

## General Advertising Rates \*:

Description	Agenda
<b>Agenda - Newsletter (8 ½ x 11 ½ Vertical)</b>	
Front inside cover (7 ½ x 10)	<b>SOLD</b>
Back inside cover (7 ½ x 10)	\$670
Full page (7 ½ x 10)	\$600
1/2 page horizontal (7 ½ x 4 ¾)	\$405
1/4 page vertical (3 ½ x 5)	\$265
<b>Conference Programs (5 ½ x 8 ½ Vertical)</b>	<b>Summer Conference</b>
Front inside cover vertical (5 x 8)	<b>SOLD</b>
Back inside cover vertical (5 x 8)	\$670
Full page vertical (5 x 8)	\$600
1/2 page horizontal (5 x 4)	\$405

\*Rates shown are gross not net.

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## 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 2,300. The newsletter is published twice a year.

**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 1,500.

### Printing/Artwork Specifications:

Both publications are printed on white, coated stock in black ink.

**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](mailto:lreilly@gsba.com) for more information on printing specs.

\*NOTE: For additional business partnership information, go to [www.gsba.com](http://www.gsba.com).

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## Closing Dates:

<u>Issue</u>	<u>Deadline to reserve ad</u>	<u>Deadline for artwork</u>
2 <sup>nd</sup> Issue - <i>Agenda</i>	April 6, 2009	April 10, 2009
Summer Conference	April 27, 2009	May 1, 2009

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

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**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 FY2009

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 Contacts for Questions on Artwork and Billing

\_\_\_\_\_  
Your Product or service being advertised:

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

\_\_\_\_\_ Agenda: 2nd Issue (May 2009)

\_\_\_\_\_ Summer Conference Program (June 2009)

**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

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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**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.*