

Reach those responsible for the management and operations of Illinois schools.

Every year Illinois public schools spend over \$4.8 billion on the products and services YOU provide – from consulting to construction to buses to lockers – and everything in between. Be sure your company is the one decision-makers remember when they make their purchases.

Advertise in the *Illinois School Board Journal*.

Illinois public elementary and secondary education expenditures:

\$2,604,187,000	-	Operations and Maintenance
\$1,450,738,000	-	Student Transportation
\$796,472,000	-	Food Service
\$4,851,397,000	-	Total Expenditures

Source: Revenue and Expenditures for Public Elementary and Secondary Education: School Year 2018-19, U.S. Department of Education, National Center for Education Statistics



ADVERTISING RATES (ALL PRICES INCLUDE FULL COLOR)

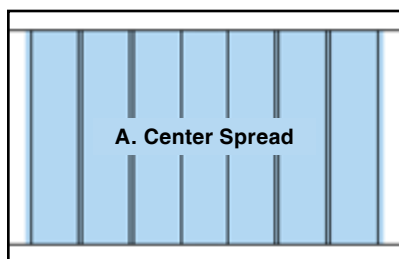
Frequency:	1x	2x	3x	4x	5x	6x
Discount:		5% off	10% off	15% off	20% off	25% off
A. Center spread	\$1,665	1,580	1,500	1,415	1,330	1,250
B. Full page	\$835	795	750	710	670	625
C. Half page	\$520	495	470	440	415	390
D. Quarter page	\$470	445	425	400	375	350

Premium position:

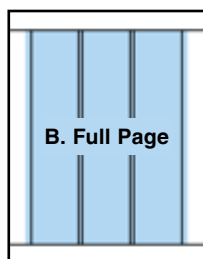
E. Back cover \$1,125*

*Three-issue minimum. No additional frequency discounts.

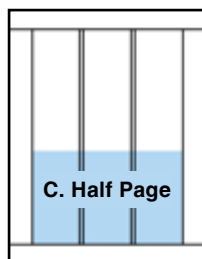
Center spread by arrangement. Call (217) 528-9688, ext. 1131.



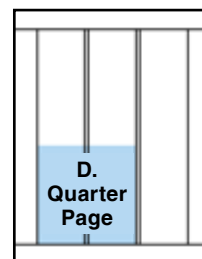
A. 15.5" x 9.25"



B. 7" x 9.25"



C. 6.5" x 4"



D. 4.25" x 4.25"



E. 8.5" x 6.5"

Please include 0.125" bleeds (8.75" x 6.375" with bleeds)

Trim size: 8 1/2" x 10 7/8"

Reproduction materials: High resolution pdf, eps, or jpg files, 300 to 600 dpi.

Questions? Contact IASB's Advertising Manager at (217) 528-9688, ext. 1131 or bkusturin@iasb.com.

EDITORIAL STATEMENT — The *Illinois School Board Journal* seeks to broaden the horizons of citizens serving on local boards of education and to help them deal with emerging issues in public education. Primary content includes analysis, news, and opinion. The *Journal* is published by the Illinois Association of School Boards as a service to members and subscribers. The Association believes the democratic process functions best through frank and open discussion. Material published therein often presents divergent points of view which do not necessarily represent the views or policies of the Association.

GENERAL INFORMATION — The *Illinois School Board Journal* is published every other month by the Illinois Association of School Boards and is mailed to school board members, superintendents, and chief business officials in member school districts, as well as to non-member subscribers and key government and education officials. Non-member subscription rate: \$18 per year (domestic); \$21 per year in U.S. dollars (foreign).

ADVERTISING POLICY — All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with publication standards. Advertiser and advertising agency assume responsibility for content of advertisements printed and for any claims arising from them against the publisher. Advertising that simulates editorial content will be labeled "advertisement" and/or boxed, at the discretion of the publisher.

DISTRIBUTION — Total distribution of 7,200 includes 5,900 school board members, 850 district superintendents, 60 affiliate members, 61 government officials, 38 regional superintendents, 231 school attorneys, and 72 service associates.

ISSUANCE AND CLOSING DATES — Published bi-monthly. Orders and copy must be received (unless special arrangements are made) by: December 1, for January-February issue; February 1, for March-April issue; April 1, for May-June issue; June 1, for July-August issue; August 1, for September-October issue; October 1, for November-December issue.

INSERTS — For inserts supplied by the advertiser, the *Journal* is limited to one four-page, center-section unit per issue. The charge is the center spread rate plus any out-of-pocket costs incurred by the *Journal*, including any back up charges. Paper stock specification for inserts: 70 to 100 lb. offset. Insert must be reviewed and approved by the publisher prior to acceptance.

TERMS — Invoices are mailed upon publication, net 30 days. An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Rates may be changed with 30 days notice in writing from the publisher. You will be invoiced and receive a tear sheet after the *Journal* has been printed.

FOR FURTHER INFORMATION

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 Springfield, IL 62703-5929
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ADVERTISING INSERTION ORDER FORM



I'd like to place an ad in the *Illinois School Board Journal*. Please reserve the following space:

Size:

- A. Center spread
- B. Full page
- C. Half page
- D. Quarter page
- E. Back cover

Frequency:

- One time (1x)
- Two times (2x) (5% discount)
- Three times (3x) (10% discount)
- Four times (4x) (15% discount)
- Five times (5x) (20% discount)
- Six times (6x) (25% discount)

Issue(s):

- January-February (**Artwork due Dec. 1**)
- March-April (**Artwork due Feb. 1**)
- May-June (**Artwork due April 1**)
- July-August (**Artwork due June 1**)
- September-October (**Artwork due Aug. 1**)
- November-December (**Artwork due Oct. 1**)
(Conference Issue)

Advertiser

Address

City/State/Zip Code

Contact Person

Title

Telephone

Email

Signature



Mail or email this form to:

Advertising Manager
**Illinois Association
 of School Boards**
 2921 Baker Drive
 Springfield, Illinois 62703-5929
bkusturin@iasb.com