



2007 SCHOOL LEADER ADVERTISING INSERTION SCHEDULE

<u>ISSUE</u>	<u>SPACE RESERVATION DEADLINE</u>	<u>ART DEADLINE</u>
January/February 2007	November 1, 2006	November 10, 2006
March/April 2007	January 3, 2007	January 12, 2007
May/June 2007	March 5, 2007	March 15, 2007
July/August 2007	May 4, 2007	May 16, 2007
September/October 2007 <i>Sent Prior to the Annual Workshop and Exhibition)</i>	July 9, 2007	July 18, 2007
November/December 2007	August 30, 2007	September 10, 2007

All artwork must be received electronically. See requirements on the *School Leader* Advertising Rate Card, Number 14.

For further information, contact Lauren Cuervo at 609-278-5242 or lcuervo@njsba.org.

SCHOOL leader

The Forum For New Jersey School
Management Issues

ADVERTISING CONTRACT

RETURN ORIGINAL CONTRACT TO:

Advertising Representative, NJSBA, 413 West State Street, P.O. Box 909, Trenton, NJ 08605-0909
Phone: 609-695-7600 • Fax: 609-695-0413 • Web site: www.njsba.org

Advertiser: _____ Agency (if any): _____
Contact Person: _____ Contact Person: _____
Phone: () _____ Phone: () _____
Address: _____ Address: _____
City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____

TERMS AND CONDITIONS: The advertiser has read and agrees to abide by the current School Leader Advertising Rate Card and by the Terms and Conditions set forth on the reverse side of this contract.

ADVERTISING FREQUENCY RATE: One Time Three Times Six Times

SCHEDULE

Issue	Ad Size	B & W	4 Color	Gross Price Per Insertion
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

Special instructions: _____

GENERAL POLICY:

All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the publication's standard.

I hereby authorize the New Jersey School Boards Association to publish the School Leader advertising indicated above.

Signed _____ Title _____ Date _____

Make all checks payable to NJSBA: check enclosed bill us bill agency

Credit Card Payment: VISA Master Card Card # _____ Expiration Date: _____

DO NOT WRITE IN SPACE BELOW

NJSBA Advertising Representative Notes: _____



Terms and Conditions

(Please Read Carefully)

The following terms and conditions are deemed to be a part of and incorporated in this agreement between NJSBA and the advertisers and/or advertising agencies:

1. Advertising orders will be accepted on a space available basis based on the space reservation date on the Advertising Insertion Schedule. If there is no advertising space available for a particular issue, then the advertiser will be notified and offered the contracted space in the next available issue.
2. All advertisements must be shipped prepaid.
3. All payments are due 30 days after the date of invoice.
4. To establish credit, all new advertisers must prepay their first three insertions by the corresponding artwork due dates.
5. If an advertiser does not maintain a satisfactory credit history, they will be required to prepay an additional three insertions in order to regain credit privileges.
6. All author's corrections on advertisement copy shall be billed as an additional charge to the advertiser or ad agency.
7. Rates are subject to change upon 30 days written notice from the publisher.
8. Cancellation of any portion of a contract voids all rate protection.
9. The publisher accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement.
10. The advertiser and ad agency agree to indemnify and hold the publisher harmless from any and all claims, including but not limited to the costs of defending such claims and attorneys' fees arising from a claim.
11. The publisher's liability for any error shall not exceed the cost of the space in which the error appeared.
12. Additional terms and conditions shall include and be governed by the current *School Leader* Advertising Rate Card.
13. Cancellations will not be accepted after the closing date for any issue.
14. Scheduled insertions may be cancelled any time prior to the closing date of a scheduled insertion. Advertisers will be charged a cancellation fee of 20% of the total gross price for the cancelled insertion(s).
15. Classified advertising and split runs are not accepted.
16. Preference Reserved Position—Add 10% to earned rate (or combined rates), subject to availability.
17. The publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or non-legal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
18. As used throughout this contract, the term "publisher" shall refer to the New Jersey School Boards Association.

Art & Contract Regulations

Scheduled insertions may be cancelled any time prior to the closing date of a scheduled insertion. Advertisers will be charged a cancellation fee of 20 percent of the total gross price for each cancelled insertion(s).

The New Jersey School Boards Association, publishers of *School Leader*, reserves the right to reject advertising which it deems unsuitable, and to refuse advertisements from advertisers of questionable credit or trade standing.

Advertising which simulates editorial content will be plainly marked "advertisement" in type above or below insertion, as required by postal regulations.

Classified advertising and split runs not accepted.

Advertising orders will be accepted on a space-available basis based on the space reservation date on the Advertising Insertion Schedule. If there is no advertising space available for a particular issue, then the advertiser will be notified and offered the contracted space in the next available issue.

No cancellations accepted after closing date.

An advertiser may change the art in any issue. The publisher must receive new art by the art deadline, however, or the most recent advertisement will be repeated.

All author's corrections on advertisements, including art preparation, will be billed as an additional charge to the advertiser or its agency.

Circulation Information

School Leader magazine is issued six times per year and has a circulation of over 7,400. New Jersey school board members, superintendents, chief school administrators, school business officials and other key personnel who are approving authorities for all purchases in 600 member school districts receive the magazine. *School Leader* also has a limited circulation among state officials and agencies, and is sent to key members of the state legislature and to media personnel. National circulation includes all state school boards associations, selected libraries, governmental associations and subscribers.

School Leader is the only publication which captures the entire New Jersey school district management market. It is delivered directly to the home of each school board member and to the district offices of each superintendent and business official. Since purchasing decisions are made at several levels within district management, *School Leader's* saturation of the market ensures advertisers will reach the highest number of buying authorities.

