

SCHOOL leader

THE PUBLICATION FOR NEW JERSEY'S LOCAL SCHOOL OFFICIALS

Why advertise in *School Leader*?

- Readers respect *School Leader*
 - *School Leader* is widely distributed to decision-makers
 - Readers view *School Leader* as a valuable resource
 - Unique and cutting-edge content to targeted audience
 - *School Leader* online provides a direct link to your company website

Visibility for your products and services with key decision-makers

The **opportunity** to advertise in the only magazine targeted to school board members, superintendents, school business officials and other key purchasing personnel.

School Leader, issued six times a year, has a circulation of over 6,650. It reaches school management for New Jersey's 581 school districts and NJSBA charter school members. This sector includes school board members, chief school administrators, school business officials and other key purchasing personnel.

This magazine also has a select circulation among high-level state officials, education organizations, libraries, governmental associations and subscribers.

This award-winning, quarterly publication reaches virtually 100 percent of New Jersey's educational decision-makers including:

- **School Board Members**
 - **Superintendents**
 - **School Business Administrators**
 - **State Legislators**
 - **Other State Officials**
 - **And more!**

School Leader is the only publication distributed to all New Jersey school district management. It is delivered directly to the home of each school board member and to the district offices of each superintendent and business official.

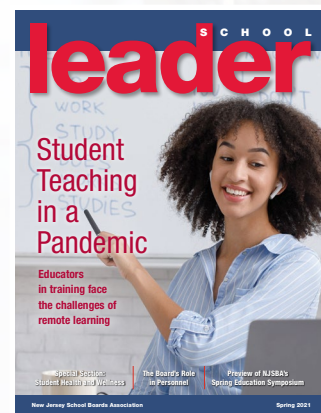
\$8 billion +
Spent on education-related products and services annually in N.J.

6,650
School Leader Circulation...
and growing

82%
Charter schools
who have joined the New Jersey
School Boards Association

100%
New Jersey school districts receiving
School Leader

100%
New Jersey School Business
Administrators, Superintendents and
School Board members receiving
School Leader



For more information about advertising in *School Leader*, contact **Taylor Salton** at (609) 278-5296 or visit www.njsba.org/school-leader/media-kit pdf to download media kit.



New Jersey School Boards Association
Serving Local Boards of Education Since 1914

INSERTION RATES

Frequency	1x	2x	4x
2-Page Spread	\$2,460	\$2,280	\$2,075
1-Page Spread	\$1,720	\$1,580	\$1,375
Full Page	\$1,840	\$1,695	\$1,515
Full page Cover 2	\$1,955	\$1,805	\$1,630
Full page Cover 3	\$1,930	\$1,780	\$1,605
Back Cover	\$1,985	\$1,830	\$1,650
Half Page	\$1,070	\$980	\$850
Third Page	\$825	\$760	\$640

File Setup and Submission

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

- **PDF** Optimized for Press (press quality resolution). Embed 100% of fonts used.
- Linked Photoshop images must be set to 300 dpi
- Set linked images and all colors used in layout to CMYK color mode

Submission Instructions Send PDF file of advertisement to: tsalton@njsba.org.

Subject line: (your company name) SL advertisement

Advertisers and agencies will be sent a copy of the magazine in which their advertisement ran.

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.

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.

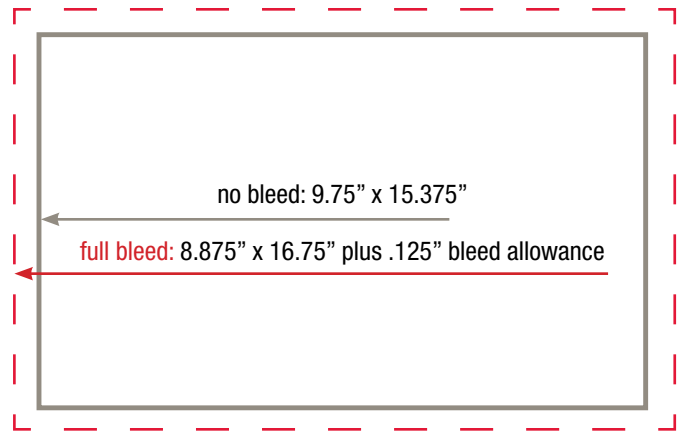
Current advertisers will be protected at their contract rates for the period of their contract if new rates are announced.

Terms and Conditions for *School Leader* magazine advertising can be found on page 4.

