

WASBO GO



WASBO's Association App available to members right on their phones!

Advertising Rates, Additional Terms, Conditions and Specifications

2024-25 Publication Year

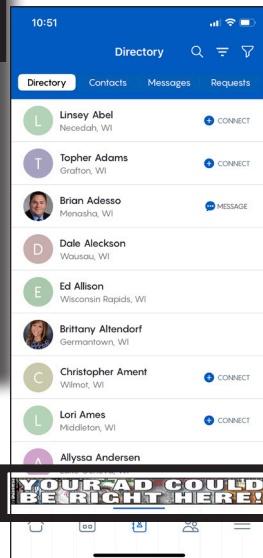
WASBO Go is WASBO's Association app that contains all of WASBO's resources and is a necessity for all WASBO members and conference attendees. Homepage ads will display at the top of the home screen, the first thing members see. Banner ads display on the bottom of the screen throughout the app. WASBO will not accept ad contracts during certain weeks due to holidays and WASBO conferences (See page 3). Ads are due on the Wednesday prior to the advertiser's publication week.

Rates and Specifications through June 30, 2025

See page 3 for Homepage & Banner Ad Dimensions. Provide ads in PNG format. In addition to the ad, please provide a website URL WASBO members will be taken to when they click on your ad.



Homepage Ad



Banner Ad



Ad Rates for WASBO Go	Per Week	Total Cost	Per week with multi-pub discount	Total Cost
One Week - Homepage Ad	Members: \$350	Members: \$350	Members: \$280	Members: \$280
	Nonmembers: \$610	Nonmembers: \$610	Nonmembers: \$540	Nonmembers: \$540
One Week - Banner Ad	Members: \$300	Members: \$300	Members: \$240	Members: \$240
	Nonmembers: \$560	Nonmembers: \$560	Nonmembers: \$500	Nonmembers: \$500
Two Weeks - Homepage Ad	Members: \$340	Members: \$680	Members: \$272	Members: \$544
	Nonmembers: \$600	Nonmembers: \$1,200	Nonmembers: \$532	Nonmembers: \$1,064
Two Weeks - Banner Ad	Members: \$290	Members: \$580	Members: \$232	Members: \$464
	Nonmembers: \$550	Nonmembers: \$1,100	Nonmembers: \$492	Nonmembers: \$984
Three Weeks - Homepage Ad	Members: \$330	Members: \$990	Members: \$264	Members: \$792
	Nonmembers: \$590	Nonmembers: \$1,770	Nonmembers: \$524	Nonmembers: \$1,572
Three Weeks - Banner Ad	Members: \$280	Members: \$840	Members: \$224	Members: \$672
	Nonmembers: \$540	Nonmembers: \$1,620	Nonmembers: \$484	Nonmembers: \$1,452
Four Weeks - Homepage Ad	Members: \$320	Members: \$1,280	Members: \$256	Members: \$1,024
	Nonmembers: \$580	Nonmembers: \$2,320	Nonmembers: \$516	Nonmembers: \$2,064
Four Weeks - Banner Ad	Members: \$270	Members: \$1,080	Members: \$216	Members: \$864
	Nonmembers: \$530	Nonmembers: \$2,120	Nonmembers: \$476	Nonmembers: \$1,904

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

Advertise in multiple publications to receive a 20 percent discount!

Check enclosed Bill total to my WASBO Account

Ad Weeks (Please indicate dates)	Cost
Number of Weeks	
Total Amount Due	

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

WASBO GO App

The Association Mobile App of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 202, Madison, WI 53704, has an Association App called WASBO GO. The following terms and conditions constitute the contract that is used for advertising in WASBO GO.

