

THE PUBLICATION FOR NEW JERSEY'S LOCAL SCHOOL OFFICIALS

# school Leader

m a g a z i n e

## 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***, published four times a year, has a circulation of over 6,650. It reaches school management for New Jersey's 580 local boards of education 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% of New Jersey's educational decision-makers, including:**

- School Board Members.
- State Legislators.
- Superintendents.
- Other State Officials.
- School Business Administrators.
- 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.

**\$29 Billion +**  
Spent on education annually in N.J.

**6,650**  
*School Leader* Circulation...  
and growing

**100%**  
New Jersey school districts receiving  
*School Leader*

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

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

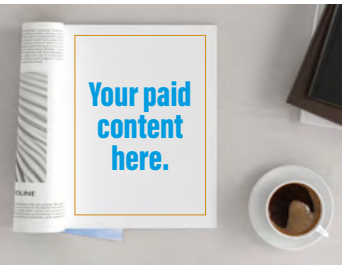


For more information about advertising in *School Leader*, contact Kurt Rebovich at [krebovich@njsba.org](mailto:krebovich@njsba.org) or visit [www.njsba.org/school-leader/media-kit.pdf](http://www.njsba.org/school-leader/media-kit.pdf) to download the media kit.



# LEVERAGE TWO *NEW* WAYS TO REACH DECISION MAKERS

## 1. Stand Out with Paid Content



If you're selling a product or service with lots of benefits, sometimes you need more than just an image with some bullet points and a URL. Our **Paid Content offering** allows you to share an article with our exclusive audience of more than 6,650 subscribers. Whether you work at an architecture firm, law group, technology provider,

office equipment provider or another organization that works with or *wants* to work with New Jersey schools, this is an easy way to get recognized by an audience with purchasing power. You supply us with the laid-out article in a PDF format, and we do the rest.

### Special Introductory Price:

1-page article: \$1,720

2-page spread: \$2,460

If you need help with designing your article, we can help for a one-time additional charge of \$249.

**Bonus:** Your article is automatically included on the *School Leader* website each quarter you take advantage of the **Paid Content offering**.

## 2. Exclusive Offer: Sponsor *School Leader* Online!

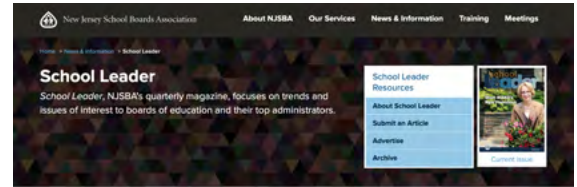
Available to One Advertiser Per Quarter: First Come, First Served!

Our more than 6,650 *School Leader* readers look forward to reading the issue every quarter, and that includes online. With each issue, we send out an email to our exclusive list of school decision makers. For many, it's the way they first hear about the new issue since electronic mail is faster than the Postal Service.

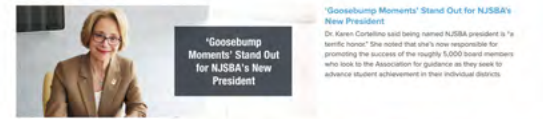
When you sponsor a quarterly issue of ***School Leader***, your digital advertisement will be embedded right in the welcome letter announcing the issue, which gets sent out to every single subscriber. Everyone who opens the email will see your advertisement, and it's clickable so they can easily visit your website!

Even more valuable, however, is the fact that you'll be recognized as the exclusive sponsor on the ***School Leader* landing page** for each quarter you sponsor the issue. School officials, administrators, thought leaders, members of the media, elected officials, teachers, parents and others visit this page throughout the quarter to read *School Leader* online. This is a great way to complement your print advertisement, stand out above your peers and gain more attention. It's also a great way to show your support for New Jersey schools.

