



ASBA Advertising 2016-2017
Audience Reach and Specs

ASBA Connect E-News	Ad Reservation	Price	Ad Specs	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 school board member, school district superintendent and</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 January</p>	<p>\$1,200/year</p> <p>\$2,250/year</p>	<p>Online leaderboard color ad 728w x 90h</p> <p>Annual ASBA Journal specs for full page color ad must be 7.5w x 10h</p>	<p>2016-17 3/8/17 3/22/17 4/5/17 4/19/17 5/3/17 5/17/17 5/31/17 6/14/17 6/28/17</p> <p>No July</p> <p>2017-18 8/2/17 8/16/17 8/30/17 9/13/17 9/27/17 10/11/17 10/25/17 11/8/17 12/6/17</p>

business manager in Arizona.				12/20/17 1/3/18 1/17/18 1/31/18 2/14/18 2/28/18 3/14/18 3/28/18 4/11/18 4/25/18 5/9/18 5/23/18 6/6/18 6/20/18 No July
AZEdNews E-Weekly	Ad Reservation		Ad Specs	Publication Date
Arizona Education News Service E-weekly focuses on Arizona education policy, original content, the latest state and national headlines, data and reports, and news from Arizona. This E-weekly is received by over 5,000 educational leaders, legislative representatives, parents, community members and members of the media.	One-month run (4 issues per month – available August – May) OR Every edition (44 issues/year) + complimentary print ad in all three print issues of <i>Best of AZEDNEWS</i>	\$400/month \$4,000/year	Online leaderboard color ad 728w x 90h For Best of AZEDNEWS the specs for half page black and white ad must be: Horizontal 7.5w x 4.875h Vertical 3.25w x 10h	2016-17 March April May No June 2017-18 August Sept. Oct. Nov. Dec. Jan. May

<p>Articles are also posted daily on its social media platforms with over 16,000 Facebook and Twitter followers. Annual sponsors also receive a bonus print ad in all three print issues of Best of AZEDNews.</p>				
AZEdNews Website	Ad Reservation		Ad Specs	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>For Best of AZEDNEWS the specs for half page black and white ad must be:</p> <p>Horizontal 7.5w x 4.875h</p> <p>Vertical 3.25w x 10h</p>	<p>2016-17 March April May June July</p> <p>2017-18 Aug. Sept. Oct. Nov. Dec. Jan. Feb. 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.