1. This contract includes a reference document entitled WASBO GO: 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 and sent to WASBO based on the publication schedule that is incorporated into this contract. Ads should be emailed to Ryan Silvola at ryan.silvola@wasbo.com. Banner ads must be submitted in two different dimensions for smartphones and tablets: The smartphone dimensions are 370 pixels wide by 100 pixels tall, and the tablet dimensions are 800 pixels wide by 100 pixels tall. Homepage ads are 1000 pixels wide by 500 pixels tall.
3. Homepage banner ads will display and rotate on various menus throughout the app. Multiple advertisers could run ads at the same time. There can only be one main menu ad at a time. WASBO will not accept ad contracts during certain weeks due to holidays and WASBO conferences (See page three). Ads are due on the Wednesday prior to the advertiser's publication week.
4. Ads are available on a first-come, first-serve basis. WASBO will not accept ad contracts for certain weeks due to holidays and WASBO conferences. Membership rates are available to companies that have at least one Service Affiliate membership.
5. Checks are payable to the Wisconsin Association of School Business Officials (WASBO).
6. Companies will be billed in full. Please pay via check, online with a credit card, or call the office to pay with a credit card.
7. Advertisers contracting for multiple weeks will receive a discounted total amount as stated in the table on page 1. Advertisers contracting in multiple publications will receive a 20% discount on advertisements on the WASBO GO Association App.
8. Once the advertisements have been published on the app, 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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

Additional Specifications for Advertising

Ad Sizes: Homepage Ads must be submitted in the following dimension: 1,000 pixels wide by 500 pixels tall. Banner ads must be submitted in two different dimensions for smartphones and tablets. The smartphone dimensions are 370 pixels wide by 100 pixels tall, and the tablet dimensions are 800 pixels wide by 100 pixels tall. Submit in PNG format. Ads are due on the Wednesday prior to the advertiser's publication week(s). Please send them to Ryan.Silvola@wasbo.com. Homepage banner ads will display and rotate on various pages throughout the app. Multiple advertisers could run ads at the same time. There can only be one main menu advertiser at a time. WASBO will not accept ad contracts during certain weeks due to holidays and WASBO conferences. Ads are due on the Wednesday prior to the advertiser's publication week.

Publication Calendar: Weeks in highlighted green are available for advertising. Weeks highlighted in red are not available for advertisers due to holidays and conferences.

July 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
Unavailable						
7	8	9	10	11	12	13
Unavailable						
14	15	16	17	18	19	20
Available						
21	22	23	24	25	26	27
Unavailable						
28	29	30	31	1	2	3
Available						

August 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
Available						
4	5	6	7	8	9	10
Available						
11	12	13	14	15	16	17
Available						
18	19	20	21	22	23	24
Available						
25	26	27	28	29	30	31
Available						

September 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Unavailable						
8	9	10	11	12	13	14
Available						
15	16	17	18	19	20	21
Unavailable						
22	23	24	25	26	27	28
Available						
29	30	1	2	3	4	5
Unavailable						

October 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
Unavailable						
6	7	8	9	10	11	12
Available						
13	14	15	16	17	18	19
Available						
20	21	22	23	24	25	26
Available						
27	28	29	30	31	1	2
Unavailable						

November 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
Unavailable						
3	4	5	6	7	8	9
Available						
10	11	12	13	14	15	16
Available						
17	18	19	20	21	22	23
Available						
24	25	26	27	28	29	30
Unavailable						

December 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Unavailable						
8	9	10	11	12	13	14
Unavailable						
15	16	17	18	19	20	21
Available						
22	23	24	25	26	27	28
Unavailable						
29	30	31	1	2	3	4
Unavailable						

January 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Unavailable						
5	6	7	8	9	10	11
Available						
12	13	14	15	16	17	18
Available						
19	20	21	22	23	24	25
Unavailable						
26	27	28	29	30	31	1
Available						

February 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Available						
2	3	4	5	6	7	8
Available						
9	10	11	12	13	14	15
Available						
16	17	18	19	20	21	22
Available						
23	24	25	26	27	28	1
Unavailable						

March 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1
Unavailable						
2	3	4	5	6	7	8
Unavailable						
9	10	11	12	13	14	15
Available						
16	17	18	19	20	21	22
Unavailable						
23	24	25	26	27	28	29
Available						
30	31	1	2	3	4	5
Available						

April 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
Available						
6	7	8	9	10	11	12
Available						
13	14	15	16	17	18	19
Available						
20	21	22	23	24	25	26
Available						
27	28	29	30	1	2	3
Available						

May 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
Available						
4	5	6	7	8	9	10
Unavailable						
11	12	13	14	15	16	17
Unavailable						
18	19	20	21	22	23	24
Available						
25	26	27	28	29	30	31
Available						

June 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Available						
8	9	10	11	12	13	14
Available						
15	16	17	18	19	20	21
Available						
22	23	24	25	26	27	28
Available						
29	30	1	2	3	4	5
Unavailable						