

# Wisconsin Education News

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

## Advertising Rates, Additional Terms, Conditions & Specifications 2023-24 Publication Year

Wisconsin Education News is published five times per week (Monday-Friday). 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 Rarely, Wisconsin Education News might not be published on a particular day.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, 2024

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.

Wisconsin Education News

June 1, 2023

Attend:


- Registration is open for WASBO's Five Summer 2023 Custodial Conferences — Tomahawk (Module 1 offered) on June 28, Sparta (Module 4 offered) on July 12, Oconomowoc (Module 3 offered) AND New Richmond (Module 2 offered) on July 19, and Beaver Dam (Module 6 offered) on July 26. Join us this summer!

Exhibit:

- Exhibitor registration for the 2023 Midwest Facility Masters Conference — Oct. 30-31, 2023 at the Kalahari — opens on July 13. Sponsor the conference to get your booth on June 13!
- Exhibitor registration is open for WASBO's Five Summer 2023 Custodial Conferences — Tomahawk (Module 1 offered) on June 28, Sparta (Module 4 offered) on July 12, Oconomowoc (Module 3 offered) AND New Richmond (Module 2 offered) on July 19, and Beaver Dam (Module 6 offered) on July 26. Join us this summer!

Sponsor:

- Custodial Conferences • Five Locations • Summer 2023
- New School Administrators & Support Staff Conference • September 6-7, 2023 • Sun Prairie
- Fall Conference • October 5-6, 2023 • Elkhart Lake
- Midwest Facility Masters Conference • October 30-31, 2023 • Wisconsin Dells

WE CAN'T DO IT WITHOUT YOU!  
RENEW YOUR WASBO  
MEMBERSHIP NOW!

Expanding STEM opportunities

The Verona Area School District (VASD) has named its first cohort of students to participate in an Early College Science, Technology, Engineering and Mathematics (STEM) Academy, according to a

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](mailto: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](http://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 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					