

Idaho School Boards Association

ADVVERTISING OPPORTUNITIES

PROSPECTUS • 2025



WELCOME!

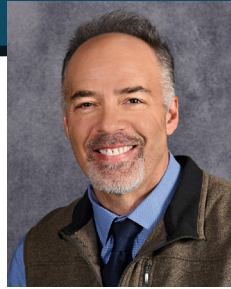
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**CONTACT:****Lance Corpus**

Printing & Graphics Specialist

Email: lance@idsba.org

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About ISBA

ISBA is a non-profit organization providing services to public school board members across the state. ISBA's members include 113 of Idaho's traditional 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 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 effort to empower local school boards for student success.

Advertising Opportunities

ISBA has a variety of advertising options to fit your needs! We offer two primary advertising opportunities, the quarterly SLATE magazine and the Convention Book.

- The SLATE magazine, published quarterly by ISBA, is currently in its 43rd volume. Featuring a mix of articles, advertisements, and news, it is distributed to over 1,400 recipients.
- By advertising in the Convention Book, your message will reach over 550 convention attendees.

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Advertising in the Convention Book

83rd ISBA Annual Convention | November 12-14, 2025 | Coeur d'Alene Resort

About the Convention Book

The Convention Book, spanning over 100 pages, serves as an indispensable guide for Convention attendees. Offering a comprehensive agenda, crucial event particulars, and workshop details, attendees rely on it as their constant companion throughout the Convention.

Publication Schedule

If you plan to advertise in the Convention Book, please notify ISBA by September 1, 2025, and specify the ad size. The deadline for submitting your ad file(s) to ISBA for publication in the Convention Book is September 8, 2025.

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

Numerous businesses boost their advertising efforts each November in anticipation of the ISBA Annual Convention. By securing advertising space in the June SLATE, September SLATE, and the Convention Book, you can enjoy a 30% discount.

Convention Book Advertisements

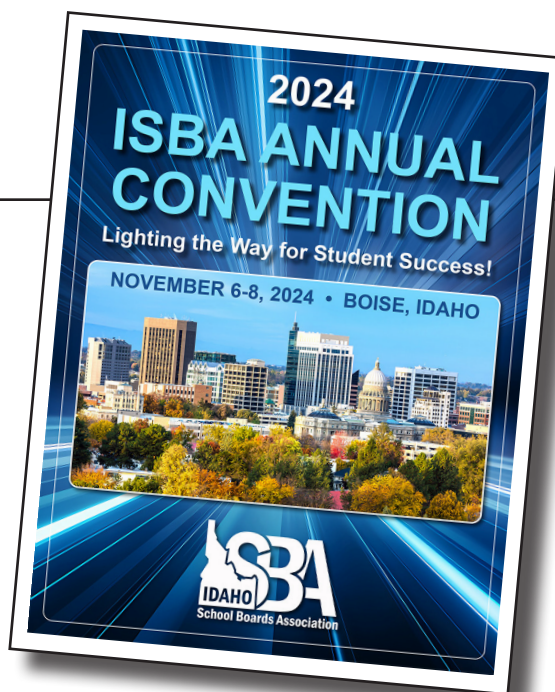
Get featured in the Convention Book that is distributed to every attendee. Its high exposure at a great value!

- | | |
|--|---------|
| • Back cover, full-page, full-color | \$1,000 |
| • Inside front or inside back cover, full-page, full-color | \$800 |
| • Full-page interior, black and white | \$400 |
| • Half-page interior, black and white | \$250 |

Ad size options: Full Page Color - 9.25" x 11.25" (bleed)
Full Page Interior (black/white) - 8" x 10.50 (no bleed)
1/2 Page Horizontal (black/white) - 7.5" x 5" (no bleed)
1/2 Page Vertical (black/white) - 4" x 10.50" (no bleed)

Contact:

Lance Corpus, Printing & Graphics Specialist
ISBA, PO Box 9797 • Boise, ID 83707-4797
Phone: (208) 854-1476 • 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 43rd 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 1,400 recipients on a quarterly basis.

- Inside front or inside back cover, full-page, full-color \$700
- Full-page interior, full-color \$450
- Half-page interior, full-color \$300

Ad size options: Full Page - 8.75" x 11.25" (bleed)
 1/2 Page Vertical - 4.2" x 11.25" (bleed)
 1/2 Page Horizontal - 8.75" x 5.75" (bleed) or 7.5" x 5" (no bleed)



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 113 Idaho school districts and over 60 charter schools, which account for K-12 enrollment of over 301,000 students.

- 555 School District Trustees
- 361 Charter School Board Members and Administrators
- 113 District Superintendents
- 177 District Clerks and Business Managers
- 77 Charter Clerks and Business Managers
- Many other education agencies across Idaho
- Over 1,400 Recipients

* Please see the ISBA website at www.idsba.org for advertising terms and conditions.

Publication Schedule

Materials Deadline

Please note the deadlines for submitting your advertisement files to ISBA for publication in the upcoming edition of SLATE are outlined below. You can conveniently email your files to lance@idsba.org or provide a download link.

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

2025 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. 2025 SLATE

Ad Size

Cost

Convention Book

Ad Size

Cost

Jan. 2026 SLATE

Ad Size

Cost

March 2026 SLATE

Ad Size

Cost

June 2026 SLATE

Ad Size

Cost

Subtotal

Discount Amount

Frequency Discounts:

☐ 5% discount (2 issue commitment)

☐ 10% discount (4 issue commitment)

☐ 30% discount (Annual Convention commitment)
Two SLATEs, plus Convention Book

Total

3 PAYMENT INFORMATION

☐ Check Enclosed \$ _____
(Make checks payable to ISBA)

☐ Charge My credit card:

Amount to be charged

Card number

CVV

Expiration date

Zip Code

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
ISBA, PO Box 9797 • Boise, ID 83707-4797
Phone: (208) 854-1476 • Fax: (208) 854-1480
E-mail: lance@idsba.org