

Let PASBO help you reach
school business decision-makers!



PASBO ADVERTISING & SPONSORSHIP OPPORTUNITIES 22-23

The **Pennsylvania Association of School Business Officials**, or **PASBO**, is a statewide association, 3,600 members strong and growing. Our mission is to develop and support leaders in school business operations. We strive to fulfill our mission by providing members with professional development, networking opportunities, various opportunities to enhance their leadership skills, advocacy and timely access to legislative and policy news as well as business solutions that help them to meet the challenges of school operations.

Our members are school professionals working in finance, accounting, operations, facilities, transportation, food service, technology, communications, human resources, purchasing and safety services. While diverse in areas of specialty, all members share a common goal - to work towards providing a safe, healthy and state-of-the art environment in which students across Pennsylvania can learn and grow.

Our advertising and sponsorship opportunities allow **PASBO** business members to showcase the products and services they manage to help school business leaders do their jobs in a more effective and efficient way. Advertising in PASBO Report and sponsoring PASBO events is a great way to initiate and develop relationships with decision-makers in LEAs throughout Pennsylvania!

We publish a monthly digital magazine, **PASBO Report**, an online Buyer's Guide called **MarketBASE**, and our ever-present website at www.pasbo.org, where you can place your advertising and get your name and products and/or services noticed by school business leaders and those who research and purchase items for their schools on a daily basis. There are also many opportunities for you to present as exhibitors at face-to-face and virtual conferences throughout the year. Take a peek inside for details on opportunities, timelines and pricing.



ADVERTISING OPPS

PASBO Report

PASBO's monthly full-color digital magazine is packed full of articles, examples of best practices in school business and practical 'tips' to assist school business professionals in meeting the challenges of their jobs. Many readers look to PASBO Report to find business partners to help them meet their needs in terms of products and services.

Market

One thing *PASBO Report* readers do have in common is the fact that they all play a critical role in purchasing decision-making. In total, Pennsylvania schools have a combined budget in excess of \$30 billion. Nearly \$5 billion statewide is utilized by schools for purchasing a vast array of products and services to meet the needs of students and employees. *PASBO Report* helps you reach these purchasers in schools all across Pennsylvania.

Editorial Focus

Each month, feature articles focus on school business topics offering timely information and in-depth insights on methods and trends in the industry.

Association committee members, experienced school business professionals, and business experts offer monthly technical articles and tips within their areas of expertise to share solutions to everyday school business challenges.

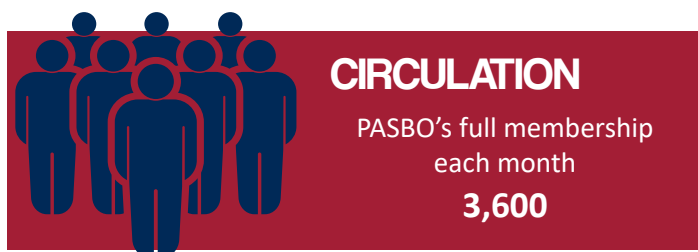
In addition to these practical and insightful articles and tips is association news, highlighting new members, those who have retired or transitioned to another position and news of upcoming opportunities for members to enhance their careers and build their skills and knowledge base.



Circulation & Readership

Each month, *PASBO Report* is distributed to about 3,600 school business professionals, state officials and other ASBO state affiliates. This translates to approximately, 10,000 readers each month, including superintendents and support staff in schools all across Pennsylvania. Other readers include administrators in school business management positions such as:

- Accounting
- Human Resources
- Communications
- Purchasing
- Facilities/Buildings and Grounds
- School Safety
- Finance
- Technology
- Food Service
- Transportation



PASBO Report ADVERTISING RATES & SPECS

	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>12X</u>
FULL PAGE	\$1425	\$1225	\$1125	\$1025
1/2 PAGE (H OR V)	\$800	\$750	\$700	\$625
1/4 PAGE	\$500	\$475	\$450	\$400

			<u>width x height</u>		
FULL	PAGE	8.5	X	11
1/2	PAGE VERTICAL	4.125	X	11
1/2	PAGE HORIZONTAL	8.5	X	5.375
1/4	PAGE	4.125	X	5.375

Each ad can include 1-4 clickable links.

