



2023-24 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: dlinehan@wasb.org

Rates effective through June 30, 2024

****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>Ad Rates</i>	<i>1X</i>	<i>4X</i>	<i>10X</i>
Full page	<input type="checkbox"/> \$2,525	<input type="checkbox"/> \$2,365	<input type="checkbox"/> \$2,160
Full page - inside front cover	<input type="checkbox"/> \$2,775	<input type="checkbox"/> \$2,625	<input type="checkbox"/> \$2,385
Back cover	<input type="checkbox"/> \$2,805	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,415
Two-thirds page	<input type="checkbox"/> \$1,880	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$1,620
Half page	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,250
One-third page	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$1,030	<input type="checkbox"/> \$950
Quarter page	<input type="checkbox"/> \$930	<input type="checkbox"/> \$865	<input type="checkbox"/> \$775
Special two-page advertorial	<input type="checkbox"/> \$3,225		

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 _____

Wisconsin School New Advertisements

Total \$ _____

eConnection Banner Ad Rates

	<i>1x</i>	<i>4x</i>	<i>10x</i>
Banner	<input type="checkbox"/> \$270	<input type="checkbox"/> \$250	<input type="checkbox"/> \$230

eConnection Advertisements Order summary

Number of Weeks _____

Indicate the weeks you'd like your ad to appear using the Monday of the week (ex. 1/23/24). Or list a range of dates (ex. 1/2/24 - 1/30/24)

Dates: _____

Total \$ _____

State Education Convention On-site Guide Rates and Options

Type	Size	Cost
Full page	(8 ^{1/4} " x 10 ^{3/4} ")	<input type="checkbox"/> \$2,065
Back cover	(6 ^{1/4} " x 6 ^{3/4} ")	<input type="checkbox"/> \$2,485
Half page	(6 ^{1/2} " x 4 ^{3/8} ")	<input type="checkbox"/> \$1,215
Quarter page	(4 ^{1/4} " x 3 ^{3/8} ")	<input type="checkbox"/> \$725

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

To provide your credit card information over the phone, call us at 608-257-2622.

Otherwise, mail a check or 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

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.

Print Name _____

Signature _____

Date _____