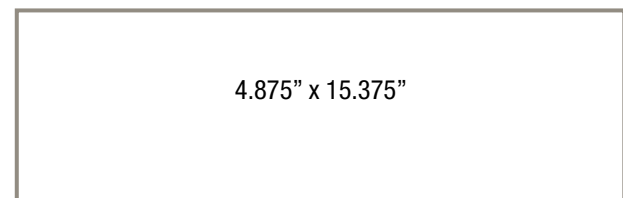
**For more information, contact
Taylor Salton at (609) 278-5217 or
e-mail tsalton@njsba.org**

DIMENSIONS and CONFIGURATION OPTIONS

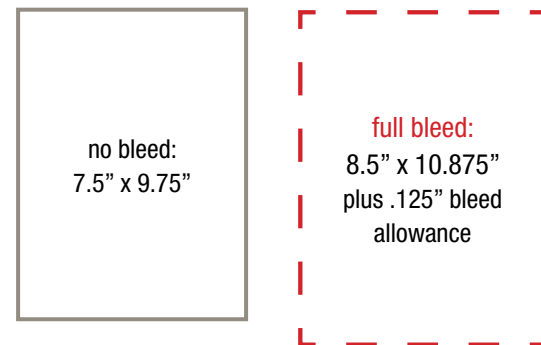
2-Page Spread



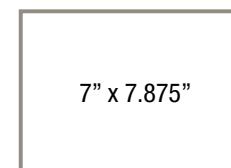
1-Page Spread over 2 pages



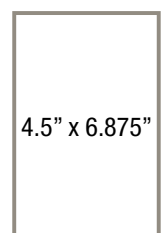
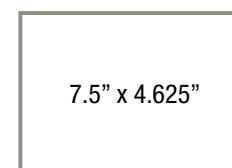
Full Page and Full page Cover 2 and 3



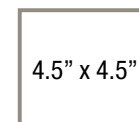
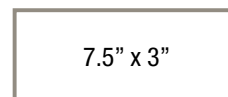
Back Cover



Half Page



Third Page



VISIT *SCHOOL LEADER* ONLINE AT www.njsba.org/school-leader



leader

The Publication for
New Jersey's Local School Officials

ADVERTISING CONTRACT

RETURN ORIGINAL CONTRACT TO:
NJSBA, Business Development Dept.,
413 West State Street, Trenton, NJ 08618

SEND ELECTRONIC SUBMISSION BY:
EMAIL: tsalton@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.

2021-2022 INSERTION SCHEDULE

Issue	Insertion Year	Ad Size	Frequency			Price Per Insertion
			1x	2x	4x	
	2022					
Winter	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Spring	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Summer	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Fall	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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 have read the terms and conditions and hereby authorize the New Jersey School Boards Association to publish the *School Leader* advertising indicated above.

Signed: _____

Title _____ Date _____

2022 MAGAZINE PRODUCTION & SPECIAL SECTION SCHEDULE

Issue	Advertising Close	Artwork Due
Winter – Technology/Digital Schools; Advocating for Your School District	Dec. 3, 2021	Dec. 10, 2021
Spring – School Finance; School Security; School Law	Feb. 25, 2022	Mar. 4, 2022
Summer – Special Education; School Facilities (<i>Pre-Workshop Issue</i>)	June 3, 2022	June 10, 2022
Fall – Workshop 2022 Preview; Labor Relations	Sept. 2, 2022	Sept. 9, 2022

PAYMENT

Make all checks payable to NJSBA:

Credit Card: VISA Master Card American Express

check enclosed bill us bill agency Card # _____ Security Code: _____ Expiration Date: _____

Promotional Code: _____

Advertiser's instructions: _____

DO NOT WRITE IN SPACE BELOW



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. Advertisers agree to pay NJSBA for advertisements within 30 days of the invoice date. NJSBA reserves the right to refuse to publish ads for any advertiser who is delinquent in remitting payments due under this or any other contract with NJSBA. If payment is not made within 30 days of invoice, this contract may be terminated by NJSBA, and all unpaid invoices must be paid immediately.
3. Rates are subject to change upon 30 days written notice from the publisher.
4. Additional terms and conditions shall include and be governed by the current *School Leader* Advertising Rate Card.
5. Classified advertising and split runs are not accepted.
6. 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.
7. 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.
8. NJSBA accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement.
9. NJSBA's liability for any error shall not exceed the cost of the space in which the error appeared.
10. 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.
11. Advertising which simulates editorial content will be plainly marked "advertisement" in typeline above or below insertion, as required by postal regulations. Cancellations will not be accepted after the closing date for any issue.
12. Closing Dates Refer to the Magazine Production Schedule for space reservation and art due dates. No cancellations will be accepted after the closing date.
13. Cancellation of any portion of a contract voids all rate protection.
14. Scheduled insertions may be cancelled any time prior to the closing date of a scheduled insertion. Advertisers may be charged a cancellation fee of 20 percent of the total gross price for each cancelled insertion(s)
15. An advertiser may change the art in any issue. NJSBA must receive new art by the art deadline, however, or the most recent advertisement will be repeated.