X Frequency: = Total amount: $

Issue month:

(**Note:** Issue month only applies for advertisements in *School Business Affairs*.)

Terms and Conditions

1. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
2. The advertiser's index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above its space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
3. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
4. The publisher reserves the right to limit the size of space to be occupied by any advertisement.
5. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
6. Requests for specified position are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
7. Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
8. Advertising agency and/or client are liable should one of the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this non-cancelable contract.
9. All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
10. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

I have read and agree to the terms and conditions as set forth on this document.

Authorized Advertiser/Agency Signature & Title PO # (if necessary)

Please select payment method

❑ Check Enclosed **Credit Card:** ❑ Visa ❑ MasterCard ❑ American Express ❑ Discover

Name on Card: Exp. Date:

Card No:

Signature:

Please Note: Payment is due at time of application. Make checks payable to Ascend Media, LLC. Please pay in U. S. dollars only.