Subscription Rates—An annual subscription to *School Leader* is \$35 per year. A member rate of \$17.50 per year is extended to all New Jersey school board members and staff of districts in good standing with the Association. Prices are subject to change.

A combined annual subscription that includes six issues of *School Leader* and 43 issues of New Jersey School Boards Association's weekly newsletter *School Board Notes* is available for \$40 to members and \$80 to non-members. Prices are subject to change.

School Leader is mailed as third class bulk rate matter from the post office in Trenton, New Jersey.



New Jersey School Boards Association
413 West State Street, PO Box 909, Trenton, NJ 08605-0909

Phone: 609.695.7600 • Fax: 609.695.0413

Web site: www.njsba.org

SCHOOL leader



The Forum
for
New Jersey
School
Management
Issues

Rate Card No. 14
As of
June 1, 2005



New Jersey School Boards Association

Technical Requirements

Insertion Rates

Advertising Rates & Commissions

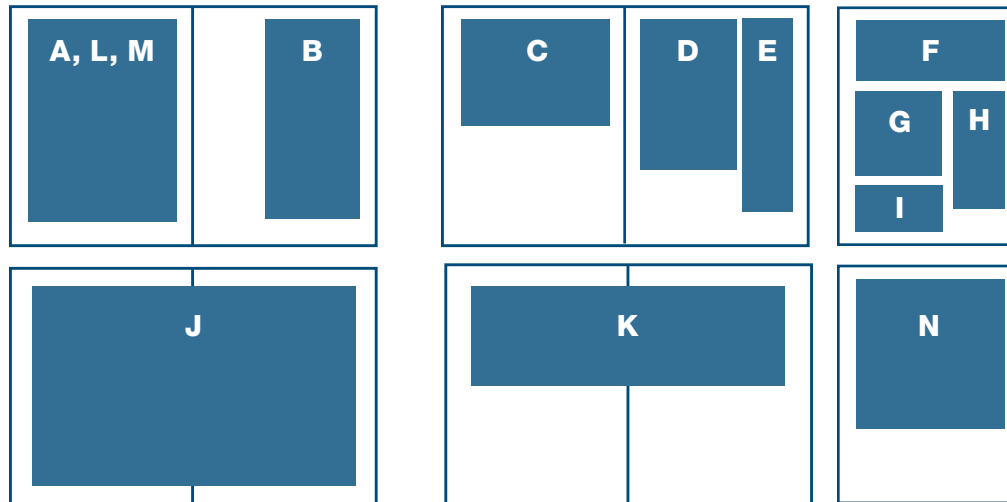
Space	1 Time	3 Times Cost Per Insertion	6 Times Cost Per Insertion
A. Full page (7 x 9-3/4")	\$655	\$600	\$510
B. 2/3 page (vertical—4-5/8 x 9-3/4")	500	460	395
C. 1/2 page (horizontal—7 x 4-5/8")	425	395	325
D. 1/2 page (vertical—4-5/8 x 7")	425	395	325
E. 1/3 page (vertical—2-1/4 x 9-3/4") (1 column)	360	340	275
F. 1/3 page (horizontal—7 x 3") (3 column)	360	340	275
G. 1/3 page (square—4-5/8 x 4-5/8") (2 column)	360	340	275
H. 1/6 page (vertical—2-1/4 x 4-5/8")	300	270	225
I. 1/6 page (horizontal—4-5/8 x 2-1/4 ")	300	270	225
J. 2-page spread (full)	995	940	860
K. 2-page spread (1/2 page)	570	525	425
L. Cover II (7 x 9-3/4")	745	690	605
M. Cover III (7 x 9-3/4")	725	670	585
N. Cover IV (7 x 8")	770	710	625

Preference Reserved Position—Add 10% to earned rate (or combined rates). Subject to availability.

Color	Add to above charges:	
	Per Page Fraction Cost Per Insertion	Per Spread Cost Per Insertion
4-color process	780	1080

Magazine Trim Size:
8-1/2 x 11"

Full Bleed: 9 x 11-1/2"



An agency commission of 15% of gross billing is allowed to recognized advertising agencies on space, color and position charges. A commission is not allowed on special handling or production charges.

All payments are due 30 days after the date of invoice. Make all checks payable to New Jersey School Boards Association.

To establish credit, new advertisers must prepay their first three insertions. Payment must be received by the art due date of the issues in which the advertisement will appear. If an advertiser does not maintain a satisfactory credit history, they will be required to prepay an additional three insertions in order to regain credit privileges.

Current advertisers will be protected at their contract rates for the period of their contract if new rates are announced.

Tip-ins and inserts are acceptable. Contact the advertising manager for rate information.

Electronic File Submission

Quality reproduction is subject to quality of materials received. The following file types are accepted.

- **PDF (strongly preferred)** Optimize for Press (high resolution). Embed 100% of fonts used. Allow a 3 pica bleed where applicable.
- **TIFF or EPS** Include fonts and links with EPS files.
- **Native File Types** InDesign, Quark, Illustrator, Freehand, PhotoShop, and PageMaker. All native files must include fonts and links. Use CMYK mode for full color, and SPOT color mode for 2-color (typically black plus a Pantone color match).

For best results:

- If linked art is created in PhotoShop set dpi at 300.
- If advertisement is created in PhotoShop set dpi at 600.

PhotoShop Color Setting:

- Black and White—use grayscale mode
- Full Color—use CMYK mode

Closing Dates—Refer to the Advertising Insertion Schedule for space reservation and art due dates.

Submission Instructions—A disc and hard copy may be shipped prepaid to School Leader, or an electronic file may be e-mailed to the advertising manager.

Advertisers and agencies will be sent a copy of the magazine in which their advertisement is running for checking purposes.