

# California Schools

QUARTERLY MAGAZINE FOR THE CALIFORNIA SCHOOL BOARDS ASSOCIATION

Rate Card No. 39  
Effective 2008 - 2009

[www.csba.org/ads.aspx](http://www.csba.org/ads.aspx)

## ISSUE & CLOSING DATES

**California Schools** is published quarterly.

Issue	Space Reservation	Art submission
<b>Fall 2009</b> (Back-to-School issue Sept./Oct.)	June 30	July 7
<b>Winter 2009</b> (Conference issue Nov.)	Sept. 7	Sept. 14
<b>Spring 2010</b> (March/April)	Jan. 15	Jan. 22
<b>Summer 2010</b> (June)	April 9	April 16

- Cancellations not accepted after closing date for space reservations.
- When change in copy is not received by the closing date, copy run in previous issue will be inserted. Publisher reserves the right to bill advertiser for the space ordered.
- Exact dimensions must be specified with reservation.

## RATES

	1X	2X	4X
<b>Full page</b>	\$1510	\$1420	\$1255
<b>2/3 page</b>	\$1225	\$1135	\$1015
<b>1/2 page</b>	\$915	\$850	\$770
<b>1/3 page</b>	\$765	\$710	\$635
<b>Inside cover</b>	\$1900	\$1765	\$1580
<b>Back cover (special)*</b>	\$2530	\$2410	\$2200
<b>Four color</b>	Add \$650		
<b>Insert rate</b>	Contact advertising representative for quote.		
<b>Agency discounts</b>	15 percent to recognized agencies. Production costs, if any, are additional.		
<b>Additional discount</b>	<a href="http://affiliates.csba.org">http://affiliates.csba.org</a>		

\*Back cover will have a 2" x 4.5" space in lower right hand corner for mailing label.

SAVE advertising dollars by becoming a California Schools Business Affiliate | <http://affiliates.csba.org>

### Advertising Information/Advertising Materials:

California School Boards Association  
Cindy Warfe, Advertising Representative  
3100 Beacon Blvd.  
West Sacramento, CA 95691  
Tel: (916) 371-4691 | Fax: (916) 372-3369  
E-mail: [cwarfe@csba.org](mailto:cwarfe@csba.org)

Send completed advertising contracts to Cindy Warfe at above address.

## MECHANICAL REQUIREMENTS

<b>Trim Size:</b>	9" x 11" (33p x 66p)
<b>Column Width:</b>	2-1/4" (24p)
<b>Type Area:</b>	7-3/4" x 9-3/4" (47p x 59p)
<b>Column Height:</b>	9-3/4" (58p6)
<b>Margins:</b>	1" top   1" bottom   3/4" outside 1/2" inside   1/4" alley

## ART SUBMISSION

### Electronic Ads

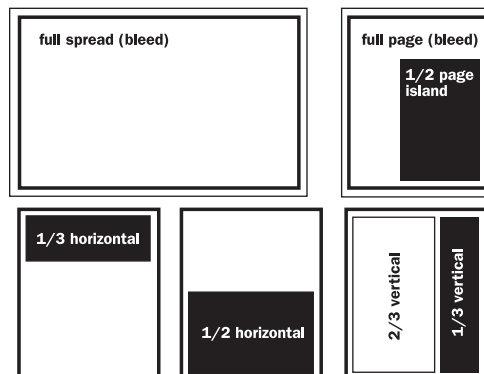
Ads must be electronically submitted in either of two ways:

- 1) High resolution (300 dpi) CMYK **.TIF or .EPS** files at 100 percent scale. Include all necessary fonts or convert fonts to paths (outlines).
- 2) Page layout program (InDesign, or QuarkXpress. **No Microsoft Publisher documents**). Include all necessary fonts and linked high resolution (300 dpi) graphics.
- 3) E-mail file if smaller than 5MB to [cwarfe@csba.org](mailto:cwarfe@csba.org). Upload larger documents via FTP. Send an e-mail to [cwarfe@csba.org](mailto:cwarfe@csba.org) for instructions on how to upload your file.

## STANDARD AD SIZES

<b>Spread (Bleed)</b>	18-1/4" x 11-1/4" (110p x 68p)
<b>Spread</b>	16-5/8" x 9-3/4" (100p x 58p6)
<b>Full Page Bleed</b>	9-1/4" x 11-1/4" (56p x 68p)
<b>Full Page Image</b>	7-13/16" x 9-3/4" (47p x 58p6)
<b>2/3 Page Vertical</b>	5-1/8" x 9-13/16" (31p x 59p)
<b>1/2 Page Horizontal</b>	7-13/16" x 4-13/16" (47p x 29p)
<b>1/2 Page Island</b>	5-1/8" x 6-11/16" (31p x 40p)
<b>1/3 Page Horizontal</b>	7-13/16" x 3-5/16" (47p x 20p)
<b>1/3 Page Vertical</b>	2-1/2" x 9-13/16" (15p x 59p)

Note: Bleeds extend 1/8" beyond page border.



## COMMISSIONS AND DISCOUNTS

### Frequency discounts:

Advertising must be inserted within one year of first insertion to earn the 2X or 4X frequency rate discount. Frequency rates may also be earned by running two or four advertisements in the same issue(s). Different size ads may be combined to earn frequency discounts in a contract year. Credits earned by increasing frequency during a contract year will apply to future billing for space. No cash rebated will be made.

### Agency discounts:

15 percent agency commission allowed to recognized agencies — an individual or group of individuals handling a minimum of three clients who make the media selection; handle the order within the deadlines; coordinate and process the space placed; assume financial responsibility; and process prompt payment under the terms of this rate card. Agency commissions will only be paid on invoices paid within 60 days. No commission on production charges (including bleed and four - color charges).

## CONTRACT TERMS AND CONDITIONS

- Credit may be granted to advertisers upon approval of credit application. Payment is required with contract for first insertion.
- Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1.5 percent per month.
- Rates subject to change upon 30 days notice in writing from publisher. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- Cancellation of any portion of a contract voids all rate and position protection.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to identify as “advertisement” any ads that appear in the magazine.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- The publisher is not responsible for errors in key numbers. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher’s liability for any error will not exceed the cost of space occupied by such error.

## PURCHASING POWER

California Schools spend more than \$68 billion per year

## READERSHIP

15,000 educators and public officials

## CIRCULATION

9,000 school board members, superintendents, business officials, facilities managers, state legislators, site administrators and others interested in education

## STUDENT POPULATION

Over 6 million children

## EDITORIAL PURPOSE

California Schools delivers information, issue analysis and advice to California’s education leaders. California Schools is a dynamic forum, exploring issues of vital importance to our schools:

- School design, construction and financing
- Student transportation
- Employee benefit programs
- Food services
- Computers and education
- Sports and extracurricular activities
- School health issues
- Textbooks
- Curriculum development
- Safety
- Collective bargaining
- Classroom equipment