- Fall Issue: \$1,840 (Available to one advertiser)
- Winter Issue: \$1,840 (Available to one advertiser)
- Spring Issue: \$1,840 (Available to one advertiser)
- Summer Issue: \$1,840 (Available to one advertiser)



Summer 2023 Vol. 55 No. 1



### Articles

- President's Message: The Rewards of Board Service**  
This month's message will discuss public education for graduates, including your hard work. But never let that make you believe that your board service—and the schools, the staff and most importantly the students you represent—are not worth it.
- Executive Word: The Folly — and False Economy — of Ignoring Facilities Issues**  
While it is understandable to want to focus on providing instructional resources such as small class sizes, without buildings and classrooms that are safe and comfortable for students and staff, we don't have a school.
- ELFNU Spotlight: STEAM Tank Challenge Spurs Creativity**  
STEAM Tank is an open-ended entrepreneurial design challenge that requires student teams to develop innovative solutions to solve problems.
- Readers Forum: Student Mental Health and Social Media**  
Believing that social media is a factor in the steady rise of students struggling with mental health difficulties, some New Jersey school districts have taken matters into their own hands by filing lawsuits against Meta (Facebook and Instagram), TikTok, Snapchat, YouTube and others.
- NJSBA at Your Service: NJSBA Connection: Revolutionary Online Platform Empowers Trustees, School Districts**  
NJSBA Connection serves as a centralized hub where school leaders can collaborate on projects and initiatives.
- Legally Speaking: Can I Participate in Social Media as a Board Member?**  
Although board members may participate in social media, they must be mindful of the provisions of the School Ethics Act and the advisory opinions issued by the School Ethics Commission when doing so.
- Green Schools: Climate Change Standards Blend Naturally into District's Instructional Plans**  
While climate change is a natural fit for science and STEAM, the New Jersey standards were the first in the nation to embed climate change across subject areas.
- Sponsored Content: Security Starving**  
One of the most common forms of disbanding eating is starving. One in every four districts will go on to develop a food-driven eating disorder.
- Head of the Class: Hamilton's Gladiator Cafe Teaches Life Lessons about Running a Business, Helping Others**  
The district was honored as a recognized program in the 2022 School Leader awards for its "Learning Life and Career Skills in the Gladiator Cafe" program.



<p><b>Contact Us</b></p> <p>New Jersey School Boards Association 415 West State St. Trenton, NJ 08611 Main: 609-695-7600 Fax: 609-695-7600 Public: 609-695-2718 5/2023</p> <p>Facebook, Twitter, LinkedIn icons</p>	<p><b>Quick Links</b></p> <p>Members Member Login Sponsorship Positions and Other Vacancies Public Records Information Privacy Policy Contact Us</p>	<p><b>Mission Statement</b></p> <p>The New Jersey School Boards Association, a federation of boards of education, provides training, advocacy and support to ensure public education and promote the achievement of all students through effective governance.</p>
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INSERTION RATES			
Frequency	1x	2x	4x
<b>A</b> 2-Page Spread	\$2,460	\$2,280	\$2,075
<b>B</b> Full Page	\$1,840	\$1,695	\$1,515
<b>B</b> Full page Cover 2	\$1,955	\$1,805	\$1,630
<b>B</b> Full page Cover 3	\$1,930	\$1,780	\$1,605
<b>C</b> Back Cover	\$1,985	\$1,830	\$1,650
<b>D</b> Half Page	\$1,070	\$980	\$850
<b>E</b> Third Page	\$825	\$760	\$640

Frequency discounts apply to advertisements of the same size.

## 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](mailto: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.

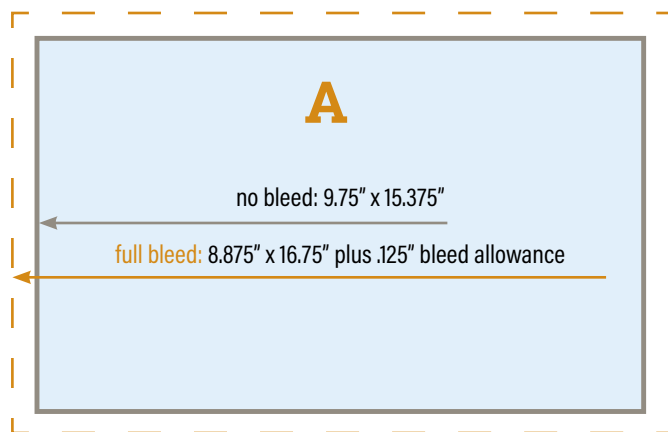
To establish credit, new advertisers must prepay their first three insertions. Payment must be received by the art due date of the issues in which the advertisement will appear. If an advertiser does not maintain a satisfactory credit history, they will be required to prepay an additional three insertions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

