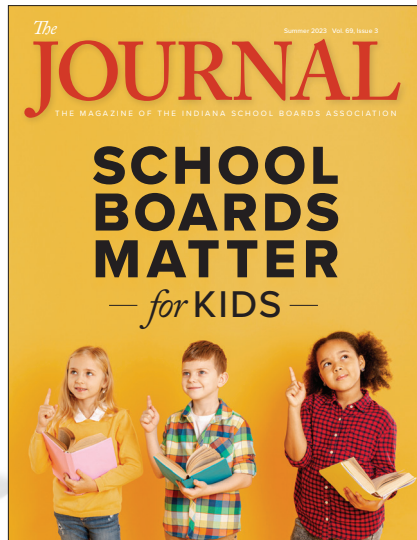


# The JOURNAL

THE MAGAZINE OF THE INDIANA SCHOOL BOARDS ASSOCIATION



2024 MEDIA KIT

**ISBA**  
INDIANA SCHOOL BOARDS  
ASSOCIATION

# WHY THE ISBA JOURNAL?

Indiana schools spend more than **two billion** dollars a year on products like yours.

## Do you get your share of this market?

You CAN reach this potential market by advertising in the educational magazine read by more key school administrators, board members and educational leaders than any other publication – **The Indiana School Boards Journal**.

The *ISBA Journal* is the flagship publication of the Indiana School Boards Association and is the most economic and effective means of reaching the educational decision makers of Indiana's public schools.

The *ISBA Journal* is the most widely read source of information on innovative educational practices, state and federal legislation policy and other education-related news in the state. Educational leaders reading this publication are responsible for making decisions on the allocation of local, state and federal dollars.

Your advertising is eagerly read because it provides information about materials and services that may help meet the varied educational needs for which schools spend more than two billion dollars annually.

The quarterly *ISBA Journal* reaches more than 3,000 superintendents, school board members, school business managers, legislators, school attorneys and the media. They are responsible citizens who often make purchasing decisions, not only for school boards, but also for private industry and professions. Get your share of the Indiana educational market by advertising in the most widely recognized educational publication in the state of Indiana.

## ADVERTISING RATES

The *ISBA Journal* is the only magazine in Indiana targeting the entire school corporation community, it serves as the perfect place to get your message out to Indiana's educational leaders. The *ISBA Journal* advertising rates are competitive and provide ideal opportunities for any sized business looking to reach the Indiana school corporation community. All ads are available in full color at no additional charge. Advertising is reserved exclusively for ISBA members and associate members.

## ARTWORK REQUIREMENTS

### FILE FORMATS & SPECIFICATIONS:

**High-resolution PDF or JPEG files preferred.** For best print reproduction quality, submitted ad files must be at least 300dpi. Images must be converted to CMYK, with no spot colors.

The following application formats are also accepted: Adobe InDesign CC, Adobe Illustrator CC and Adobe Photoshop CC. All fonts and linked images must accompany the ad layout. Linked and embedded image files must be 300dpi. Macintosh format files are preferred.

Any ad that does not meet the required format and size will have to be altered to our specifications. We do not assume responsibility for such alterations.

**Full Page Bleed ads:** Bleeds must extend .125" all sides. Live area (copy and important images) must be within .25" margin from trim.

Live area = 7.875" x 10.375"

Trim = 8.375" x 10.875"

(see specifications chart on next page)

2024 MEDIA KIT

**AD SIZES:**

**Full Page Bleed Ad:** Document size 8.375" x 10.875," plus .125" bleeds extended on all sides. Live area must be within .25" of trim. Live area is 7.875" x 10.375".

**Full Page Non-Bleed Ad:** Document size 7.875" x 10.375" (ad will be centered on page)

**Half Page Vertical Ad:** Document size 3.575" x 9.875"

**Half Page Horizontal Ad:** Document size 7.375" x 5"

**Quarter Page Vertical Ad:** Document size 3.375" x 5"

**Quarter Page Horizontal Ad:** Document size 7.375" x 2.5"

**ADVERTISING RATES: (Per Insertion)**

Frequency discounts are earned for placement in multiple issues.

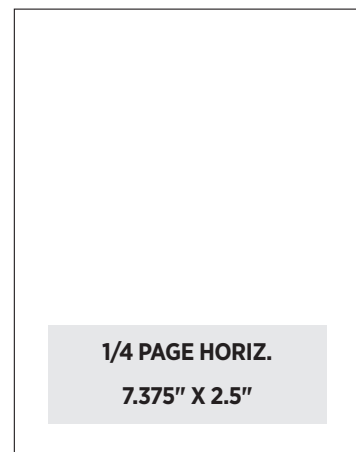
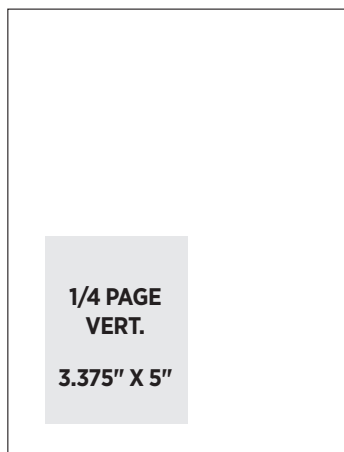
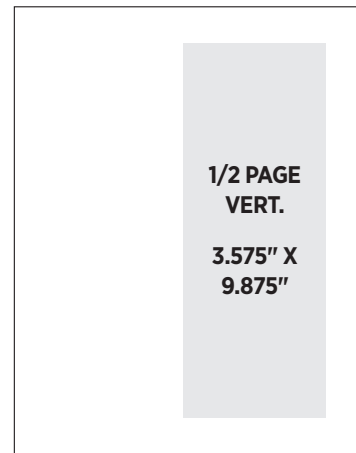
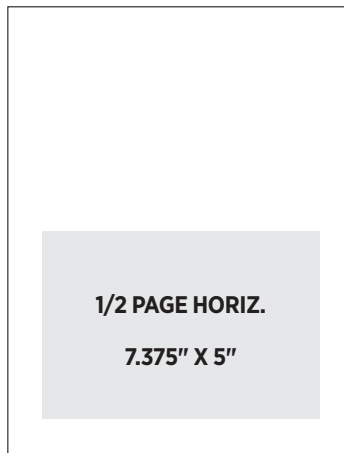
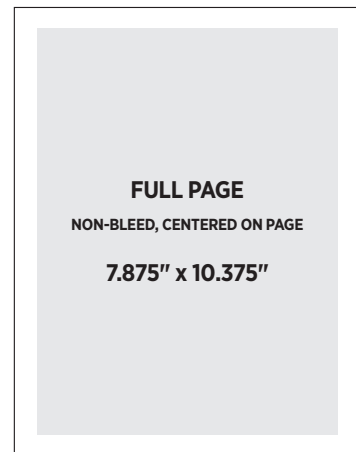
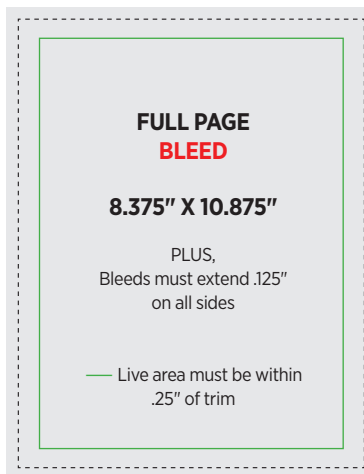
AD SIZE	1X	2X	3X	4X
Full Page	\$895	\$885	\$875	\$865
Half Page	\$805	\$795	\$785	\$775
Quarter Page	\$745	\$735	\$725	\$715
Inside Front Cover	\$955	\$945	\$935	\$925
Inside Back Cover	\$955	\$945	\$935	\$925
Outside Back Cover	\$930	\$920	\$910	\$900
Adjacent to IFC (p.1)	\$930	\$920	\$910	\$900
Adjacent to TOC (p.2)	\$930	\$920	\$910	\$900

Covers and the page adjacent to TOC can be reserved for an additional cost, (see rates above). Otherwise, the publisher determines ad placement.

Publisher reserves the right to revise rates at any time. Rates reflected on this rate sheet are current as of January 2022.

**SUBMISSION PROCEDURES:**

Files must be submitted **digitally** via email or Dropbox. Film or printed artwork will not be accepted.



## 2024 MEDIA KIT

### DEADLINES:

#### **WINTER ISSUE 2024**

January, February, March  
December 6, 2023 • receive artwork  
*Published Mid-January*

#### **SPRING ISSUE 2024**

April, May, June  
March 6, 2024 • receive artwork  
*Published Mid-April*

#### **SUMMER ISSUE 2024**

July, August, September  
June 5, 2024 • receive artwork  
*Published Mid-July*

#### **FALL ISSUE 2024**

October, November, December  
September 4, 2024 • receive artwork  
*Published Mid-October*

### AGENCY COMMISSIONS:

Agency commission is not granted.

### RATE CHANGE:

Rates are subject to change upon 30 days' notice. Contract advertisers will be protected at their contract rates for the remainder of the contract, up to 12 months from the date of the first insertion.

### PUBLISHER'S INDEMNITY:

Advertisers and ad agencies assume liability for all content of advertisements printed and also assume responsibility for claims arising there from made against the publisher.

## ADVERTISING CONTRACT

### Advertiser

Order date: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Contact name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

Advertising agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_

### Issue dates

Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_ Position: \_\_\_\_\_

Winter \_\_\_\_\_  Spring \_\_\_\_\_  Summer \_\_\_\_\_  Fall \_\_\_\_\_

### Agreement

Name (please print): \_\_\_\_\_ Date: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

### TERMS OF ADVERTISING AGREEMENT

- Space reservations must be made in writing and contracts are due by the first of the month preceding publication and must include insertion information/instructions.
- For multiple insertions, if new artwork is not submitted by the deadline date, the publisher will repeat materials run in a previous issue.
- All advertising orders accepted by the Indiana School Boards Association for the ISBA Journal are subject to the terms and provisions of the current rate card.
- Full refund will be made on orders cancelled prior to space reservation deadline. No refunds will be made on cancellations following space reservation date.
- Editor and/or publisher reserve the right to reject any advertising on the basis of form, content or unavailability of space.
- Any document authorizing advertising insertion in the ISBA Journal indicates advertiser's agreement with and understanding of stated terms of the standard contract for this publication.
- Advertising is by the 10th of the month of publication. Terms: Net/30-Days. Make checks payable to: Indiana School Boards Association.
- Any invoice greater than 60 days past due will be subject to a suspension of the remaining insertions on the contract.
- If any error in, or omission of, an advertisement occurs due to the fault or neglect of the publisher, the publisher shall, without cost to advertiser, make additional insertions of the advertisement equal in number to the number of advertisements omitted or in which an error occurred.
- ISBA Journal's liability for any such error or omission is limited to the foregoing agreement to insert the advertisement.

### Submit advertising orders to:

ISBA

One North Capitol Avenue, Suite 1215  
Indianapolis, IN 46204-2225

Phone: (317) 639-0330 • Fax: (317) 454-0731

Email: info@isba-ind.org

