

TASBO Report Advertising Agreement



All advertising subject to the Texas Association of School Business Officials approval.

Print Deadlines

Space Reservation Due

Materials and
Payment Due

2016 Conference Issue, February 2016

November 30, 2015

January 11, 2016

People/Best Practices Issue, May 2016

April 20, 2016

April 20, 2016

Calendar Issue, August 2016

June 15, 2016

July 17, 2016

Sales Contact: Barry DeCrane

P: 512.462.1711 x222

F: 512.462.1782

bdecrane@tasbo.org

Please remit payments to:

TASBO

c/o Anne Taylor

PO Box 91929

Austin, TX 78709

Complete the following agency information:

Advertiser:

Agency (if applicable):

Billing Information: ☐ Agency

☐ Advertiser

Contact Name:

Billing Address:

City, State, Zip:

Phone:

Fax:

Email:

Complete the following publication information (refer to rate card):

Publication in which you would like to advertise:

Size/Type:

Color:

Price:

x Frequency:

= Total Amount: \$

Issue/Month:

Terms and Conditions

1. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
2. The advertiser's index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above its space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
3. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
4. The publisher reserves the right to limit the size of space to be occupied by any advertisement.
5. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
6. Requests for specified position are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
7. Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
8. Advertising agency and/or client are liable should one of the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this non-cancelable contract.
9. All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline. First time advertisers must prepay for the first insertion.
10. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.
11. Publisher is not liable for delays in delivery and/ or non-delivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

☐ I have read and agree to the terms and conditions as set forth on this document.

Authorized Advertiser/Agency Signature and Title

Select payment method:

☐ Check enclosed

Credit Card:

☐ Visa

☐ MasterCard

☐ American Express

Name on Card:

Exp. Date (MM/YY):

Card #:

Cardholder Signature:

Please note: Payment is due at the space deadline. Make checks payable to TASBO. U.S. dollars only.

TASBO Publications Rate Card



2016 Conference Issue, February 2016

	4-Color
Back Cover (4-Color Only) SOLD	\$3500
Cover 2 (Inside Front) or 3 (Inside Back)	\$3100
Full page	\$2500
1/2 page, horizontal	\$1900
1/3 page, vertical	\$1550
1/4 page, vertical	\$1100

TASBO Report Covers

People/Best Practices Issue, May 2016

Calendar Issue, August 2016

	1x	2x
Cover 2 (Inside Front)	\$2300	\$2200
Cover 3 (Inside Back)	\$2100	\$2000
Cover 4 (Outside Back) SOLD	\$2600	SOLD \$2500

TASBO Report

People/Best Practices Issue, May 2016

Calendar Issue, August 2016

	1x	2x
Full page	\$1500	\$1400
1/2 page, horizontal	\$1100	\$1000
1/3 page, vertical	\$850	\$800
1/4 page, vertical	\$550	\$500

**Inserts,
Belly bands, and
Custom pages available.**
Contact Barry DeCrane for
personalized rates.

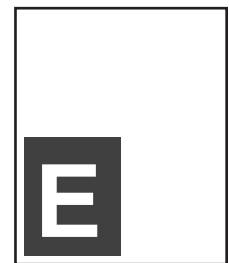
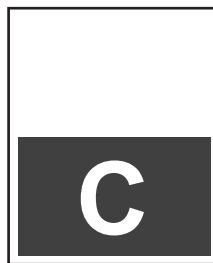
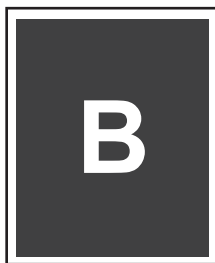
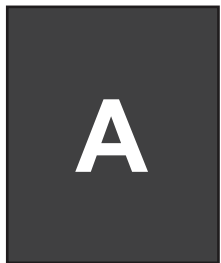
Frequency Discount Policies:
2x frequency rates are earned by
running ads in both TASBO Reports
issues within a 12-month period. For
discount rates including Conference
issue, please call.

To qualify for discounts, advertisers
must submit reservations for all issues
initially. Advertisers will be
short-rated if they do not use the
amount of space upon which the
billing was based.

Sales Contact:

Barry DeCrane
TASBO Director of Partnerships
PO Box 91929, Austin, TX 78709
512.462.1711 x222
bdecrane@tasbo.org

TASBO Reports Ad Sizes and Dimensions (width x height):



PUBLICATION (TRIM) SIZE: 8.375" x 10.875" (Trim size =
Final page dimensions)

BLEED: Size required for an ad to bleed off the edges of a page
(an extra .125" on all sides)

NONBLEED/LIVE AREA: Leave a quarter-inch inner margin
inside the 8.375" x 10.875" trim size that's clear of any
important "live" content such as text.

A.	Full page, with bleeds	8.375" x 10.875"
B.	Full page, no bleeds	7.375" x 9.875"
C.	1/2 page, horizontal	7" x 4.833"
D.	1/3 page, vertical	2.2917" x 9.875"
E.	1/4 page, vertical	3.5" x 4.583"

TASBO Report Advertising Specifications



Material Specifications:

DELIVERY

Send all files to your TASBO Sales representative for pre-flight.

COLOR FORMAT

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

ACCEPTABLE FILE FORMATS

Preferred Format:

High-resolution, press-optimized PDF

All fonts & graphics embedded

Other Acceptable Formats:

TIFF, EPS or Photoshop files... must be able to open in software listed above.

EPS file format for vector images: fonts should be converted to paths/outlines.

Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

Media Accepted:

Electronic files can be submitted through WeTransfer.com (or other file sharing service.)

After upload is complete, please notify your sales representative.

Email your files to: bdecrane@tasbo.org for proofing purposes.

Overnight your artwork to: TASBO c/o Tom Greer, 5920 W William Cannon, Bldg 1, Austin, TX 78749.

POLICIES

Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability. TASBO reserves the right to request new files whenever necessary.

Art is returned only upon request. Otherwise, materials are stored by printer for 12 months and are then destroyed.

Print Specifications:

PRINTING: Web Offset **BINDING:** Saddle-stitched

PAGE TRIM: 8.125" (Width) 10.875" (Depth)

Please keep vital copy at least .25" from final trim.

LIVE AREA: 7" (Width) 10" (Depth)

PUBLICATION (TRIM) SIZE: 8.375" x 10.875" (Trim size = Final page dimensions)

BLEED: Size required for an ad to bleed off the edges of a page (an extra .125" on all sides)

NONBLEED/LIVE AREA: Leave a quarter-inch inner margin inside the 8.375" x 10.875" trim size that's clear of any important "live" content such as text.