

2012 buyer's guide



YOUR ASSISTANCE IS NEEDED!

1. TASBO is enhancing the listings in the new 2012 Annual Buyer's Guide.
2. Get your company name listed under two categories! The first two categories are a member benefit.
3. Additional Formatting Options: All allied members that send in their preferred categorical listings will have the opportunity to add additional categories, a company profile, have your name in bold, or place your color logo above your information. Check your preference below

Formatting Options:

Premium – \$249

Includes a 50-word company profile with company logo. Includes company name, contact name, complete address, phone and fax numbers, email address and Web URL.

Enhanced – \$199

Includes a 50-word company profile. Includes company name, contact name, complete address, phone and fax numbers, email address and Web URL.

Basic – \$99

Includes company name, contact name, complete address, phone and fax numbers, email address and Web URL.

Bold – \$50

Your company name in bold.

Please select your listing category on the following page. The cost for each additional category listing will be discounted by 50%. Please fill out the information as you would like it to appear in your listing in the *2012 Buyer's Guide*.

Category _____

Company Name _____

Contact _____

Address _____

City _____

State _____

Zip Code _____

Phone _____

Fax _____

Email _____

Web _____

Advertising Cost: Total Cost per Insertion _____

Payment:

Credit Card (VISA, MC, AMEX, DISCOVER) # _____ Exp. 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.

Advertising Copy: Materials to be delivered on: _____

I agree to the terms of this rate sheet and contract as applicable to my company:

Signature _____ Date _____

Advertising Contact:

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

category listings



Please select the categories that you would like to be listed under, then initial and date the bottom of this page and return with your contract page.

- ACCOUNTING SERVICES/
AUDITING/CPA's
- ARCHITECTS/ARCHITECTURE
- ASSOCIATION, GOVERNMENT &
EDUCATIONAL ORGANIZATIONS
- ATTENDANCE MANAGEMENT
- ATTORNEYS
- AUCTIONEERS/LIQUIDATION
SERVICES – LIVE & ONLINE
- COMMUNICATION, AV SYSTEMS
- CONSTRUCTION, RENOVATION &
CONSTRUCTION MANAGEMENT
- CONSULTING SERVICES
- CONSULTING, TECHNOLOGY
- ELECTRICITY PROVIDERS
- EMPLOYEE BENEFITS &
403(b) CONSULTING
- ENERGY CONSULTING &
MANAGEMENT
- ENGINEERING SERVICES
- FACILITY MANAGEMENT
- FINANCIAL SERVICES/INVESTMENTS
- FIRE & WATER RESTORATION
- FLOORING
- FOOD SERVICE & FACILITIES
- FURNITURE, PARTITIONS &
EQUIPMENT
- HVAC
- INSURANCE/RISK MANAGEMENT
SERVICES
- IT EQUIPMENT, SOFTWARE &
SERVICES
- MISCELLANEOUS
- MODULAR CLASSROOMS,
MOBILE OFFICES, TEMPORARY &
PERMANENT STRUCTURES
- OFFICE PRODUCTS/SUPPLIES/
EQUIPMENT
- ONLINE/ELECTRONIC
PROCUREMENT SOLUTIONS
- PEST MANAGEMENT
- PLAYGROUND, PARKS &
RECREATION
- PURCHASING COOPERATIVES
- RETIREMENT PLANS/SERVICES
- ROOFING CONSULTANTS/
CONTRACTORS/SYSTEMS
- SECURITY SYSTEMS & CRISIS
MANAGEMENT
- SOFTWARE
- TRANSPORTATION
- OTHER _____

Advertising Contact:

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

contact us

rates & specs



About 2012 TASBO Buyer's Guide

- An 8.375" x 10.875" full-color, glossy publication with a total circulation of 5,500 containing the Who's Who of TASBO's allied members.
- Directly mailed to school business professionals including every TASBO member in the 850+ school districts throughout the state, representing over 90% of the school districts in Texas
- Spending on Texas education is at an all-time high, more than \$50 billion, making the TASBO Buyers Guide a "one-stop" source for all your education purchasing needs.

Artwork Specifications

Ads submitted electronically should be in TIFF, EPS or PDF format. All files should be a minimum resolution of 300 dpi. All fonts converted to outlines. If mailing, send on a CD or Zip disk in either Macintosh or PC platform.

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.

Size Specifications

Trim Size: 8.375" x 10.875" **Bleed:** 8.5" x 11"

Rates

- OBC\$2,500.00
- IFC or IBC\$2,200.00
- Opposite IFC or IBC\$2,200.00
- Opposite TOC\$2,100.00
- Guaranteed full-page.....\$2,000.00
- Full Page.....7.375 x 9.75"\$1,900.00
- 1/2-page (Horiz.)7.375 x 4.5"\$1,200.00
- 1/2-page (Vert.).....3.5 x 9.25"\$1,200.00
- 1/3-page (Horiz.)7.375 x 3"\$1,000.00
- 1/3-page (Vert.).....2.25 x 9.25"\$1,000.00
- 1/4-page (Vert.).....3.5 x 4.5"\$800.00
- 1/4-page (Horiz.).....7.375 x 2"\$800.00

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Fax _____

Email _____

Website _____

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 Insertion _____

Advertising Copy

Materials to be delivered on _____

Design services requested Yes No

Please return via toll-free fax: 866-572-3170

Attention: Kathleen Pishotta

kathleen@apogeepublications.com or 888-371-4933

Advertising Contact:

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

contact us