



ASBA Advertising 2017-2018
Audience Reach and Specs

ASBA Connect E-News	Ad Reservation	Price	Ad Specs	Ad Submission Date	Publication Date
<p>ASBA Connect is a twice-monthly e-news publication that provides all members with the latest information on association activities. Circulation +2,000 and received by every school board member, school district superintendent and business manager in Arizona.</p> <p>Year-round advertisers also receive a bonus print ad in the ASBA Annual Journal member magazine, which is mailed to all members in January. Circulation +2,000 and received by every</p>	<p>Once every month (12 ads/year)</p> <p>OR</p> <p>Every edition (26 ads/year) + complimentary ad in the Annual Journal published in February</p>	<p>\$1,200/year</p> <p>\$2,250/year</p>	<p>Color Pic - Online leaderboard ad 728x90</p>	<p>8/30/17</p> <p>9/13/17</p> <p>9/27/17</p> <p>10/11/17</p> <p>10/25/17</p> <p>11/8/17</p> <p>11/22/17</p> <p>12/6/17</p> <p>12/20/17</p> <p>1/10/18</p> <p>1/24/18</p> <p>2/7/18</p> <p>2/21/18</p> <p>3/7/18</p> <p>3/21/18</p> <p>4/4/18</p> <p>4/18/18</p> <p>5/2/18</p> <p>5/16/18</p> <p>5/16/18</p>	<p>9/13/17</p> <p>9/27/17</p> <p>10/11/17</p> <p>10/25/17</p> <p>11/8/17</p> <p>11/22/17</p> <p>12/6/17</p> <p>12/20/17</p> <p>1/10/18</p> <p>1/24/18</p> <p>2/7/18</p> <p>2/21/18</p> <p>3/7/18</p> <p>3/21/18</p> <p>4/4/18</p> <p>4/18/18</p> <p>5/2/18</p> <p>5/16/18</p> <p>5/30/18</p> <p>No July</p>
	<p>**Annual Journal Member Magazine</p>	<p>Color Pic - Annual ASBA Journal specs for full page ad must be 7.5w x 10h</p>			

school board member, school district superintendent and business manager in Arizona.					
Annual Journal Member Magazine	Ad Reservation	Price	Ad Specs	Ad Submission Date	Publication Date
Year-round advertisers also receive a bonus print ad in the ASBA Annual Journal member magazine, which is mailed to all members in January. Circulation +2,000 and received by every school board member, school district superintendent and business manager in Arizona.	Journal is a BONUS for those who purchase 26 ads/year of the ASBA CONNECT E-NEWS		Color Pic - Annual ASBA Journal specs for full page ad must be 7.5w x 10h	12/20/17	February 2018
AZEdNews E-Weekly	Ad Reservation		Ad Specs	Ad Submission Date	Publication Date
	One-month run-weekly (4 issues per month – available August – May)	\$400/month	Online leaderboard ad 728x90	9/18/17 10/16/17 11/20/17 12/18/17	October November December January

	<p>OR Every edition (44 issues/year) + complimentary print ad in all three print issues Of <u>Best of AZEDNEWS</u></p>	<p>\$4,000/year</p>	<p>Best of AZEDNEWS Specs for half page ad: Blk & Wht Pic Horizontal 7.5w x 4.875h Vertical 3.25w x 10h</p> <p>Full Page Ad Specs Color: 7.5w x 10h</p>	<p>3/22/18 8/19/17 12/22/17</p>	<p>April August December</p>
	<p>**Best of AZEDNEWS</p>	<p><i>Not for sale, is ONLY available for VIP's & Annual Sponsors</i> 3 times yr – Printed</p>			

AZEdNews Website	Ad Reservation		Ad Specs	Ad Submission Date	Publication Date
<p>Advertise on the Arizona Education News Website with nearly 12,000 people viewing your ad per month. Annual sponsors also receive a bonus print ad in all three print issues of Best of AZEDNews. AZEdNews website receives over 400,000 page views annually and 16,000 Facebook and Twitter followers.</p>	<p>All year + complimentary print ad in all three issues of Best of AZEDNEWS</p> <p>OR</p> <p>One-month run (available year-round)</p>	<p>\$4,000/year</p> <p>\$400/month</p>	<p>Vertical 160w x 600h</p> <p>Horizontal 1163w x 188h</p> <p>Bonus: Purchase of 44 For Best of AZEDNEWS the specs for half page ad must be: Horizontal 7.5w x 4.875h</p> <p>Vertical 3.25w x 10h</p>	<p>9/20/17 10/18/17 11/22/17 12/20/17 1/17/18 2/14/18 3/21/18 4/18/18 5/16/18</p>	<p>October November December January February March April May June</p>

Other Information

Digital Files

Artwork should be submitted as a high-resolution pdf or jpg file.

Design Services

Additional graphic design work will be charged separately at \$100 per hour.

Advertising Policy

The publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication. No alcoholic beverages or tobacco product advertising is accepted.

All advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents of subject matter of such advertisements including, without limitations, claims, suits for libel, violations of rights of privacy, plagiarism and copyright infringement.

Questions?

Please contact Gina Moss at 602.254.1100 or gmoss@azsba.org.