

# WASBO GO

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

## Advertising Rates, Additional Terms, Conditions and Specifications

2023-24 Publication Year

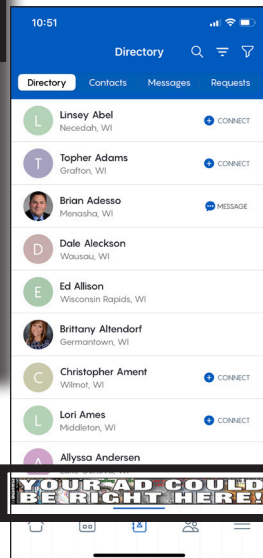
WASBO Go is WASBO's Association app that contains all of WASBO's resources and is a necessity for all WASBO members and conference attendees. Homepage ads will display at the top of the home screen, the first thing members see. Banner ads display on the bottom of the screen throughout the app. WASBO 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, 2024

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

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 .....

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

# 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](mailto:ryan.silvola@wasbo.com). All ads must be submitted in two different dimensions for smartphones and tablets. The smartphone dimensions are 480 pixels wide by 50 pixels tall, and the tablet dimensions are 800 pixels wide by 66 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](http://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 480 pixels wide by 50 pixels tall, and the tablet dimensions are 800 pixels wide by 66 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](mailto: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 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
	Unavailable					
2	3	4	5	6	7	8
	Unavailable					
9	10	11	12	13	14	15
	Unavailable					
16	17	18	19	20	21	22
	Unavailable					
23	24	25	26	27	28	29
	Unavailable					
30	31	1	2	3	4	5
	Available					

AUGUST 2023						
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	31	1	2
	Available					

SEPTEMBER 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	Available					
3	4	5	6	7	8	9
	Unavailable					
10	11	12	13	14	15	16
	Unavailable					
17	18	19	20	21	22	23
	Available					
24	25	26	27	28	29	30
	Available					

OCTOBER 2023						
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	31	1	2	3	4
	Unavailable					

NOVEMBER 2023						
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	1	2
	Available					

DECEMBER 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
	Available					
3	4	5	6	7	8	9
	Unavailable					
10	11	12	13	14	15	16
	Unavailable					
17	18	19	20	21	22	23
	Available					
24	25	26	27	28	29	30
	Unavailable					

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

FEBRUARY 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
	Unavailable					
18	19	20	21	22	23	24
	Available					
25	26	27	28	29	1	2
	Unavailable					

MARCH 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	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
	Unavailable					
24	25	26	27	28	29	30
	Available					

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

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

JUNE 2024						
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	29
	Unavailable					
30	1	2	3	4	5	6
	Unavailable					