

# WASBO Focus e-Newsletter



Monthly e-newsletter of WASBO available to over 1,400 WASBO members and affiliates available digitally at WASBO.com.

## Advertising Rates, e-News Schedule, Additional Terms and Conditions

### 2024-25 Publication Year

WASBO Focus is a e-newsletter delivered to WASBO members' inboxes each month, featuring timely content vital for stakeholders in Wisconsin's Educational System. By advertising in this digital newsletter, you are increasing visibility for your company's products and services. Want to extend your reach even further? Advertise in other WASBO publications as well! Find out more information at wasbo.com/advertise. Questions? Call 608-249-8588 or email Marketing@wasbo.com.

**Every issue of WASBO Focus will be published in the later half of each month.\* Advertisements are due on the first of each month.**

**A maximum of six advertisements will be placed in each issue.**

\*Publication dates may slightly vary

### Rates and Specifications through June 30, 2025

Ads accepted in the following size: 1,024 pixels wide by 165 pixels high with a resolution of 300 pixels per inch. Provide ads as GIF, PNG or JPG format. In addition to the ad, please provide a website URL WASBO members will be taken to when they click-on your ad.

**Advertise in multiple publications to receive a 20% discount!**

Membership rates are available to companies that have at least one Service Affiliate membership.

Wisconsin is expected to end 2023-25 FY with just over \$3 billion  
By WSAA Executive Director Dee Pettack  
Below is a summary from the Wheeler Report of the most recent General Fund for 2023-25 and 2025-27:  
[According to the most recent General Fund Budget memo from the Legislative Fiscal Bureau](#), the State of Wisconsin is expected to end the 2023-25 fiscal year with just over \$3 billion. The memo and corresponding tables highlight:  
• The "base year" for the construction of the 2025-27 budget gross balance is

Issue	Cost
July*	<input type="checkbox"/>
August*	<input type="checkbox"/>
September*	<input type="checkbox"/>
October*	<input type="checkbox"/>
November*	<input type="checkbox"/>
December*	<input type="checkbox"/>
January*	<input type="checkbox"/>
February*	<input type="checkbox"/>
March*	<input type="checkbox"/>
April*	<input type="checkbox"/>
May*	<input type="checkbox"/>
June*	<input type="checkbox"/>
Number of Issues	
Total Amount Due	

\*First/Top ad placement still available in this issue.

Color Ad Rates for WASBO Focus	Per Issue	Total Cost	Per issue with multi-publication discount	Total Cost
One Digital Ad - First/Top Ad in Newsletter	Members: \$475 Nonmembers: \$735	Members: \$475 Nonmembers: \$735	Members: \$380 Nonmembers: \$640	Members: \$380 Nonmembers: \$640
One Digital Ad	Members: \$400 Nonmembers: \$660	Members: \$400 Nonmembers: \$660	Members: \$320 Nonmembers: \$580	Members: \$320 Nonmembers: \$580
Two Digital Ads	Members: \$390 Nonmembers: \$650	Members: \$780 Nonmembers: \$1,300	Members: \$312 Nonmembers: \$572	Members: \$624 Nonmembers: \$1,144
Four Digital Ads	Members: \$380 Nonmembers: \$640	Members: \$1,520 Nonmembers: \$2,560	Members: \$304 Nonmembers: \$564	Members: \$1,216 Nonmembers: \$2,256
Six Digital Ads	Members: \$370 Nonmembers: \$630	Members: \$2,220 Nonmembers: \$3,780	Members: \$296 Nonmembers: \$556	Members: \$1,776 Nonmembers: \$3,336
6 Digital Ads - First/Top Ad in Newsletter	Members: \$450 Nonmembers: \$710	Members: \$2,700 Nonmembers: \$4,260	Members: \$360 Nonmembers: \$620	Members: \$2,160 Nonmembers: \$3,720
12 Digital Ads	Members: \$360 Nonmembers: \$620	Members: \$4,320 Nonmembers: \$7,440	Members: \$228 Nonmembers: \$488	Members: \$3,456 Nonmembers: \$5,856

Check enclosed  Bill total to my WASBO Account  Bill individually after each issue (Call office or go to wasbo.com pay with credit card)

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 ..... Date .....

# Advertising Contract Terms and Conditions

## WASBO Focus e-Newsletter

Monthly e-Newsletter of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 202, Madison, WI 53704, publishes a monthly e-newsletter known as WASBO Focus. The following terms and conditions constitute the contract that is used for advertising in WASBO Focus.

1. This contract includes a reference document entitled WASBO FOCUS: 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 PNG, JPG or GIF document, and sent to WASBO based on the e-newsletter schedule that is incorporated into this contract. Ads should be emailed to Ryan Silvola at ryan.silvola@wasbo.com.
3. Ads are available on a first-come, first-served basis. Ad placements will be rotated each issue unless otherwise stated.
4. Checks are payable to the Wisconsin Association of School Business Officials (WASBO).
5. Companies can either choose to be billed in full or be billed after each issue. Please pay via check, online with a credit card, or call the office to pay with a credit card.
6. Advertisers contracting for multiple issues will receive a discount as stated under the terms of the rate schedule. Advertisers contracting in multiple publications will receive a 20% discount on advertisements in the WASBO Focus e-Newsletter. Membership rates are available to companies that have at least one Service Affiliate membership.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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**  
4797 Hayes Road, Suite 202, Madison, WI 53704  
Phone 608.249.8588  
Fax 608.249.3163  
WASBO.com