

Taking Care of Business

Quarterly publication of WASBO available to over 1,400 WASBO members and affiliates in print and online at WASBO.com.

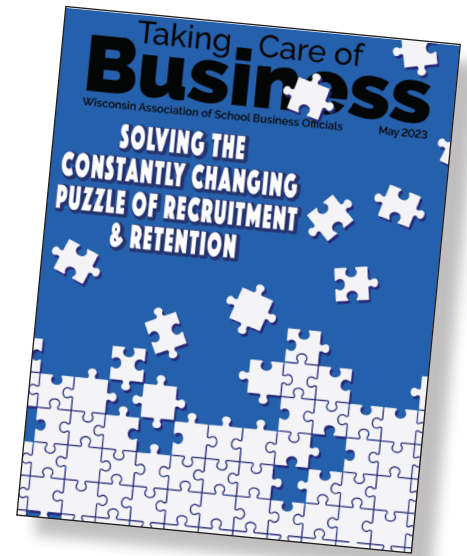
Advertising Rates, Publication Schedule, Additional Terms, Conditions and Specifications

2023-24 Publication Year

Rates and Specifications through June 30, 2024

Ads accepted for the below sizes. Bleeds available - full page size is 8 1/2" x 11". Please provide ads electronically as PDF document.

Advertise in multiple publications to receive an extra 10% discount!



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

Color Ad Rates for Taking Care of Business	Per Issue	Per issue with multi-publication OR 4-issue discount	Per issue with multi-publication AND 4-issue discount
Double Page Spread (Two separate pages 7.25" wide x 9" high)	Members: \$2,000 Nonmembers: \$2,260	Members: \$1,800 Nonmembers: \$2,060	Members: \$1,600 Nonmembers: \$1,860
Inside Front or Back Cover Ad (Full Page)* (7.25" wide x 9" high)	Members: \$1,500 Nonmembers: \$1,760	Members: \$1,450 Nonmembers: \$1,710	Members: \$1,200 Nonmembers: \$1,460
Full Page Ad (7.25" wide x 9" high)	Members: \$930 Nonmembers: \$1,190	Members: \$837 Nonmembers: \$1,097	Members: \$744 Nonmembers: \$1,004
Two-Thirds Page Ad (4.75" wide x 9" high or 6.75" wide x 7.5" high)	Members: \$750 Nonmembers: \$1,010	Members: \$675 Nonmembers: \$935	Members: \$600 Nonmembers: \$860
Half Page Ad (3.5" wide x 9" high or 7.25" wide x 4.25" high)	Members: \$505 Nonmembers: \$765	Members: \$454.50 Nonmembers: \$714.50	Members: \$404 Nonmembers: \$664
Quarter Page Ad (3.5" wide x 4.25" high or 7.25" wide x 2.25" high)	Members: \$355 Nonmembers: \$615	Members: \$319.50 Nonmembers: \$579.50	Members: \$284 Nonmembers: \$544

Issue	Ad Size	Cost
August 2023		
November 2023		
February 2024		
May 2024		
	Number of Issues	
	Total Amount Due	

* Ad space is sold on a first-come, first-serve basis. One inside front and one inside back cover available for each issue.

Issue Date	Ad Deadline
August	July 15
November	Oct 15
February	Jan 15
May	April 15

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

Taking Care of Business

A quarterly publication 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 quarterly publication 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 Ryan Silvola at ryan.silvola@wasbo.com.
3. Ads are available on a first-come, first-serve basis. Unless otherwise stated, ad placements will be rotated each issue.
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 four (4) 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. Advertisers contracting in multiple publications will receive a discount of ten percent (10%) of the total amount of advertisements in *Taking Care of Business*. 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.



