



# 2008-2009 School Board Planner

## *Comprehensive calendar and planning guide*

### Place an advertisement and reach all of our members!

NYSSBA's School Board Planner is distributed to over 5,000 school board members and 700 superintendents, making it a valuable reference tool for school officials throughout the year.

Included in NYSSBA's school board planner is:

- ◆ NYSSBA seminars and training dates for the next 18 months
- ◆ State education department deadlines
- ◆ Election deadlines
- ◆ Important phone numbers and website to reference
- ◆ Additional information all school board members need to have

#### Advertising Opportunities:

- Inside Front Cover /Back Cover Advertisement
- Full Page Advertisement

#### Rates:

\$850  
\$650

Please note: Advertisement on the Back Cover has already been reserved by a previous advertiser.

#### Company Information:

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

#### Payment:

- Check Enclosed       Please send invoice       Credit Card  
 MasterCard       Visa       American Express       Discover

Card Holder's Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

#### Ad Specifications

**Ad Size:** 3 1/4" x 5 3/4"

**Finished Size:** 4" x 6 1/2"

**Printing:** Offset

**Screens:** 120 line or higher accepted; 133 to 150 recommended

**Format:** Electronic

- Quark 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 all fonts should be converted to “create outlines”)
- Tiff file

**E-mail files to:**

[kate.andrejko@nyssba.org](mailto:kate.andrejko@nyssba.org)

Mail this form with payment to: NYSSBA, PO Box 1322, Williston, VT 05495

Fax this form to (518) 783-3540 or call (518) 783-3769 with questions.