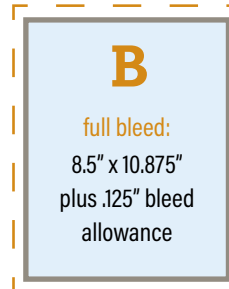
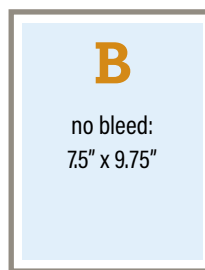
**Terms and Conditions for School Leader magazine advertising can be found on page 5.**

## DIMENSIONS & CONFIGURATION OPTIONS

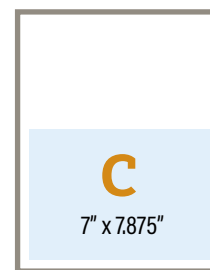
### 2-Page Spread



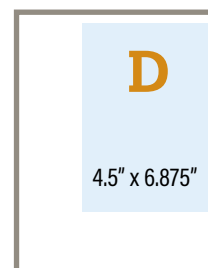
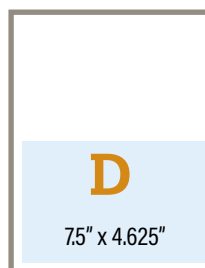
### Full Page and Full page Cover 2 and 3



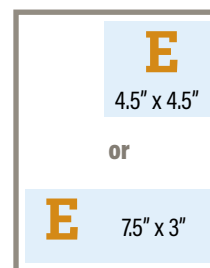
### Back Cover



### Half Page



### Third Page



**For more information, contact**  
Kurt Rebovich at [krebovich@njsba.org](mailto:krebovich@njsba.org)

**For contract administration, contact**  
Taylor Salton at [tsalton@njsba.org](mailto:tsalton@njsba.org)

VISIT SCHOOL LEADER ONLINE AT  
[www.njsba.org/school-leader](http://www.njsba.org/school-leader)



**Return original contract to:**

NJSBA, Strategic Development Dept.,  
413 West State Street, Trenton, NJ 08618

**Send electronic submission to:**

**EMAIL:** [tsalton@njsba.org](mailto:tsalton@njsba.org)

Advertiser: \_\_\_\_\_

Agency (if any): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

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.

2024 INSERTION SCHEDULE					
Issue	Insertion Year	Ad Size	Frequency		Price Per Insertion
	2024		1x	2x	4x
Winter					
Spring					
Summer					
Fall					

### 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 \_\_\_\_\_

### Payment

**Make check payable to:** New Jersey School Boards Association

**Mail to:** NJSBA Finance Department, 413 W. State St., Trenton, NJ 08618

**Pay by credit card:** Contact Karla Serpico at [kserpico@njsba.org](mailto:kserpico@njsba.org)

**Advertiser's instructions:**

2024 MAGAZINE PRODUCTION & EDITORIAL SCHEDULE		
Issue	Advertising Close	Artwork Due
<b>Winter</b> Educational Technology and Products; School Transportation	Dec. 1, 2023	Dec. 8, 2023
<b>Spring</b> School Security; Student Wellness and Nutrition; bonus distribution at Spring School Law Forum	Feb. 23, 2024	Mar. 4, 2024
<b>Summer</b> School Design and Planning; School Finance; Workshop 2024 Preview	June 3, 2024	June 10, 2024
<b>Fall</b> Workshop 2024 Issue with bonus distribution at conference, including distribution at School Law Forum; School Law and Labor Relations	Sept. 3, 2024	Sep. 10, 2024

**DO NOT WRITE IN SPACE BELOW**

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Visit us at [www.njsba.org/school-leader](http://www.njsba.org/school-leader)

# 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% 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.