2022 - 23 EDITORIAL TOPICS & AD DEADLINES

Each month, the editorial content of *PASBO Report* will focus on topics of interest to school business officials and those doing business in school operations. In an effort to keep information timely, editorial focus is not defined in advance.

Our editorial content is written by PASBO board members, committee members with expertise in their field, school business experts from PASBO partner companies and PASBO staff.

EDITION	AD MATERIALS DUE DATE
JULY 2022	6/24/2022
AUGUST 2022	7/25/2022
SEPTEMBER 2022	8/25/2022
OCTOBER 2022	9/26/2022
NOVEMBER 2022	10/24/2022
DECEMBER 2022	11/23/2022
JANUARY 2023	12/16/2022
FEBRUARY 2023	1/25/2023
MARCH 2023	2/21/2023
APRIL 2023 (Conference Wrap-Up)	3/24/2023
MAY 2023	4/21/2023
JUNE 2023	5/24/2023

Website & MarketBASE Advertising

PASBO Website

PASBO's website, www.pasbo.org, is yet another avenue for resources and news that school business officials turn to on a monthly basis. The PASBO site gets on average 6,200 impressions a month, making our site a great place to place your logo and link to your company's website where school business leaders can find all the valuable information about your products and services. If your company's name is shown on the home page of pasbo.org, there's a very good chance a school business official will see it.

HOME PAGE ADS

Six-month commitment:	\$600
Twelve-month commitment:	\$1000

AD SIZE: 156 x 60 pixels. Each ad will be a link to your website.



PASBO MarketBASE

The MarketBASE is PASBO's latest advertising channel and offers tremendous opportunity for business members to highlight their products and services while providing a direct link to your company for school business leaders.

PASBO's school business leaders often look to PASBO business members to assist them in operating their business office and schools in a more effective and efficient way. To assist these leaders in finding the products and services available to them, we have initiated MarketBASE, PASBO's new online buyer's guide. All business members will become a part of the PASBO online Buyer's Guide, MarketBASE.

As part of their membership, business members will be entitled to a premier listing, consisting of the following elements:

- business name
- address
- phone
- company logo
- website and social media links
- company contacts
- company description
- product/service image and description

In addition to the premier listing provided as a valuable part of your business membership, members can advance their business, products or services by purchasing additional advertising opportunities to really make your listing stand out.

VIDEO ADS

Why not really catch the attention of school business leaders and buyers? Add a video to your premier listing for \$500 per year. Videos can run up to 5 minutes long. Imagine a 5 minute commercial in a prime location playing directly to your audience!

Video Specs:

Maximum file size is 50 MB.

Creative Accepted: .MP4, .MOV, and .AVI.

Movie duration: Up to 5 minutes in length.

DISPLAY ADS on MarketBASE

In addition to your premier ad that is part of your PASBO membership, you can get seen in a big way by adding a display ad on the MarketBASE. Display ads run at the top of the page (Super Leaderboard) or on the side of the page (Skyscraper or Rectangle) are a great way to let school business leaders know about your company.

MarketBASE Display Ads RATES & SPECS

	<u>1X</u>	<u>3X</u>
Super Leaderboard	\$1425	\$1225
Skyscraper	\$800	\$750
Rectangle	\$500	\$475

Super Leaderboard

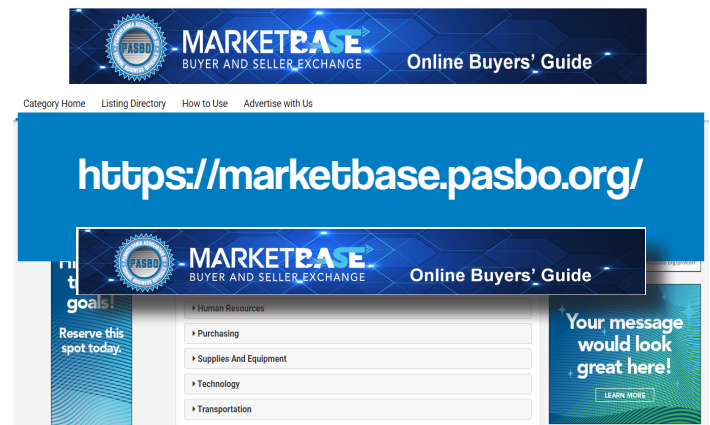
Ad specs: 970 x 90 pixels, responsive ad specs: 728x 90 px & 320x50 px

Skyscraper

Ad specs: 160x 600 px, responsive ads 300 x 250 px

Rectangle

Ad specs: 300 x 250 px



All PASBO members must sign-into their PASBO account on www.pasbo.org to access the MarketBASE.

