

Spending power

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



2023–24 Media Kit

California's public education
decision-makers are here.
Are you?



CSBA Publications Advertising Opportunities

Welcome

The California School Boards Association 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 schoolchildren 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 2023 | August 15, 2023 | August 30, 2023 | November |
| Winter 2024 | November 8, 2023 | November 17, 2023 | February |
| Spring 2024 | February 7, 2024 | February 20, 2024 | April |
| Summer 2024 | May 16, 2024 | May 30, 2024 | July |
| Fall 2024 | August 28, 2024 | September 12, 2024 | November |



California School News (monthly* newsletter)

| Issue | Space Reservations due | Ad artwork due | Publish dates |
|----------------|------------------------|--------------------|---------------|
| August 2023 | July 5, 2023 | July 17, 2023 | Mid-month |
| September 2023 | August 1, 2023 | August 15, 2023 | |
| October 2023 | September 1, 2023 | September 15, 2023 | |
| November 2023 | October 2, 2023 | October 16, 2023 | |
| January 2024 | December 1, 2023 | December 15, 2023 | |
| February 2024 | January 5, 2024 | January 18, 2024 | |
| March 2024 | February 1, 2024 | February 15, 2024 | |
| April 2024 | March 1, 2024 | March 15, 2024 | |
| May 2024 | April 2, 2024 | April 16, 2024 | |
| June 2024 | May 1, 2024 | May 15, 2024 | |
| July 2024 | June 3, 2024 | June 17, 2024 | |
| August 2024 | July 1, 2024 | July 15, 2024 | |
| September 2024 | August 1, 2024 | August 15, 2024 | |
| October 2024 | September 2, 2024 | September 16, 2024 | |
| November 2024 | October 1, 2024 | October 15, 2024 | |



* No publication in December

2022–23 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.

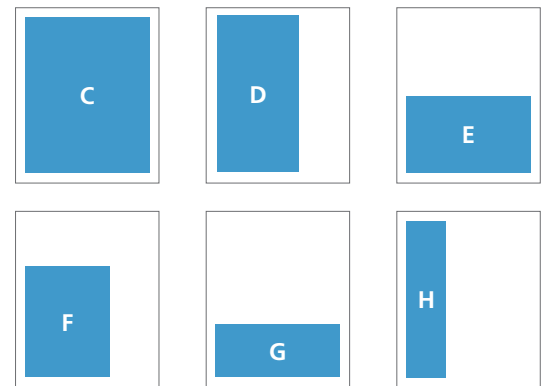
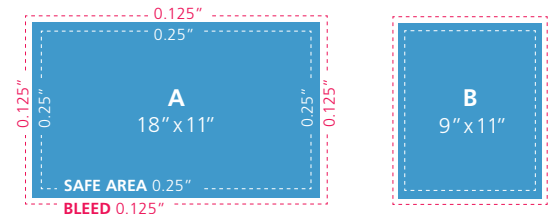
Frequency discounts:

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

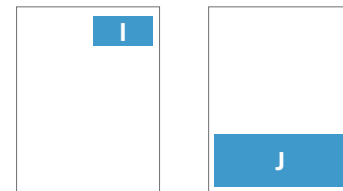
California Schools Magazine *(max. ink density 200%)*

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



California Schools Newsletter *(max. ink density 200%)*

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



Advertorial guidelines

Headlines: No more than 80 characters.
 Body copy: Between 525–600 words (1,225 and 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 electronic file to us in either of two ways:

If smaller than 5MB, email file to ndreyes@csba.org.

For instructions on uploading larger files, email ndreyes@csba.org.

For advertorials, please submit MS Word doc. Do not format or stylize text. Images/Photos may be submitted in JPG, TIFF 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 <i>(see chart on pg. 5)</i> | Cost | Vertical, Horizontal Bleed |
|-------------|--|-------|--|
| Fall 2023 | _____ | _____ | V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/> |
| Winter 2024 | _____ | _____ | V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/> |
| Spring 2024 | _____ | _____ | V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/> |
| Summer 2024 | _____ | _____ | V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/> |
| Fall 2024 | _____ | _____ | V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/> |
| Newsletter | Ad type <i>(see chart on pg. 5)</i> | Cost | Month(s) <i>(see calendar on pg. 3)</i> |
| | _____ | _____ | _____ |
| | _____ | _____ | _____ |

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

