



# Rate Card/Insertion Contract

2016-2017

The **SBO Quarterly** is a publication of the Ohio Association of School Business Officials. Its purpose is to provide insight into Ohio public education school business and fiscal management topics.

Its primary readership is school district treasurer/CFOs, business managers, transportation directors, food & nutrition supervisors. All OASBO members receive the publication, in addition to state legislators, key state officials and many others involved in the affairs of Ohio's public schools. Its circulation is approximately 1500 recipients.

**Ad Placement:**

Advertisements will be sold on a first-come, first-serve basis. OASBO is under no obligation to provide premium placement to any advertisers without a prior written agreement. OASBO reserves the right to determine all ad placement in the *SBO Quarterly*.

OASBO reserves the right to reject any advertisement deemed inappropriate for publication in the *SBO Quarterly*, presented as a text-heavy "advertorial," or any advertisement promoting a product/service in direct competition with an OASBO product/service.

**Discounts for Multiple Ad Insertions:**

OASBO offers a 10% discount for advertisers who commit to all four issues on this contract.

**Invoicing and Payment Policy:**

All advertisements in the *SBO Quarterly* require prepayment. Please provide payment information with your contract. Invoices are due upon receipt. OASBO reserves the right to withhold ads from being published for any advertiser's non-payment of ad invoices, or for any other outstanding invoice(s) with OASBO.

**1 Issue(s)**

Please select in which issue(s) you would like your ad to appear:

- Summer (Qtr 1 - July 2016)
- Fall (Qtr 2 - Oct 2016)
- Winter (Qtr 3 - Jan 2017)
- Spring (Qtr 4 - Apr 2017)

**2 Size:**

Please select an ad size.

Size	Member Rate	*Non-member rate
<input checked="" type="checkbox"/> Full page inside front cover - <b>PREMIUM SPOT!</b>	\$950	\$1872
<input type="checkbox"/> Back cover - <b>PREMIUM SPOT!</b>	\$950	\$1872
<input type="checkbox"/> Full page	\$795	\$1360
<input checked="" type="checkbox"/> 1/2 page horizontal	\$510	\$1073
<input type="checkbox"/> 1/3 page vertical	\$420	\$972

**Ad rates:**

*(Strikethrough = ad space not available)*

*\*Save \$ on your ads! Service Affiliate (vendor) membership is \$500/year.*

**3**

Ad Authorized by (Print Name): \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

**4**

Send this completed form via email to: **communications@oasbo-ohio.org** (or) **Fax to: 614.431.9137**

**Attn: Chris Zimmer**

**Payment Information:**

Check (enclosed)  VISA  MasterCard  AMEX  Discover  
 Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Credit Card Address \_\_\_\_\_

Total # of ads: \_\_\_\_\_

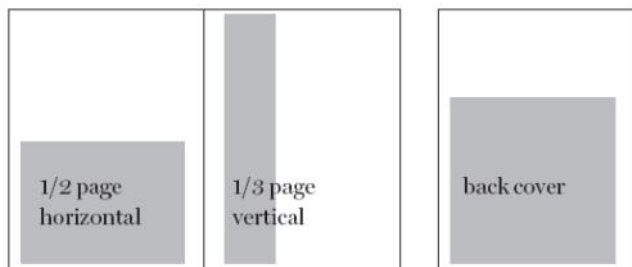
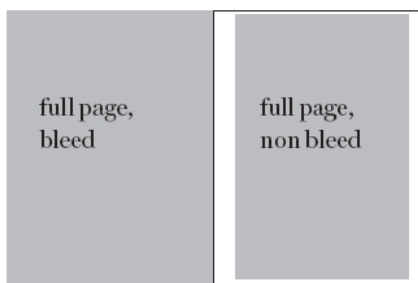
Discount (if applicable): \_\_\_\_\_

**Total Amount Due: \$ \_\_\_\_\_**

## Ad Closing Dates

### Contracts & Materials Due Deadlines

Summer (Q1-July Issue).....	May 13, 2016
Fall (Q2-October Issue).....	Aug 7, 2016
Winter (Q3-January Issue).....	Nov 6, 2016
Spring (Q4-April Issue).....	Feb 6, 2017



## Ad Sizes

Size	Width	x	Depth
Full page (non-bleed)	6.79"	x	10.33"
Full page (bleed)	8.25"	x	11.125"
1/2 page horizontal (non-bleed)	6.79"	x	5.04"
1/3 page vertical (non-bleed)	2.125"	x	10.33"
Back cover (non-bleed)	6.79"	x	6.83"

## Design Specs

### Mechanical Requirements

Digital data is required for all ad submissions. Size the mechanical to the ad size. Bleed ads require 1/8" runaround, Four color process.

**Magazine Page Trim Size:** 8.125" x 10.875"

**Page Live area:** 1/2 inch from trim.

**Binding:** saddle-stitched.

**Printing:** sheetfed, gloss coated stock.

Maximum density for 4 color ads should not exceed 320%.

### Materials

**File Types:** Our preferred format for receipt of digital advertising files is PDF, in the following order: PDF/X-1a in CMYK color mode, Press PDF's.

**File Specifications:** Size the ad so the page size matches the size of ad. **Do not use trim marks.** PDF's must be set up to ad dimensions (not placed on a bigger page and saved).

Images should be 300 ppi at 100% size. Line art should be 1200 ppi at 100%. Files should be press optimized, converted to CMYK, and have all fonts embedded. Use only OpenType, Type One Postscript fonts. No Truetype. (If you send EPS files, convert fonts to paths, no RGB color, no Pantone color, use CMYK or Grayscale, include support files). Also note, any ad text should be .5 inches in from the edge of the ad. For instructions on creating PDF files for PDF, visit <http://createpdf.adobe.com>

### Policies

Publisher will make every effort to provide expected quality. However, no adjustment to space or color charges will be made where material furnished deviates from published specifications. Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.

## Submission Instructions

**Email Artwork/PDF's to:** [kay@oasbo-ohio.org](mailto:kay@oasbo-ohio.org)

### Questions? Please contact:

Kay Bosovic or Kim Laugherty  
([kay@oasbo-ohio.org](mailto:kay@oasbo-ohio.org)) ([kim@oasbo-ohio.org](mailto:kim@oasbo-ohio.org))

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