



New York State  
School Boards  
Association

# 2025

COMMERCIAL & EMPLOYMENT ADVERTISING  
EXHIBIT, SPONSORSHIP & SUPPORT OPPORTUNITIES

# Media Kit

24 Century Hill Drive, Suite 200  
Latham, NY 12110  
518-783-0200  
[nyssba.org](http://nyssba.org)

# Commercial Print Advertising On Board

## DISTRIBUTION & REACH

*On Board*, the New York State School Boards Association’s award-winning newspaper, is published 17 times a year and reaches 12,000 education leaders across New York State—including school board members, superintendents, business officials, principals, state policymakers, and media.

The publication covers government actions, legal developments, education research, features, and opinion pieces relevant to public education. A 2023 NYSSBA survey found that 94% of school board members and superintendents read *On Board*; over one-third read it cover to cover, 95% read at least half, and 37% share their copy with others—making it an excellent platform for advertisers.

## 2025 PUBLICATION SCHEDULE

Publication Dates	Reservation/Deadline	Typical Issue Topics
January 13	December 15, 2024	Legislative Session Preview
February 3	January 8	Governor’s Budget/Teacher Salary Survey
February 24	January 29	Capital Conference
March 17	February 19	NYSSBA Member Recognition
April 7	March 12	State Budget Negotiations
April 28	April 2	State Budget Analysis
May 19	April 23	School Budget Votes
June 9	May 14	Superintendent Salary Survey
June 30	June 4	School Budget Re-votes
July 21	June 25	New Member List
August 11	July 16	Convention Speaker Announcement
September 1	August 6	Pre-Convention Special Section*/State Test Scores
September 22	August 27	Preview of Issues to be Discussed at Convention
October 13	September 17	Report to Convention Delegates*
November 3	October 8	Annual Convention Coverage*
November 24	October 29	Annual School Budget Calendar
December 15	November 19	Top Education News Stories of the Year

\* Advertising Space Limited

Questions about advertising with NYSSBA?

**CONTACT** [advertising@nyssba.org](mailto:advertising@nyssba.org)

# Commercial Print Advertising

## ADVERTISING RATES

A minimum of five print ads must be purchased to advertise in *On Board*. Advertising rates start \$335 per insertion for a quarter page ad.

Ad Size	5x+ Rate Per Insertion
Quarter-Page	\$335
Half-Page	\$530
Full-Page	\$700
Full-Page, Back Cover	\$900

## ADVERTISING DIMENSIONS

Ad Size	Dimensions
Quarter-Page	4.875" x 6.5"
Half-Page (vertical)	4.875" x 13.16"
Half-Page (horizontal)	10" x 6.5"
Full-Page	10" x 13.16"

## ADVERTISING SPECS

All ads are in four-color (CMYK). Please email ads in one of the following file formats:

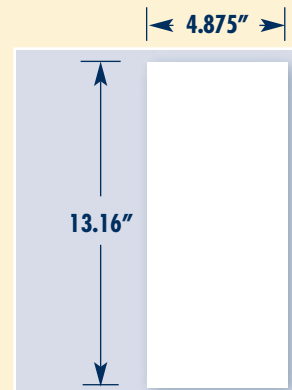
- EPS file with all fonts converted to outlines (press quality)
- Adobe Acrobat file – PDF (press quality)
- Tiff file

All ads must be converted to CMYK. There is a 25% layout charge for setting copy when print ready artwork is not provided.

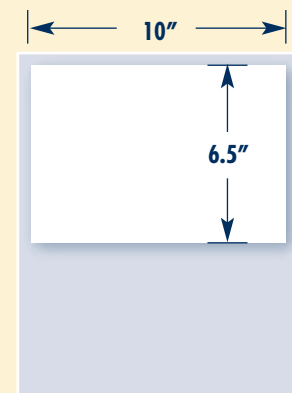
### Quarter-Page



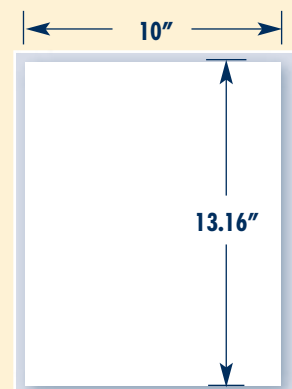
### Half-Page Vertical



### Half-Page Horizontal



### Full-Page



# District Employment Advertising *On Board and nyssba.org*

Advertise your open vacancy(ies) easily and affordably with NYSSBA's *On Board* newspaper and/or on NYSSBA's website.

## ON BOARD ADVERTISING DIMENSIONS

Ad Size	Dimensions
Quarter-Page	4.875" w x 6.5" h
Word limit: Recommend 250 words per print ad	

## ON BOARD ADVERTISING SPECS

All ads are in four-color (CMYK). Please email ads in one of the following file formats:

- EPS file with all fonts converted to outlines (press quality)
- Adobe Acrobat file – PDF (press quality)
- Tiff file

All ads must be converted to CMYK.

There is a \$70 layout charge for setting copy when print ready artwork is not provided.

