

General Advertising Rates*:

Description	Agenda		In Both Conference Programs
	1 time	2 times	
Agenda - Newsletter (8 ½ x 11 ½ Vertical)	\$SOLD	\$SOLD	
Front inside cover (7 ½ x 10)	\$670	\$1,150	
Back inside cover (7 ½ x 10)	\$600	\$1,030	
1/2 page horizontal (7 ½ x 4 ¾)	\$405	\$675	
1/4 page vertical (3 ½ x 5)	\$265	\$430	
Conference Programs (5 ½ x 8 ½ Vertical)	Winter Conference	Summer Conference	
Front inside cover vertical (5 x 8)	\$SOLD	\$670	\$1,150
Back inside cover vertical (5 x 8)	\$SOLD	\$670	\$1,150
Full page vertical (5 x 8)	\$600	\$600	\$1,030
1/2 page horizontal (5 x 4)	\$405	\$405	\$675

*Rates shown are gross not net.

Specifications:

General:

Agenda is a newsletter that is distributed primarily to local school board members, local school superintendents and a select group of other educational leaders. *Agenda* has a readership of 2,400. The newsletter is published twice a year.

NEW THIS YEAR: Agenda ads may be in full color or black and white at same low price!!!

Conference programs offer an additional exposure for advertisers. These publications are the daily scheduling guides for our attendees and are used constantly during the conference. GSBA hosts two major conferences: the GSBA/GSSA Annual Conference and the GSBA Summer Conference and Delegate Assembly. The print run for each conference is 1,300.

Printing/Artwork Specifications:

Both publications are printed on white, coated stock. Conference ads are in black & white. Agenda ads may be either black & white or 4-color.

For best quality, printer prefers artwork on disk or e-mailed with all support files, but it may also be provided on paper as a hard copy. Format artwork as a "tif," "pdf," "eps," "InDesign" or "Quark" file.

Contact Laura Reilly, *Agenda* editor, at (770) 962-2985 or lreilly@gsba.com for more information on printing specs.

*NOTE: For additional business partnership information, go to www.gsba.com.

Closing Dates:

<u>Issue</u>	<u>Deadline to reserve ad</u>	<u>Deadline for artwork</u>
1 st Issue - <i>Agenda</i>	September 28, 2009	October 2, 2009
2 nd Issue - <i>Agenda</i>	April 5, 2010	April 9, 2010
Annual (Winter) Conference	October 19, 2009	October 23, 2009
Summer Conference	April 26, 2010	April 30, 2010

* **Publication dates are subject to change with prior notice given to advertisers.**

Shipping Instructions: Send space orders, insertion instructions, correspondence, and camera-ready art to: Georgia School Boards Association, Attention: Advertising, 5120 Sugarloaf Parkway, Lawrenceville, GA 30043. You may also call us to reserve ad space and fax us an order. Our numbers are: Phone (770) 962-2985 or (800) 226-1856; FAX (770) 962-5392.

Payment/Invoicing: Advertisers, or their agents, will be invoiced immediately after publication of each issue in which their ad appears. Advertisers, or their agents, agree to pay GSBA for advertisements within 30 days of receipt of invoice.

Rate Change: Rates are subject to change on 30 days notice; prices will hold on contracted space until contract expires.

Advertising Standard: The publisher reserves the right to reject any advertising copy deemed inappropriate for publishing in our publications. GSBA reserves the right to position the advertisement unless such position is a part of contract.

GSBA Advertising Rate Sheet for FY2010

Reach Georgia's school board members and educational leaders through
Georgia School Boards Association publications.

5120 Sugarloaf Parkway • Lawrenceville, Georgia 30043 • (770) 962-2985 or (800) 226-1856 • FAX (770) 962-5392 • www.gsba.com

Advertising Contract (Please complete this form and return it to GSBA.) **Date:** _____

Name of Advertiser and a Contact Person

Advertiser Address

Name of Agency (if applicable) and a Contact Person

Agency Address (if applicable)

Phone/FAX/e-Mail of Contact(s) for Questions on Artwork and Billing

Your Product or service being advertised:

Publication(s) you would like your ad to appear in:

_____ Agenda: 1st Issue (October 2009) _____ Winter/Annual Conference Program (December 2009)
_____ Agenda: 2nd Issue (May 2010) _____ Summer Conference Program (June 2010)

INDICATE SIZE OF AD ORDERED (See other side for sizes and dimensions): _____

Camera-ready Art: Yes No **Same art or different** (if running more than once): _____

Cost (per rate chart on opposite side): _____

Less agency fee: _____

Add 15% for Design/Typesetting for first run
(if camera-ready art isn't available): _____

Total due to GSBA: _____

Bill (check one): _____ to Agency _____ to Advertiser

Please sign to confirm acceptance of the terms listed on this contract.

Signature: _____

Date: _____

For GSBA Office Use Only

Accepted: Georgia School Boards Association, Inc. By: _____ Date: _____

This order becomes a contract when accepted by the Georgia School Boards Association, Inc. A copy will be returned to you for your records.