

# WASBO Focus e-Newsletter

Monthly e-newsletter of WASBO available to over 1,600 WASBO members and affiliates available digitally at WASBO.com.

## Advertising Rates, e-News Schedule, Additional Terms and Conditions

### 2020-21 Fiscal Year

WASBO Focus is a e-newsletter delivered to WASBO members' inboxes each month, featuring timely content vital for stakeholders in Wisconsin's Educational System. By advertising in this digital newsletter, you are increasing visibility for your company's products and services. Want to extend your reach even further? Advertise in WASBO's quarterly publication "Taking Care of Business." Find out more information at [wasbo.com/advertise](http://wasbo.com/advertise). Questions? Call 608-249-8588 or email [Ryan.Silvola@wasbo.com](mailto:Ryan.Silvola@wasbo.com).

**Every issue of WASBO Focus will be published on the 15th of each month.\***  
**Advertisements are due on the first of each month. A maximum of six advertisements will be placed in each issue.**

\*Publication dates may slightly vary

### Rates and Specifications through June 30, 2021

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 GIF, 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.

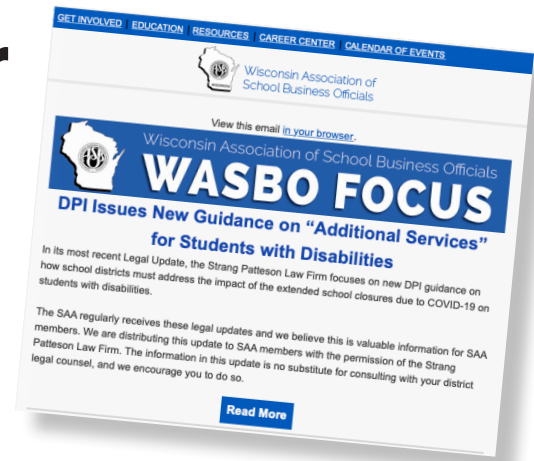
Color Ad Rates	Cost Per Issue	Total Cost
One Digital Ad - First/Top Ad in Newsletter	\$475	\$475
One Digital Ad	\$400	\$400
Two Digital Ads	\$390	\$780
Four Digital Ads	\$380	\$1,520
Six Digital Ads	\$370	\$2,220
6 Digital Ads - First/Top Ad in Newsletter	\$450	\$2,700
12 Digital Ads	\$360	\$4,320

- 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.....



Issue	Cost
July* <input type="checkbox"/>	
August* <input type="checkbox"/>	
September <input type="checkbox"/>	
October <input type="checkbox"/>	
November <input type="checkbox"/>	
December <input type="checkbox"/>	
January <input type="checkbox"/>	
February <input type="checkbox"/>	
March <input type="checkbox"/>	
April <input type="checkbox"/>	
May <input type="checkbox"/>	
June <input type="checkbox"/>	
Number of Issues	
Total Amount Due	

\*First/Top ad placement still available in this issue.

# Advertising Contract Terms and Conditions

## WASBO Focus e-Newsletter

Monthly e-Newsletter of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 202, Madison, WI 53704, publishes a monthly e-newsletter known as WASBO Focus. The following terms and conditions constitute the contract that is used for advertising in WASBO Focus.

1. This contract includes a reference document entitled WASBO FOCUS: 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 e-newsletter 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-served basis. Ad placements will be rotated each issue unless otherwise stated.
4. All checks are to be payable to the order of the Wisconsin Association of School Business Officials (WASBO).
5. Payment in full must accompany the contract.
6. Advertisers contracting for multiple issues will receive a discount as stated under the terms of the rate schedule.
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**  
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WASBO.com