

WASBO GO

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



Advertising Rates, Additional Terms, Conditions and Specifications

2020-21 Fiscal Year

Rates and Specifications through June 30, 2021

Ads need to be submitted for both smartphone and tablet 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.

Color Ad Rates	Cost Per Week	Total Cost
One Week - Homepage Ad	\$350	\$350
One Week - Main Menu Ad*	\$300	\$300
Two Weeks - Homepage Ad	\$340	\$680
Two Weeks - Main Menu Ad*	\$290	\$580
Three Weeks - Homepage Ad	\$330	\$990
Three Weeks - Main Menu Ad*	\$280	\$840
Four Weeks - Homepage Ad	\$320	\$1,280
Four Weeks - Main Menu Ad*	\$270	\$1,080

* Ad space is sold on a first-come, first-serve basis. Only one ad is available per week.

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

- Check enclosed Charge to Card Below
 Visa MasterCard American Express Discover

Card # Exp Date CVV

Name on Card Signature

Billing Address

Company Advertising

Address

City/State/Zip

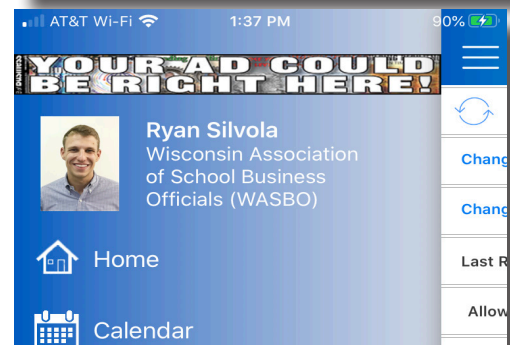
Phone Email

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



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 (See page three). Ads are due on the Wednesday prior to the advertiser's publication week.

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. 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.
5. All checks are to be payable to the order of the Wisconsin Association of School Business Officials (WASBO).
6. Payment in full must accompany the contract.
7. Advertisers contracting for multiple weeks will receive a discounted total amount as stated in the table on page 1.
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 Size: 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. 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 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	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
Available						
26	27	28	29	30	31	1
Available						

NOVEMBER 2020						
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
Available						
22	23	24	25	26	27	28
Unavailable						
29	30	1	2	3	4	5
Available						

MARCH 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	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						

AUGUST 2020						
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	30	31
Available						

DECEMBER 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	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
Unavailable						
27	28	29	30	31	1	2
Unavailable						

APRIL 2021						
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
Unavailable						
25	26	27	28	29	30	1
Available						

SEPTEMBER 2020						
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
Unavailable						
20	21	22	23	24	25	26
Available						
27	28	29	30	1	2	3
Available						

JANUARY 2021						
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
Unavailable						
24	25	26	27	28	29	30
Available						
31	1	2	3	4	5	6
Available						

MAY 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	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
Unavailable						
23	24	25	26	27	28	29
Available						
30	31	1	2	3	4	5
Available						

OCTOBER 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	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	30	31
Available						

FEBRUARY 2021						
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
Unavailable						
28	1	2	3	4	5	6
Unavailable						

JUNE 2021						
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						