

# Wisconsin Education News

Daily & Weekly Email Blast of WASBO available to more than 1,400 members.

## Advertising Rates, Additional Terms, Conditions & Specifications 2024-25 Publication Year

Wisconsin Education News is published five times per week (Monday-Friday). WASBO will not accept ad contracts during certain weeks due to holidays and WASBO conferences (See page 3). WASBO publishes Wisconsin Education News in partnership with WASDA. Rarely, Wisconsin Education News might not be published on a particular day. If WASBO misses a day during an advertiser's week, WASBO will run the ad the following week for the number of missed day(s) to complete the contract. Members also can opt to receive Wisconsin Education News Weekly. Your ad also will appear in the weekly email blast during your contracted ad week.

## 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 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 percent discount!

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

Color Ad Rates for WASBO Focus	Per Week	Total Cost	Per week with multi-pub discount	Total Cost
One Week (5 Ads)	Members: \$500 Nonmembers: \$760	Members: \$500 Nonmembers: \$760	Members: \$400 Nonmembers: \$660	Members: \$400 Nonmembers: \$660
Two Weeks (10 Ads)	Members: \$490 Nonmembers: \$750	Members: \$980 Nonmembers: \$1,500	Members: \$392 Nonmembers: \$652	Members: \$784 Nonmembers: \$1,304
Three Weeks (15 Ads)	Members: \$480 Nonmembers: \$740	Members: \$1,440 Nonmembers: \$2,220	Members: \$384 Nonmembers: \$644	Members: \$1,152 Nonmembers: \$1,932
Four Weeks (20 Ads)	Members: \$470 Nonmembers: \$730	Members: \$1,880 Nonmembers: \$2,920	Members: \$376 Nonmembers: \$636	Members: \$1,504 Nonmembers: \$2,544

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

EDUCATION | RESOURCES | CAREERS | CALENDAR | WASBO GO | CONNECTWORK  
View this email in your browser.

**Renew:**

- It's time to renew your professional membership in WASBO, the Wisconsin Association of School Business Officials. As you'll see, we continue to make greater impacts in every school and community throughout Wisconsin every year. Please continue to take advantage of WASBO's Regionals, our Association App (WASBO GO), the ConNetwork — our online peer forums — and much more! Please renew your WASBO membership today. WASBO is a thriving association built on countless volunteer hours contributed by members past and present. [Renew your membership now!](#)

**Advertise:**

- Target your advertising budget at the people who have the direct responsibility for purchasing goods and services in Wisconsin school districts — School Business Officials. Advertise in Taking Care of Business, WASBO Focus, Wisconsin Education News, and on our Association App WASBO GO. [Sign your ad rate contract today!](#)

**Survey says Crivitz voters favor remodeling elementary school**  
Crivitz School Board was informed at its meeting on Wednesday, May 15, that results of a recently completed public opinion survey by School Perceptions show that 56.4% of respondents favor renovating the existing elementary building at the estimated price of \$23 million, and 54.6% would also favor spending another \$6 million to update the 20-year-old high school/middle school building and add capacity for tech ed, including shop and other trades classes.

**Construction, design work approved for RUSD schools**  
The Racine Unified School District Board during a business meeting Monday approved items related to referendum-funded work on schools and teacher pay.

**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. Ad placements will rotate each day. Two ad contracts will be accepted per week.**

Check enclosed    Bill total to my WASBO Account (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

## Wisconsin Education News

A daily & weekly email blast of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 202, Madison, WI 53704, issues a daily email blast known as Wisconsin Education News. The following terms and conditions constitute the contract that is used for advertising in Wisconsin Education News.

1. This contract includes a reference document entitled WASBO – WISCONSIN EDUCATION NEWS: 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 or JPG 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.
3. Wisconsin Education News is a daily email blast sent to WASBO members five times per week (Monday-Friday). Members also can opt to receive Wisconsin Education News Weekly. Your ad also will appear in the weekly email blast during your contracted ad week.
4. WASBO publishes Wisconsin Education News in partnership with WASDA. Rarely, Wisconsin Education News might not be published on a particular day. If WASBO misses a day during an advertiser's week, WASBO will run the ad the following week for the number of missed day(s) to complete the contract.
5. Ads are available on a first-come, first-serve basis. Ads are due on the Wednesday prior to the advertiser's publication week. Ad placements will rotate each day. Two ad contracts will be accepted per week. WASBO will not accept ad contracts for certain weeks due to holidays and WASBO conferences.
6. Checks are payable to the Wisconsin Association of School Business Officials (WASBO).
7. 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. Membership rates are available to companies that have at least one Service Affiliate membership.
8. Advertisers contracting for multiple weeks will receive a discounted amount as stated in the table above. Advertisers contracting in multiple publications will receive a 20% discount on ads in the Wisconsin Education News daily email blast.
9. Once the publisher has begun work on the daily email blast, 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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

## Wisconsin Education News

Ad 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. Ads are due on the Wednesday prior to the advertiser's publication week. Please send them to [Ryan.Silvola@wasbo.com](mailto:Ryan.Silvola@wasbo.com).

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						