



# 2020-21 Advertising Application Form

## Mail, fax or email to:

**Wisconsin Association of School Boards, Inc.**  
 122 West Washington Avenue, Suite 400  
 Madison, WI 53703  
**Fax:** 608-257-8386  
**Email:** [skrause@wasb.org](mailto:skrause@wasb.org)

**Rates effective through June 30, 2021**

**\*\*WASB Service Associates receive a 10 percent discount on advertising.**

Date: \_\_\_\_\_

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

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

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

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

## Wisconsin School News - Rates and Options

<i>Color Ad Rates</i>	<i>1X</i>	<i>4X</i>	<i>10X</i>
Full page	<input type="checkbox"/> \$2,265	<input type="checkbox"/> \$2,120	<input type="checkbox"/> \$1,950
Full page - inside front cover	<input type="checkbox"/> \$2,490	<input type="checkbox"/> \$2,355	<input type="checkbox"/> \$2,150
Back cover	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,380	<input type="checkbox"/> \$2,180
Two-thirds page	<input type="checkbox"/> \$1,685	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,460
Half page	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,215	<input type="checkbox"/> \$1,130
One-third page	<input type="checkbox"/> \$980	<input type="checkbox"/> \$920	<input type="checkbox"/> \$860
Quarter page	<input type="checkbox"/> \$835	<input type="checkbox"/> \$780	<input type="checkbox"/> \$700
Sticky note on cover	<input type="checkbox"/> \$900	<input type="checkbox"/> \$875	<input type="checkbox"/> \$850

*Select the issues you'd like your ads to appear (indicate year of issue).*

<input type="checkbox"/> Jan/Feb _____	<input type="checkbox"/> August _____
<input type="checkbox"/> March _____	<input type="checkbox"/> September _____
<input type="checkbox"/> April _____	<input type="checkbox"/> October _____
<input type="checkbox"/> May _____	<input type="checkbox"/> November _____
<input type="checkbox"/> June/July _____	<input type="checkbox"/> December _____

## WSN Advertisements Order Summary

Ad Size \_\_\_\_\_ Number of Issues \_\_\_\_\_ = Total \$ \_\_\_\_\_

## eConnection Banner Ad Rates

	<i>1x</i>	<i>4x</i>	<i>10x</i>
<b>Banner</b>	<input type="checkbox"/> \$245	<input type="checkbox"/> \$225	<input type="checkbox"/> \$205

## eConnection Advertisements Order summary

Number of Weeks \_\_\_\_\_

Indicate the weeks you'd like your ad to appear using the Monday of the week (ex. 1/27/20). Or list a range of dates (ex. 1/1/20 - 1/30/20)

Dates: \_\_\_\_\_

Total \$ \_\_\_\_\_

## State Education Convention On-site Guide - Rates and Options

Type	Size	Cost
Full page color	(8 <sup>1/4</sup> " x 10 <sup>3/4</sup> " )	<input type="checkbox"/> \$1,910
Back cover	(6 <sup>1/4</sup> " x 6 <sup>3/4</sup> " )	<input type="checkbox"/> \$2,300
½ page color	(6 <sup>1/2</sup> " x 4 <sup>3/8</sup> " )	<input type="checkbox"/> \$1,125
¼ page color	(4 <sup>1/4</sup> " x 3 <sup>3/8</sup> " )	<input type="checkbox"/> \$670

### Convention On-site Guide Advertisements Order summary

Convention Guide Year \_\_\_\_\_

Ad Type \_\_\_\_\_

Total \$ \_\_\_\_\_

## Total Advertising Cost

### Wisconsin School News

Total \$ \_\_\_\_\_

### eConnection

Total \$ \_\_\_\_\_

### Convention On-site Guide

Total \$ \_\_\_\_\_

### Grand Total

Total \$ \_\_\_\_\_

## Payment Options

Provide payment information below or you can leave this section blank and the WASB will send an invoice.

Check # \_\_\_\_\_

### Wisconsin Association of School Boards, Inc.

122 West Washington Avenue, Suite 400  
Madison, WI 53703

### Credit Card Payment Information

VISA  Mastercard  Discover  American Express

CC# \_\_\_\_\_ CVV# \_\_\_\_\_

Expiration Date \_\_\_\_\_

**Terms and Conditions:** The Wisconsin Association of School Boards Inc. (WASB) is hereby authorized to display, as described on the display advertising agreement, advertising for the undersigned for the time period specified, or until a 30-day written notice of termination is given by either party. The undersigned agrees to pay, therefore, the specified amount on or before the 30th day following the date of invoice. A 2 percent delinquency charge will be imposed on the amount of the unpaid installment past due. The delinquency charge does not preclude the WASB from seeking and recovering whatever other remedies for damages and cost it may have resulting from any breach of this Agreement. This Agreement is nontransferable, and all advertisements placed and published under this contract are to be solely for the undersigned advertiser. This Agreement cannot be invalidated by wrongful insertions, omissions, or typographical errors caused by the WASB. Notice of errors in advertisement caused by the WASB must be given to the WASB within two weeks after posting of the error if an adjustment in advertising rate is to be made. The amount of the adjustment will be determined by the WASB. The WASB reserves the right to reject any advertising copy that it considers objectionable. The WASB reserves the right to cancel the Agreement at any time in the event the advertiser does not comply with the terms of this Agreement. In the event of such cancellation, the rate charged for the advertisement will be based upon the space and number of insertion actually used.