SPONSORSHIP OPPS

BECOME KNOWN AS A PASBO SUPPORTER

There is no better way to gain the attention of school business leaders and begin to build those all-important relationships than to sponsor PASBO learning and networking events. Sponsoring and attending these events will allow you time to get to know your customer's needs and let them know you are prepared to meet and surpass their business needs.

Each year, PASBO hosts an array of events attended by school business officials who are the decision makers. Each one of these events is an opportunity for you to highlight your school business expertise, your company and the solutions you offer to help PASBO's school members overcome challenges they may face. Sponsorship opportunities currently exist for the following events:

- PASBO Annual Conference
- Facilities, Transportation & Safety Conference
- Food Service Conference
- School Operations Academy
- PASBO Leadership Academy
- Board Meetings/Dinners
- Webcasts

At the PASBO Annual Conference, Facilities, Transportation & Safety Conference and the Food Service Conference there is an opportunity to host an exhibit booth where you can showcase your products and services and develop a one-on-one connection with PASBO school members. Please visit www.pasbo.org to learn the specific details of each conference.

AWARDS

In addition to these events, there are also opportunities to show your support and commitment to school business leaders by sponsoring awards and scholarships so that school business professionals are recognized for the exceptional work they do on a daily basis. Please contact Hannah Barrick, Executive Director at hbarrick@pasbo.org if you are interested in sponsoring an award to recognize our school business officials in a meaningful way.



PASBO ADVERTISING PLACEMENT ORDER 2022-2023

(YOUR COMPANY MUST BE A CURRENT MEMBER IN ORDER TO ADVERTISE)

Contact Name

Company

Address

City

State

Zip

Phone

Email

Size of Ad

Rate

2022-23 PASBO REPORT NET ADVERTISING RATES

	1x	3x	6x	12x
<input type="checkbox"/> FULL PAGE	\$1425	\$1225	\$1125	\$1025
<input type="checkbox"/> 1/2 PAGE (H OR V)	\$800	\$750	\$700	\$625
<input type="checkbox"/> 1/4 PAGE	\$500	\$475	\$450	\$400

MONTHS TO RUN:

2022 ___ JUL ___ AUG ___ SEP ___ OCT ___ NOV ___ DEC
2023 ___ JAN ___ FEB ___ MAR ___ APR ___ MAY ___ JUN

PAYMENT:

Check - make payable to: **PASBO**

Check Amount Enclosed \$ _____

Invoice

- ___ Please invoice me for the full amount.
___ Please invoice me per issue.

Credit Card

- ___ Please charge my credit card in full.
___ Please charge my credit card per issue.
___ Visa ___ Mastercard ___ AMEX ___ Discover

Credit Card Number

CVC#

Exp. Date

Name on Card

WEB ADVERTISING RATES

(Circle the ad you want to purchase below.)

HOME PAGE

Six-month commitment: \$600
Twelve-month commitment: \$1000

AD SIZE: 156 x 60 pixels

Link to website: (indicate address)

MarketBASE BUYER'S GUIDE ADVERTISING

(Circle the ad you want to purchase below.)

	<u>1 month</u>	<u>3 months</u>
Super Leaderboard	\$1425	\$1225
Skyscraper	\$800	\$750
Rectangle	\$500	\$475

PAYMENT POLICY: Advertisers & advertising agencies are jointly responsible for payment of all insertions. PASBO will invoice the agency or advertising company when the publication has been published online and sent to the membership. PASBO will provide the link to the online publication as proof of insertion. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is deemed to be not acceptable in keeping with standards of the publication.

I understand that PASBO does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment is due within 30 days of publication date.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature

Date

Please email your advertisement artwork to Lynn Bubb at lbubb@pasbo.org