



ON BOARD

A Publication of the New York State School Boards Association

2008 Commercial Advertising Contract

Phone: (518) 783-0200, ext. 3769 Fax: (518) 783-3540 Email: kate.andrejko@nyssba.org

Company: _____

Advertising Agency (if applicable): _____

Primary Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

2008 Publication Schedule

Please check the appropriate issue(s) you want your ad to appear in:

- November 19, 2007
- December 10, 2007
- January 14 June 30
- January 28 July 21
- February 11 August 4
- February 25 August 18
- March 10 February 11
- March 24 September 15
- April 14 September 29
- April 28 October 13
- May 12 November 3
- May 26 November 24
- June 9 December 15

Advertisement Size

Please indicate ad size desired:

- 1/4 page ad
- 1/2 page ad (vertical)
- 1/2 page ad (horizontal)
- Full Page ad
- Full Page Four Color ad
- Back Cover Four Color ad

Cost

Cost per insertion \$ _____

of insertions _____

Layout charge \$ _____

Agency Discount \$ _____
(15% agency discount on space rate only)

Amount Due \$ _____

Amount Enclosed \$ _____

Advertising Sizes/Rates

Rates are per insertion.

Size, width-depth	1x	3x <i>or more</i>	6x <i>or more</i>
Four Color Ads:			
Back Cover 9 7/8" x 13"	\$1,450	\$1,225	\$1,075
Full Page 9 7/8" x 13"	\$1,200	\$1,020	\$900
Black and White Ads:			
Full Page 9 7/8" x 13"	\$575	\$490	\$405
1/2 page (v) 4 13/16" x 13"	\$345	\$295	\$245
1/2 page (h) 9 7/8" x 6 7/16"	\$345	\$295	\$245
1/4 page 4 13/16" x 6 7/16"	\$195	\$165	\$140

Authorized Signature: _____

Date: _____



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2008 Publication dates and copy deadlines

Publication Date	Ad reservations due	Ad copy due
November 19, 2007.....	October 31, 2007.....	November 2, 2007
December 10, 2007.....	November 14, 2007.....	November 16, 2007
January 14.....	December 5.....	December 21
January 28.....	January 9.....	January 11
February 11.....	January 23.....	January 25
February 25.....	February 6.....	February 8
March 10.....	February 20.....	February 22
March 24.....	March 5.....	March 7
April 14.....	March 19.....	March 21
April 28.....	April 9.....	April 11
May 12.....	April 23.....	April 25
May 26.....	May 7.....	May 9
June 9.....	May 21.....	May 23
June 30.....	June 4.....	June 6
July 21.....	June 25.....	June 27
August 4.....	July 16.....	July 18
August 18.....	July 30.....	August 1
September 15.....	August 13.....	August 15
September 29.....	September 10.....	September 12
October 13.....	September 24.....	September 26
November 3.....	October 8.....	October 10
November 24.....	October 29.....	October 31
December 15.....	November 19.....	November 21

AD SPECS:

- There will be a 25% layout charge for setting copy, if camera ready artwork is not provided.
- Please supply ads on disk or email in one of the following file formats:
 - Quark (PC) with all images and fonts
 - Illustrator EPS file - (all fonts should be converted to outlines) (press ready)
 - Adobe Acrobat file - .pdf (press ready) (If pdf is being created in Illustrator not Adobe Distiller make sure all fonts are converted to “create outlines”)
 - Tiff file.
- Quality of reproduction is subject to quality of materials received.

Advertising Contracts and artwork should be mailed to **Kate Andrejko, Marketing Coordinator**
 New York State School Boards Association, 24 Century Hill Drive, Suite 200, Latham, NY 12110
Phone: (518) 783-0200 Fax: (518) 783-3540
Email: kate.andrejko@nyssba.org or advertising@nyssba.org