



TASBO Update

e-newsletter advertising contract

This contract is entered into by Texas Association of School Business Officials (TASBO) and the Company or Organization named below. This contract authorizes TASBO to reserve space for advertising in the TASBO e-newsletter at the indicated cost and subject to the conditions and terms as follows:

Contact Person _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____ E-Mail _____

Pricing per order: \$500/single ad \$1,000/3 ads \$1500/5 ads

of ads _____ Total \$ _____

The *TASBO Update* is distributed every two weeks. Choose the preferred month(s) for distribution of your web ad. A confirmation e-mail will be sent confirming the insertion date(s) and deadline for artwork.

Circle Month(s)— SEPT OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

or provide timeline for ad campaign _____

Terms and Conditions: All advertising is subject to the publisher's (TASBO) approval. The Texas Association of School Business Officials (Publisher) reserves the right to reject advertising it feels is not in keeping with the publication's standards. This contract represents cost for space only. Advertiser is liable for all costs incurred in the preparation of advertising. Production or design work for advertising not furnished web-ready may be billed to the advertiser.

Advertiser assumes full responsibility for all material submitted, including, but not limited to, its accuracy. Advertiser does hereby agree to indemnify and hold TASBO harmless with respect to any claims or actions against TASBO for any cost, legal fees, or related expenses for claims made or judgments rendered against TASBO resulting from publication of the advertising, including, but not limited to, claims for unauthorized use of photographs, names, maps, illustrations, etc., or any claims for libel, slander, piracy, plagiarism, invasion of privacy, or infringement of copyright.

TASBO's liability to advertiser on account of errors in or omissions of the advertising material described herein shall in no event exceed the amount of TASBO's regular charges for insertion of the advertising that was omitted or in which the error occurred in the issue or issues of *TASBO Update* in which said advertisement was or was to have been printed.

Payment is due with this signed advertising contract. Refunds will be issued only if ad insertion space is not available, and other arrangements cannot be made; or if TASBO fails to run the ad, provided the advertiser provides the artwork by the specified deadline. Make check payable to TASBO and mail to TASBO, 2538 S. Congress Avenue, Austin, Texas 78704. Credit card payments may be made by phone 512-462-1711, ext.224, or by fax 512-462-7274.

Method of Payment:

Check MasterCard Visa AmEx

Credit Card # _____

Expiration Date: Month _____ Year _____

Cardholder's Name _____

Cardholder's Signature _____

Authorized Signature _____ Title _____

Date _____ Approved & Accepted by TASBO _____



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Ad Specs

Unless otherwise arranged, TASBO will distribute one web banner advertisement in each issue of the *TASBO Update* - an e-newsletter sent to TASBO members every two weeks. Below are the specs to be delivered approximately two weeks before each *TASBO Update*:

- Must be in GIF or JPG format
- Dimensions = 125 pixels wide by 300 pixels long
- File Size must be less than 90KB
- File Name should not have any spaces in it
- Send url link for the ad
- Send text version of ad (one sentence)

TASBO uses the e-marketing software, Informz, to produce the *TASBO Update*. Informz may need to be contacted to incorporate dynamic html code into the *TASBO Update* template. Additional charges may apply.

Sample web banner ads below:

