

# Taking Care of Business

Bi-Monthly Publication of WASBO available to over 1,600 WASBO members and affiliates in print and online at WASBO.com.

## Advertising Rates, Publication Schedule and Additional Terms and Conditions 2017-18 Publication Year

**Rates and Specifications through June 30, 2018**  
**Ads accepted for the below sizes. Bleeds available - full page size is 8 1/2" x 11".**  
**Please provide ads electronically as PDF.**

Color Ad Rates	Per Issue	Per issue with 6-issue discount
Full Page (7 1/4" wide x 9" deep)	\$870.00	\$783.00
Half Page (3 1/2" wide x 9" deep or 7 1/4" wide x 4 1/2" deep)	\$475.00	\$427.50
Quarter Page (3 1/2" wide x 4 1/2" deep or 7 1/4" wide x 2 1/4" deep)	\$330.00	\$297.00



Issue	Ad Size	Cost
August 2017		
October 2017		
December 2017		
February 2018		
April 2018		
June 2018		
Number of Issues		
Total Amount Due		

Issue Date	Ad Deadline
August	July 15
Oct	Sept 15
Dec	Nov 15
Feb	Jan 15
April	March 15
June	May 15

- Check enclosed     Charge to Card Below  
 Visa     MasterCard     American Express     Discover

Card # ..... Exp Date ..... CVV .....

Name on Card ..... Signature .....

Billing Address .....

Company Advertising .....

Address .....

City/State/Zip .....

Phone ..... Email .....

Name/Title of Person Completing Contract .....

I have read and I understand the terms and conditions of this contract, and I agree to be bound by those same terms and conditions, including the advertising rates, publication schedule, and additional terms and conditions that are provided. I recognize that this contract is not binding on the parties until it is accepted by the Wisconsin Association of School Business Officials as provided below.

Signature ..... Date .....

Contract Accepted by WASBO by ..... Date .....

# Advertising Contract Terms and Conditions

## Taking Care of Business

A bi-monthly publication of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 101, Madison, WI 53704, publishes a bi-monthly newsletter known as Taking Care of Business. The following terms and conditions constitute the contract that is used for advertising in Taking Care of Business.

1. This contract includes a reference document entitled WASBO – TAKING CARE OF BUSINESS: ADVERTISING RATES, PUBLICATION SCHEDULE AND ADDITIONAL TERMS AND CONDITIONS that may be revised and updated from time to time by the Wisconsin Association of School Business Officials.
2. All advertising copy shall be provided electronically as a PDF document, and sent to WASBO based on the publication schedule that is incorporated into this contract. Ads should be emailed to Clare May at [clare.may@wasbo.com](mailto:clare.may@wasbo.com).
3. All checks are to be payable to the order of the Wisconsin Association of School Business Officials (WASBO).
4. Payment in full must accompany the contract.
5. Advertisers contracting for six (6) issues will receive a discount of ten percent (10%) of the total amount that would have been due under the terms of the rate schedule.
6. Once the publisher has begun work on the layout of the newsletter, or once the advertising copy that has been submitted along with this contract has been modified by the publisher, the advertiser will not have the right, as a matter of course, to cancel the terms of this contract or to avoid payment of the amount that is due under the terms of this contract.
7. The advertiser agrees to waive any legal rights that may arise due to an error or mistake on the part of the publisher concerning the inclusion, exclusion, placement, or appearance of any advertisement that is submitted for publication under the terms of this contract.
8. This includes an agreement not to hold the publisher, the Wisconsin Association of School Business Officials, any employees, agents, or independent contractors, or any other individuals or organizations liable for any incidental or consequential damages that may arise concerning the advertising submitted under the terms and conditions of this contract.
9. Should the terms of this contract become impossible for the publisher to meet for any reason, the advertiser agrees to waive any legal rights that may otherwise be present.
10. The advertiser agrees to be solely responsible for any problems arising out of the submission and publication of any material that is in violation of any state or federal laws or regulations. This includes an agreement to reimburse the publisher for any legal fees and expenses that may arise due to the submission of advertising copy by the advertiser.
11. Publisher (WASBO) reserves the right to reject or cancel any advertisement at any time. It is the policy of WASBO not to publish any advertisement that discriminates against anyone on the basis of sex, race, color, creed, physical condition, developmental disability, sexual orientation, national origin or ancestry in violation of Wisconsin Statutes 942.04. Further, it is the policy of WASBO not to publish any false and unauthorized advertisement nor any advertisement containing any libelous matter, remarks or comments.



**Wisconsin Association of School Business Officials**

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WASBO.com