## WEB POSTING SPECS

**Web postings MUST be submitted online** at [www.nyssba.org/district-employment-form](http://www.nyssba.org/district-employment-form)  
Please keep in mind the following items:

- One (1) vacancy per web posting
- Vacancy Description: 300 word limit

- Qualifications: 300 word limit
- Links to other websites and/or brochures are acceptable
- Web posting dates do not have to match *On Board* publication dates
- Web posting should not exceed 750 words

Please note that in addition to a contract, any text for a print ad and web posting must be submitted separately.

## ADVERTISING RATES

Pricing chart per insertion

Ad Size	Cost
Quarter-Page	\$190
Quarter-Page with Web Posting*	\$270
Web Posting* ONLY	\$185
Additional Web Posting*	\$160

\*Includes one (1) 4-week posting for one (1) vacancy per online posting.

# Email Advertising

## E-Clips

Ranked as one of NYSSBA's most valued member benefits, our E-Clips communication is a daily email sent to members with links to current educational stories from newspapers around New York State as well as national media. Your company's ad will be featured as one of only 3 or 4 ads appearing each week in the daily emails, with a live link back to your website.

### DISTRIBUTION & REACH

NYSSBA's E-Clips is electronically sent Monday thru Sunday to approximately 9,000 district decision makers and education leaders throughout New York State, including board members, superintendents, assistant superintendents, school district business officials, principals, State Education Department officials, state and federal lawmakers and key media outlets.

### ADVERTISING RATES

E-Clips ad space is available exclusively through sponsorships of 4 weeks - 1 month (consecutive weeks) or more. Contact us for details.

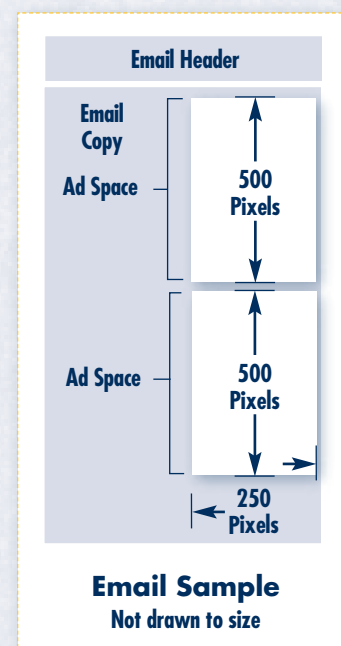
Ad Space	Cost
1 Month	\$1,750
6 Months	\$8,000
12 Months	\$15,000

**All ads and links are due three weeks prior to start of advertising.**

### ADVERTISING DIMENSIONS & SPECS

#### E-Clips Ad Specs

Width	250 Pixels
Height	500 Pixels
Resolution	150
Color Space	RGB
Size	1.667" x 3.333"
Format	Jpeg



**Become top of mind with New York State's school district decision makers throughout the entire year.**

# Support Opportunities

Choose one or more of these support opportunities to maximize your brand awareness and strengthen your connection with hundreds of school districts and BOCES

Support Opportunity	Description
<b>EClips</b> \$15,000 - 1 Year \$8,000 - 6 Months	A free email clipping service providing links to state and national education news
<b>New School Board Member Academy</b> \$8,500	Two-day state-mandated training for new school board members (virtual and in-person)
<b>Summer Law Conference*</b> \$8,000	Developed to keep board members up-to-date on the key legal issues affecting the governance and operation of their school districts (virtual and in-person)
<b>The Capital Conference</b> \$7,500	A virtual complimentary advocacy conference held yearly featuring the latest in state issues affecting education
<b>Board Officers Academy</b> \$7,000	A virtual academy for current or aspiring board officers to elevate their governance expertise and network with their peers
<b>NYSSBA President's Gavel Podcasts</b> \$5,000	A monthly podcast providing insights into being a leader on the board
<b>District Clerk Workshops</b> \$3,500	Specifically designed for district clerks to help them with key issues they encounter in their daily work (virtual and in-person)
<b>Policy Workshops</b> \$4,500	A virtual workshop designed to keep board members up-to-date on policy issues affecting their school districts
<b>Leadership in Education Event</b> Call for Pricing	An in-person two-day event with a variety of educational sessions and networking opportunities for new and veteran board members as well as administrators
<b>Hot Topic/Emerging Issues Webinars</b> Call for Pricing	Developed to cover timely topics to address evolving leadership governance, policy, fiscal, legal, technology and risk management issues facing board members and school administrators
<b>Microlearning Courses</b> Call for Pricing	Brief but in-depth online courses created to be taken at home or on the go on important education topics to enhance board member knowledge

As a supporter, your company will receive a multitude of benefits which may include:

- Brief speaking opportunities
- Up to two (2) complimentary registrations per location
- Full- or half-page 4-color ads in *On Board*, our award winning newspaper
- E-Clips advertising
- eMarketing, print and signage recognition
- Option to supply a company flier at event
- Event attendee mailing addresses (no email addresses or phone numbers are included)

**Don't see an opportunity that meets your marketing budget? Call to discuss a customized package.** David Albert, Chief Communications and Marketing Officer at 518-783-3716

*NYSSBA reserves the right to decline any sponsorship or support activity which violates the character, mission and integrity of the association.*

**To learn more visit  
nyssba.org**

\*Exclusions apply. Please inquire.