

# Idaho School Boards Association

# ADVERTISING OPPORTUNITIES

PROSPECTUS • 2022



# WELCOME!



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## About ISBA

The ISBA is a non-profit service organization providing services to school board members across the State. ISBA's members include all 115 school districts and over 60 charter schools, totaling over 800 board members. Leaders in public education, including school board members, superintendents, board clerks, business managers, and others, look to the ISBA for valued news, information, and critical resources needed to effectively operate their districts and charter schools. By participating with ISBA, your company will increase its visibility among ISBA's membership while supporting ISBA's efforts to provide exceptional services.

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## Advertising Opportunities

ISBA has a variety of advertising options to fit your needs! Our primary two opportunities to submit advertisements are for the quarterly SLATE magazine and the Convention Book.

- The SLATE is a magazine produced by ISBA four times per year. We are now in our 40th volume. The publication consists of articles, advertisements, and news. The SLATE is mailed to over 1,300 recipients.
- As an advertiser in the Convention Book, your ad will be seen by over 500 convention attendees.

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## Advertising in the Convention Book

80<sup>th</sup> ISBA Annual Convention | November 9-11, 2022 | Coeur d'Alene Resort

### About the Convention Book

The Annual Convention Book is a 90+ page manual that serves several purposes for the Convention attendees. It provides a detailed agenda, important event details, and information on all workshops. Attendees keep the Convention Book close at hand and refer to it constantly throughout the Convention.

### Publication Schedule

If you will be advertising in the Convention Book, you must inform ISBA by **October 1, 2022**. Please also indicate the ad size. The last date to provide your ad file(s) to the ISBA to be published in the Convention Book is **October 9, 2022**.

### Ad Requirements

Ads must be 300 dpi. Premium ads must be CMYK, and regular ads must be greyscale. ISBA accepts PDF and JPG files. Please e-mail your ad to lance@idsba.org, or you may provide us with a download link.

### Frequency Discounts

Many businesses increase their advertising each November, prior to the ISBA Annual Convention. By advertising in the June SLATE, September SLATE, and in the Convention Book, you save 30%.

### Convention Book Advertisements

Get featured in the convention book that is distributed to every attendee. Its high exposure at a great value!

- Back cover, full-page, full-color \$800
- Inside front or inside back cover, full-page, full-color \$700
- Full-page interior, black and white \$350
- Half-page interior, black and white \$200

#### Contact:

Lance Corpus, Printing & Graphics Specialist  
ISBA, PO Box 9797 • Boise, ID 83707-4797  
Phone: (208) 994-8320 • Fax: (208) 854-1480  
E-mail: lance@idsba.org



# Advertising in SLATE Magazine

## About the SLATE

The SLATE is a magazine produced by ISBA four times per year and is in its 40<sup>th</sup> volume. It consists of approximately 48 pages of articles, advertisements, and news. The SLATE often has guest articles written by the State Department of Education, State Board of Education, and many others.



## SLATE Magazine Advertisements

Be featured in the popular SLATE magazine. It is distributed to over 1,300 recipients on a quarterly basis.

- |  |       |
|--|-------|
| • Back cover, ¾ page, full-color                           | \$800 |
| • Inside front or inside back cover, full-page, full-color | \$700 |
| • Full-page interior, full-color                           | \$450 |
| • Half-page interior, full-color                           | \$300 |



# Advertising in SLATE Magazine

## The SLATE Audience

### The SLATE Audience

Recipients of the SLATE are the decision-makers determining how school districts and charter schools spend their funds. The SLATE is received by 115 Idaho school districts and 60 charter schools, which account for K-12 enrollment of 302,000 students.

- 567 School District Trustees
- 280 Charter School Board Members and Administrators
- 115 District Superintendents
- 210 District Clerks and Business Managers
- Many other education agencies across Idaho
- Over 1,300 Recipients

\* Please see the ISBA website at [www.idsba.org](http://www.idsba.org) for advertising terms and conditions.

## Publication Schedule

### Materials Deadline

The dates to have your ad file(s) to ISBA to be published in the upcoming SLATE are outlined below. Files can be emailed to [lance@idsba.org](mailto:lance@idsba.org), or you may provide a download link.

SLATE Issue:	Materials Deadline:
Fall (September)	August 1
Winter (January)	December 1
Spring (March)	February 1
Summer (June)	May 1

# 2022 Advertising Contract

## Convention Book / SLATE Magazine

### 1 NAME OF ADVERTISER

Company and Official Advertising Contact

Street Address

City

State

Zip Code

Phone Number

E-mail

Website

### 2 ADVERTISEMENTS

See SLATE ad sizes and costs, and Convention Book ad sizes and costs on previous pages.

Sept. 2022 SLATE

Ad Size

Cost

Convention Book

Ad Size

Cost

Jan. 2023 SLATE

Ad Size

Cost

March 2023 SLATE

Ad Size

Cost

June 2023 SLATE

Ad Size

Cost

Subtotal

Frequency Discounts:

5% discount (2 issue commitment)

Discount Amount

10% discount (4 issue commitment)

Total

30% discount (Annual Convention commitment)

*Two SLATEs, plus Convention Book*

### 3 PAYMENT INFORMATION

Check Enclosed \$ \_\_\_\_\_

(Make checks payable to ISBA)

Charge My:  Visa  MasterCard

Amount to be charged

Card number

Expiration date

Cardholder's name

Signature

### 4 SIGNATURE & AGREEMENT

The advertiser is aware of the Convention Book deadlines and SLATE deadlines outlined on the previous pages.

Authorized Signature

Date

Print name and title

Date

Return copy of signed, completed application with payment to:

Lance Corpus, Printing & Graphics Specialist

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