

Spending power

More than \$100 billion
per year available in
the California public
schools network



2025–26 Media Kit

California's public education
decision-makers are here.

Are you?



CSBA Publications

Advertising Opportunities

Welcome

The California School Boards Association (CSBA) is a collaborative group of virtually all of the state's more than 1,000 school districts and county offices of education. CSBA brings together school governing boards and their districts and county offices of education on behalf of California's children. Touting a reach of more than 7,500 school board members, administrators, business officials, state legislators, site administrators and facilities managers in California, our publications' reach is unmatched. Our readership spends more than \$100 billion annually to equip, maintain and operate thousands of schools for nearly 6 million students in California.

California Schools Magazine

Our quarterly magazine provides in-depth examinations of public education issues, showcasing what works at the local level while providing state and national perspectives. Our commentaries go behind the news with seasoned, first-hand observations about current events in education and the impacts and implications for public school governance. *California Schools* is a dynamic forum for exploring issues of vital importance to our schools.



California School News

Our monthly newsletter delivers updates on current issues and trends affecting public education.



BY ADVERTISING IN CSBA PUBLICATIONS, YOU ARE REACHING
A HIGHLY CREDIBLE AND FOCUSED TARGET AUDIENCE OF OVER
10,300 SUBSCRIBERS WHO VALUE CSBA AS A TRUSTED RESOURCE.

CSBA Publications

Editorial Calendar

California Schools (quarterly magazine)

Issue	Space reservations due	Ad artwork due	Publish dates
Fall 2025	August 1, 2025	August 15, 2025	November
Winter 2025	October 24, 2025	November 7, 2025	February
Spring 2025	February 6, 2026	February 20, 2026	May
Summer 2025	May 15, 2026	May 29, 2026	August
Fall 2026	July 31, 2026	August 14, 2026	November

California School News (monthly* newsletter)

Issue	Space reservations due	Ad artwork due	Publish dates
August 2025	June 20, 2025	July 3, 2025	Mid-month
September 2025	July 18, 2025	August 1, 2025	
October 2025	August 22, 2025	September 5, 2025	
November 2025	September 19, 2025	October 3, 2025	
January 2026	November 21, 2025	December 5, 2025	
February 2026	December 19, 2025	January 2, 2026	
March 2026	January 16, 2026	January 30, 2026	
April 2026	February 20, 2026	March 6, 2026	
May 2026	March 20, 2026	April 3, 2026	
June 2026	April 17, 2026	May 1, 2026	
July 2026	May 22, 2026	June 5, 2026	
August 2026	June 18, 2026	July 3, 2026	
September 2026	July 17, 2026	July 31, 2026	
October 2026	August 21, 2026	September 4, 2026	
November 2026	September 18, 2026	October 2, 2026	

* No publication in December



2025–26 Rate Card

Size/Position	1x rate	2x rate	4x rate
Newsletter 1/3 page ad	\$765	\$710	\$635
Newsletter 1/16 page ad	\$523		
Magazine Advertorial	\$3,800 – spread \$1,900 – single		
Magazine Full Page	\$1,510	\$1,420	\$1,255
Magazine 2/3	\$1,225	\$1,135	\$1,015
Magazine 1/2	\$915	\$850	\$770
Magazine 1/3	\$765	\$710	\$635
Inside Cover	\$1,900	\$1,765	\$1,580
Back Cover	\$2,530	\$2,410	\$2,200

Please defer to the benefit guide for special discount rates for affiliate status.

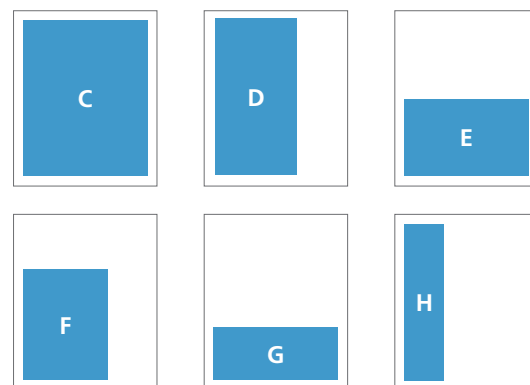
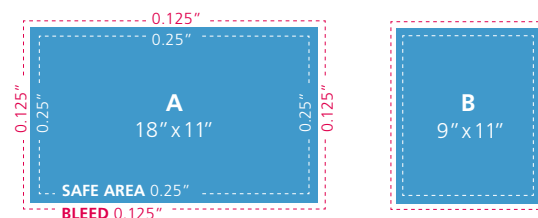
Frequency discounts:

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 rebate will be made.

Mechanical Specs

California Schools Magazine (max. ink density 200%)

Format	Trim (WxH)	Bleed	Total size (WxH)
A Spread	18"x11"	0.125" (all sides)	18.25"x11.25"
B Full page	9"x11"	0.125" (all sides)	9.25"x11.25"
C Full page image		0	7.8125"x9.75"
D 2/3 page vertical		0	5.125"x9.8125"
E 1/2 page horizontal		0	7.8125"x4.8125"
F 1/2 page island		0	5.125"x6.6875"
G 1/3 page horizontal		0	7.8125"x3.3125"
H 1/3 page vertical		0	2.5"x9.8125"



California School News (max. ink density 200%)

Format	Bleed	Total size (WxH)
I 1/16 page	0	3.5"x1.75"
J 1/3 page	0	7.875"x3.125"

Advertorial guidelines

Headlines: No more than 80 characters.

Body copy: Between 525–600 words (1,225–1,350 for spread). Include one landscape photo and one company or product logo. CSBA will send a sample layout upon request.

File formats accepted

Press-quality PDF (with bleeds when applicable); or 300 dpi or vector files in CMYK color. Package all fonts or convert fonts to outlines.

Artwork and order submission

Send your file to us in one of two ways:

- 1.) If smaller than 5MB, email file to ndreyes@csba.org.
- 2.) For instructions on uploading larger files, email ndreyes@csba.org.

Advertorials: Please submit MS Word doc. Do not format or stylize text.

Images/Photos: May be submitted in JPG, PNG or PSD format.

Logos: Accepted in vector format ONLY.

Insertion order

To place your order and review a copy of our terms and conditions for ad placement, please complete our advertising contract and return to ndreyes@csba.org.

For additional questions, please feel free to contact us at ndreyes@csba.org.

Advertising **Contract**

California Schools Advertising Contract

This contract will authorize CSBA to run our advertising in the following issues of *California Schools*:

Magazine	Ad type (see chart on pg. 5)	Cost	Vertical, Horizontal Bleed
Fall 2025			V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Winter 2026			V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Spring 2026			V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Summer 2026			V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Fall 2026			V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Newsletter	Ad type (see chart on pg. 5)	Cost	Month(s) (see calendar on pg. 3)

Preferred placement (please specify): _____

Business Affiliate discount (amount): _____

Total Cost: _____

Terms and Conditions

- » Payment is required with contract for first insertion.
- » Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1-1/2 percent per month.
- » All payments are net. No agency or cash discounts are permitted.
- » 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.

Company name

Address

City State Zip

Phone

Name Title

Email

Signature Date

Payment is required with contract for first insertion.

All payments are net, no agency or cash discounts are permitted. Email your complete advertising contract to ndreyes@csba.org or mail to the address below:

Advertising Information/Advertising Materials

California Schools Magazine

3251 Beacon Blvd.

West Sacramento, CA 95691

Fax (916) 372-3369 | ndreyes@csba.org

