# JOURNAL SCHOOL BOARD

# Reach your target audience with laser-like precision.

Every year Illinois public schools spend over \$4.5 billion on the goods 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.

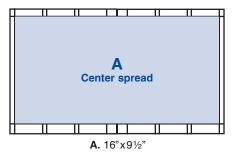
# Illinois public elementary and secondary education expenditures:

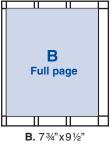
- 2,163,144,000 Operations and Maintenance
- \$ 1,177,291,000 Student Transportation
- \$ 776,822,000 Food Service
- \$ 397,632,000 Instructional Supplies
- **\$** 4,507,618,000 Total Expenditures

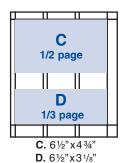
Source: Revenue and Expenditures for Public Elementary and Secondary Education: School Year 2011-12, U.S. Department of Education, National Center for Education Statistics

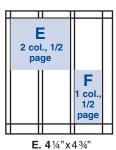
### **ADVERTISING RATES (ALL PRICES INCLUDE FULL COLOR) 2**x 4x 5x Frequency: 1x 3x 6x Width x Depth Discount: 5% 10% 15% 20% 25% A. Center spread \$1,665 1,580 1,500 1,415 1,330 1,250 16" x 9 1/2" 7 3/4" x 9 1/2" B. Full page \$835 795 750 710 670 625 6 1/2" x 4 3/4" C. 1/2 page \$520 495 470 440 415 390 D. 1/3 page \$470 445 425 400 375 350 6 1/2" x 3 1/8" E. 2 col, 1/2 pg \$470 445 425 400 375 350 4 1/4" x 4 3/4" 290 F. 1 col, 1/2 pg \$365 345 330 310 275 x 4 3/4" **Premium positions:** 8 1/2" x 6 1/2" \*Three-issue minimum. No additional frequency discounts. Center spread by arrangement. Call 217/528/9688, ext. 1131.











F. 2" x 43/4"

G Outside back cover

**G. 8**½"x6½"

# **Mechanical Requirements:**

Trim size: 8 1/2" x 10 7/8" Halftone screen: 133 line Reproduction materials: High resolution pdf and eps files or call for specifications. **Questions?** Contact IASB's Advertising Manager at 217/528-9688, ext. 1131.

**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 8,500 includes 6,000 school board members, 860 district superintendents, 340 business officials/community relations officers, 100 affiliate members, 180 other paid subscribers, 224 government officials, and 154 regional superintendents and service associates.

Signature

**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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Fax: 217/753-2485 Email: bbeck@iasb.com

# ADVERTISING INSERTION ORDER FORM

l'd like	e to place an ac	d in the <i>Illinois</i>	School Board J	lournal. Please re	eserve the follo	owing space:
Size:	☐ A. Center spread☐ E. 2 column, 1/2 page		B. Full page F. 1 column, 1/2 page	☐ C. Half page ☐ G. Back cover 2/	□ D.1/3 page page	
Frequency:	☐ One time (1x)	☐ Two times (2x)	☐ Three times (3x)	☐ Four times (4x)	☐ Five times (5x)	☐ Six times (6x)
Issues:	□ January-February (Artwork due Dec. 1) □ March-April (Artwork due F □ July-August (Artwork due June 1) □ September-October (Artwork due F □ July-August (Artwork due June 1)			•	☐ May-June (Artwork due April 1) ☐ November-December (Artwork due Oct. 1) Conference Issue	
Advertiser  Address  City/State/Zip  Contact Perso  Title  Telephone  Email					Use the second of the second o	IOIS ASSOCIATION CHOOL BOARDS  In the Way To Excellence Food Governance  or email this form to:  i Beck Fortising Manager Fois Association Chool Boards  Baker Drive Fingfield, Illinois 62703-5928  Eck@iasb.com