

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

2018-19 Publication Year

Rates and Specifications through June 30, 2019

Ads accepted for the below sizes. Bleeds available - full page size is 8 1/2" x 11".

Please provide ads electronically as PDF document.

| Color Ad Rates | Per Issue | Per issue with 6-issue discount |
|---|-----------|---------------------------------|
| Full Page (7 1/4" wide x 9" deep) | \$900.00 | \$810.00 |
| Half Page (3 1/2" wide x 9" deep or 7 1/4" wide x 4 1/2" deep) | \$490.00 | \$441.00 |
| Quarter Page (3 1/2" wide x 4 1/2" deep or 7 1/4" wide x 2 1/4" deep) | \$340.00 | \$306.00 |



| Issue | Ad Size | Cost |
|------------------|---------|------|
| August 2018 | | |
| October 2018 | | |
| December 2018 | | |
| February 2019 | | |
| April 2019 | | |
| June 2019 | | |
| 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.
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