

SCHOOL leader

Rate Card As of July 1, 2009

BLACK & WHITE

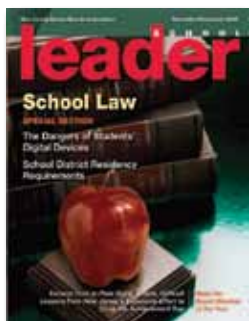
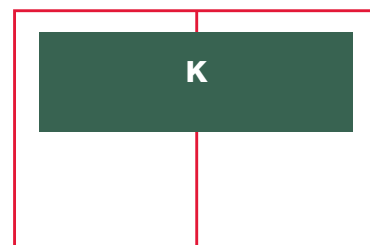
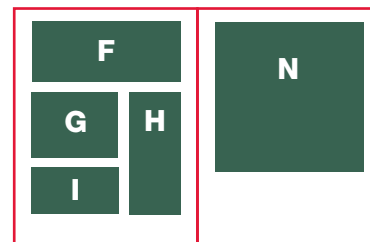
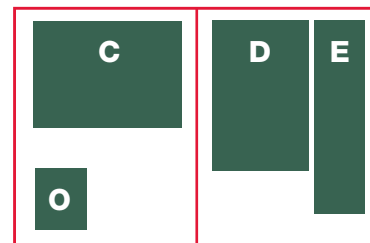
Frequency	1x	3x	6x
Full Page	\$759	\$695	\$595
2/3 Page	\$580	\$535	\$459
1/2 Page	\$495	\$460	\$380
1/3 Page	\$419	\$395	\$319
1/6 Page	\$349	\$315	\$259
2-Page Spread (full)	\$1,154	\$1,090	\$998
2-Page Spread (half)	\$665	\$609	\$493
Cover 2	\$864	\$795	\$695
Cover 3	\$840	\$775	\$675
Cover 4	\$890	\$825	\$725
Business Card	\$190	\$175	\$150

4 COLOR

Frequency	1x	3x	6x
Full Page	\$1,445	\$1,390	\$1,300
2/3 Page	\$1,037	\$992	\$916
1/2 Page	\$838	\$803	\$723
1/3 Page	\$647	\$623	\$547
1/6 Page	\$465	\$430	\$375
2-Page Spread (full)	\$1,934	\$1,870	\$1,778
2-Page Spread (half)	\$1,351	\$1,295	\$1,179
Cover 2	\$1,535	\$1,480	\$1,395
Cover 3	\$1,515	\$1,460	\$1,375
Cover 4	\$1,560	\$1,500	\$1,415
Business Card	\$250	\$230	\$200

Preference Reserved Position—Add 10% to rate. Subject to availability.

AD DIMENSIONS



PRODUCTION SCHEDULE

Issue	Advertising Close	Artwork Due
March/April—School Construction	February 5, 2010	February 12, 2010
May/June—Technology	March 19, 2010	March 26, 2010
July/August—New Board Members & Workshop Preview Issue	May 14, 2010	May 21, 2010
September/October—Community Relations	July 10, 2010	July 17, 2010
November/December—School Law	August 29, 2010	September 5, 2010

Magazine Trim Size: 8-1/2 x 11"
Full Bleed: 9 x 11-1/2"
(See reverse side)

Circulation Information

School Leader magazine is issued six times per year and has a circulation of over 7,400. It reaches New Jersey's purchasing approval authorities for over 600 member school districts throughout the state. This powerful sector of the public education community includes school board members, chief school administrators, school business officials and other key purchasing personnel. *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 Those who are not members of the New Jersey School Boards Association can subscribe to *School Leader* at the rate of \$55 per year. 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 also available to non-members at the annual subscription rate of \$80. Prices are subject to change.

Electronic File Submission

Quality reproduction is subject to the 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 any colors used (SPOT colors must also be in CMYK mode).

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
- Color—use CMYK mode

Closing Dates Refer to the Production Schedule for space reservation and art due dates.

Submission Instructions An electronic file may be e-mailed to the marketing manager, lcuervo@njsba.org.

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

Advertising Rates & Commissions

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.

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.

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 typeline above or below insertion, as required by postal regulations.

Classified advertising and split runs are not accepted.

Advertising orders will be accepted on a space-available basis based on the space reservation date on the Production 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 will be accepted after the 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.

Art Services The NJSBA graphics department will design, layout or modify your advertisements upon request. The fee for this service is \$100 per hour. Contact age@njsba.org for more information.

AD DIMENSIONS

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| A. Full page (7 x 9.75") | I. 1/6 page (horizontal—4.625 x 2.25") |
| B. 2/3 page (vertical—4.625 x 9.75") | J. 2-page spread (full) |
| C. 1/2 page (horizontal—7 x 4.625") | K. 2-page spread (half page) |
| D. 1/2 page (vertical—4.625 x 7") | L. Cover II (7 x 9.75") |
| E. 1/3 page (vertical—2.25 x 9.75") (1 column) | M. Cover III (7 x 9.75") |
| F. 1/3 page (horizontal—7 x 3") (3 column) | N. Cover IV (7 x 8") |
| G. 1/3 page (square—4.625 x 4.625") (2 column) | O. Business Card 1/12 page (Vertical—2.25 x 2.3125") |
| H. 1/6 page (vertical—2.25 x 4.625") | |





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 • Website: www.njsba.org
landerson@njsba.org

Advertiser: _____ Agency (if any): _____
Contact Person: _____ Contact Person: _____
Phone: () _____ Phone: () _____
E-Mail: _____ E-Mail: _____
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

Table with 5 columns: Issue, Ad Size, B & W, 4 Color, Gross Price Per Insertion. Contains 6 rows of blank lines for scheduling.

Promo Code: _____ Special Instructions: _____

GENERAL POLICY:

All advertising is subject to NJSBA approval. NJSBA 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 [] American Express Card # _____ Expiration Date: _____

DO NOT WRITE IN SPACE BELOW

NJSBA Advertising Representative Notes: _____



Terms and Conditions

School Leader magazine advertising

(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. Advertisers agree to pay NJSBA for advertisements within 30 days of the invoice date. Interest on any overdue amount will accrue at a rate of 1.5 percent per month. NJSBA reserves the right to refuse to publish ads for any advertiser who is more than 45 days delinquent in remitting payments due under this or any other contract with NJSBA. If payment is not made within 60 days of invoice, this contract may be terminated by NJSBA, and all unpaid invoices must be paid immediately.
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. NJSBA 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 NJSBA 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. NJSBA'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. NJSBA 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 NJSBA affecting production or delivery in any manner.