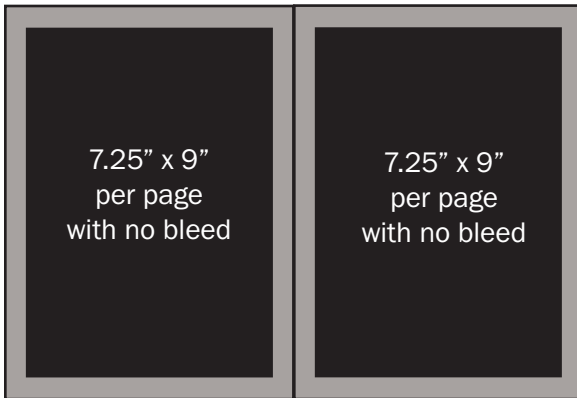
Wisconsin Association of School Business Officials
4797 Hayes Road, Suite 202, Madison, WI 53704
Phone 608.249.8588
Fax 608.249.3163

Additional Specifications for Print Advertising

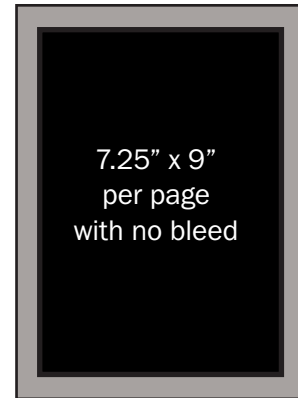
Taking Care of Business

Page Size with Trim: 8.5" wide by 11" tall

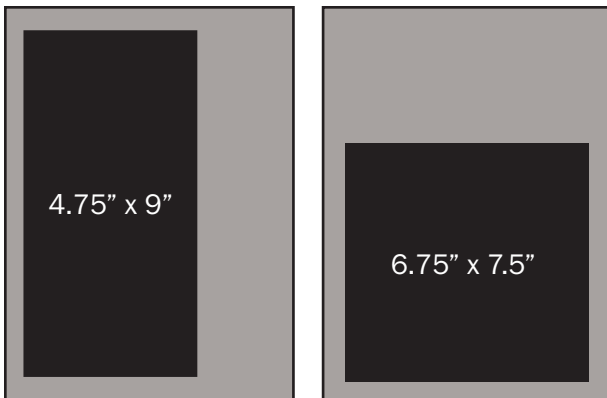
Double Page Spread



Full Page Ad



Two-Thirds Page Ad

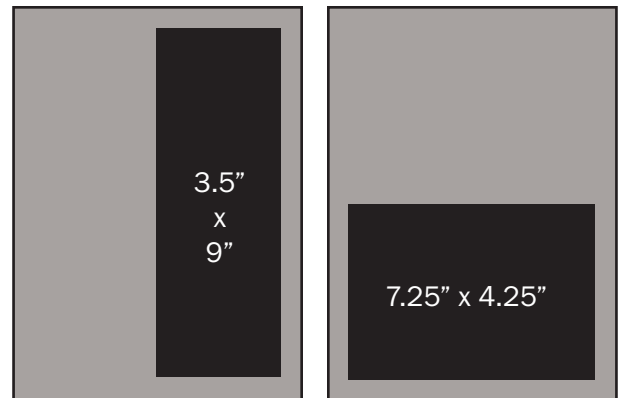


Vertical

Horizontal

Please select from the following two dimensions.

Half-Page Ad

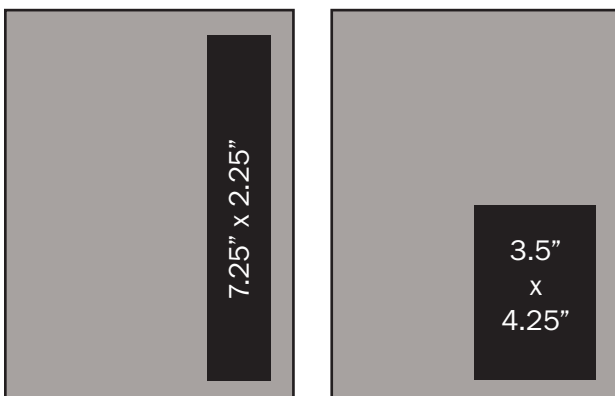


Vertical

Horizontal

Please select from the following two dimensions.

Quarter-Page Ad



Vertical

Horizontal

Please select from the following two dimensions.



Ads are due on the 15th of the month preceding the publication date. Please send a high resolution PDF file to Ryan at Ryan.Silvola@wasbo.com.