

media kit



Delivering Your Message to the Education Professionals Who Control a \$33 Billion Market



Since 1946, the Texas Association of School business officials (TASBO) has been the premier association for the professionals in the Texas school business industry.

TASBO's members are the key decision-makers responsible for purchasing decisions throughout the 850+ Texas school districts. TASBO's **new 8 1/2" x 11" full-color, glossy stock magazine TASBO Report** represents a powerful marketing opportunity for companies who want to reach the multi-billion dollar school business market.

Why Should You Advertise With Us?

- >> According to the Texas Education Agency's official report on total expenditures, expenditures have jumped over 40% from fiscal year 2004 to fiscal year 2008 – that's **an increase of over \$7 billion** in annual expenditures.
- >> **Spending on Texas education is at an all-time high:** the 2008 – 2009 Texas state budget includes more than \$50 billion for the public education system.
- >> With a total circulation of 5,000, *TASBO Report* is **mailed directly four times a year** to school business professionals, every TASBO member in the 850+ school districts throughout the state, **representing over 90% of the school districts in Texas.**
- >> TASBO's members are the critical **decision-makers** you need to reach: business managers, CFO's, assistant superintendents, purchasing directors, finance directors, transportation directors, payroll directors and maintenance directors.
- >> **Construction at schools is strong** – because of damage caused by the hurricanes, schools need to quickly make vital repairs. In addition, school construction is getting a powerful funding boost from bonds.

Visibility

- >> Special placements and premium positions are available
- >> All advertisers will be listed alphabetically in our Index to Advertisers showing website and page number of your ad

Publication

- >> *TASBO Report* Magazine: An 8 1/2" x 11" full-color, glossy stock, quarterly publication

Advertising Contact:

Kathleen Pishotta, 888-371-4933 or kathleen@apogeepublications.com

rates & contract



Premium Position Rates (Full-Color Only)

	1x	2x	4x
Center Spread	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$3,400
OBC	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,400
IFC	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200
IBC	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200
Opp. IFC	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
Opp. TOC	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
Guaranteed Pos.	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000

Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,850
1/2 Page	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,300
1/3 Page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,000
1/4 Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
1/6 Page	<input type="checkbox"/> \$825	<input type="checkbox"/> \$750	<input type="checkbox"/> \$650
1/8 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500

Interior Rates (Black & White)

Full Page	<input type="checkbox"/> \$1,850	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,600
1/2 Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$950
1/3 Page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800	<input type="checkbox"/> \$725
1/4 Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$625	<input type="checkbox"/> \$550
1/6 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500
1/8 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$375

Outserts

1 Page DS	<input type="checkbox"/> \$1,850	2 Page DS	<input type="checkbox"/> \$2,200
<input type="checkbox"/> Spring _____ <input type="checkbox"/> Summer _____ <input type="checkbox"/> Fall _____ <input type="checkbox"/> Winter _____			

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Fax _____

Email _____

Advertising Agency _____

Agency Phone _____

Agency Fax _____

Advertisement Agreement with Apogee Publications

Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Card # _____

Expiration Date _____

Company Check (please note arrival date: _____)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature _____

Advertising Cost

Total Cost per Issue _____

Advertising Copy

Materials to be delivered on _____

Design services requested Yes No

Please return via toll-free fax: 866-572-3170
Attention: Kathleen Pishotta

Checks payable and sent to: Apogee Publications, 6528 Greenleaf Ave., Ste. 219 Whittier, CA 90601

Advertising Contact:

Kathleen Pishotta, 888-371-4933 or kathleen@apogeepublications.com

printing specs



Mechanical Specifications

Full Page w/no bleed	7.375" x 9.875"
Full Page w/bleed	8.375" x 10.875"
2-Page Spread with 1/8" bleed	17" x 11.125"
1/2 Horizontal	7" x 4.833"
1/2 Vertical	3.5" x 8.75"
1/3 Horizontal	7.375" x 3"
1/3 Vertical	2.2917" x 9.875"
1/3 Square	4.833" x 4.583"
1/4 Horizontal	4.833" x 3.333"
1/4 Vertical	3.5" x 4.583"
1/6 Horizontal	4.833" x 2.166"
1/6 Vertical	2.166" X 4.75"
1/8 Horizontal	3.333" x 2.166"
1/8 Vertical	2.166" x 3.333"

Submission Guidelines

Trim Size	8.375" x 10.875"
Bleed Size	8.625" x 11.125"
Line Screen	133 up to 150

Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

Preferred Format

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

Other Acceptable Formats

- TIFF, EPS or Photoshop files...must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

Media Accepted

Electronic files can be submitted as follows:

- Upload your files through our FTP site located at www.apogeepublications.com;

User name: tasbouser, **Password:** TASBO789user (both are case sensitive)

After upload is complete, please notify your sales representative.

- Email your files to: traci@apogeepublications.com and please cc: your sales representative for proofing purposes.
- Overnight your artwork to: Apogee Publications, 6528 Greenleaf Avenue, Suite 219, Whittier, California 90601.

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