

A high-angle, slightly blurred photograph of two young adults, a woman and a man, standing on a wooden staircase. The woman, on the left, has dark curly hair and is wearing a patterned cardigan over a white top, with a black backpack and holding a white folder. The man, on the right, has dark hair and is wearing a dark blue patterned shirt and tan pants, also holding a white folder and smiling at the camera. Other people are blurred in the background, suggesting a busy school environment.

2023-24
ADVERTISING
PROSPECTUS

WISCONSIN ASSOCIATION
OF SCHOOL BOARDS

WISCONSIN SchoolNews



Wisconsin School News Magazine

A trusted source of information for Wisconsin school leaders since 1944.

Our Audience

School News readership includes school board members, superintendents, school business officials and other public education stakeholders. The magazine highlights school district successes, addresses challenging issues facing public school districts in Wisconsin, and communicates important information on an array of topics including board governance, policy, school law, facilities, school safety and more.

The magazine is published 10 times per year and can provide your business with effective and economical coverage of the state’s elementary and secondary public-school markets.

CIRCULATION
4,150 School Leaders

2,800+
 School Board Members

420+
 Superintendents

300+
 School Business Officials
 and Bookkeepers

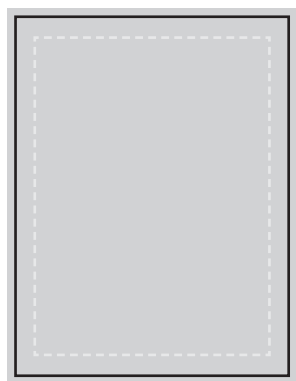
630
 Public Education Stakeholders

100%
 of Wisconsin Public School Districts
 Receive Wisconsin School News

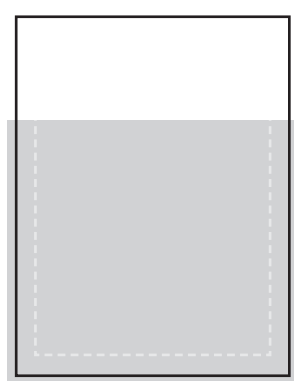
Ad Sizes & Rates

For full page or back cover bleed ads, please allow 0.25" safe zone

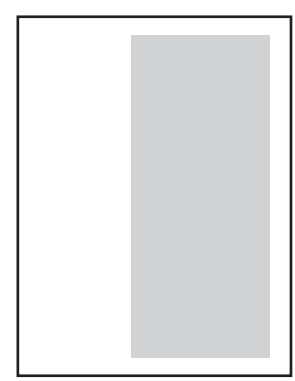
Keep text and logos within 7.5" x 10" (full) or 7.5" x 7" (back)



FULL PAGE BLEED
 Publication trim: 8" x 10.5"
 Must include 1/8" bleed:
8.25" x 10.75" (all sides)

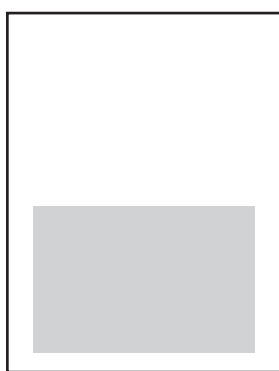


BACK COVER BLEED
 Trim: 8" x 7.5"
 Must include 1/8" bleed:
8.25" x 7.625" (three sides)

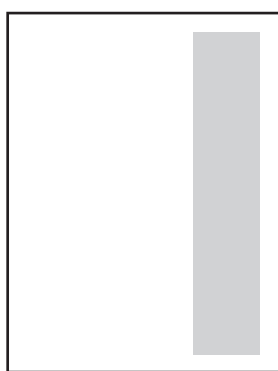


TWO-THIRDS PAGE
 4.25" x 8.75"

WASB Service Associates receive **10% OFF** all ads



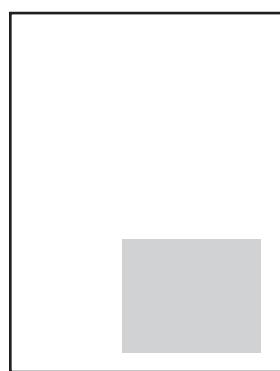
HALF PAGE
 6.5" x 4.375"



THIRD PAGE VERTICAL
 2" x 8.75"



THIRD PAGE SQUARE
 4.25" x 4.375"



QUARTER PAGE
 4.25" x 3.375"

ACCEPTED FILE FORMATS

- Adobe Acrobat PDF (preferred)
- Adobe Photoshop (jpegs must be 300 dpi)

FILE RESOLUTION

- Images for color ads **must be 300 dpi and CMYK mode** (not RGB)

SUBMISSION DEADLINE

- **1st of month prior** (e.g., February 1 for March issue*)
 *Issues with combined months close the first of the month prior to the first issue of the combined months.

SCHOOL NEWS AD RATES AND OPTIONS

Published 10 times a year (Jan-Feb and June-July combined)

SPACE OPTIONS	1X	4X	10X
BACK COVER	\$2,805	\$2,650	\$2,415
INSIDE FRONT COVER (full page)	\$2,775	\$2,625	\$2,385
FULL PAGE	\$2,525	\$2,365	\$2,160
TWO-THIRDS PAGE	\$1,880	\$1,785	\$1,620
HALF PAGE	\$1,440	\$1,350	\$1,250
THIRD PAGE	\$1,090	\$1,030	\$950
QUARTER PAGE	\$930	\$865	\$775

WISCONSIN SchoolNews

Two-Page Advertorial



Take advantage of this unique two-page advertising opportunity to provide timely and useful information to Wisconsin public school leaders.

Your two-page spread includes one advertorial page + one full page ad.

2-PAGE SPREAD \$3,225

SUBMISSION DEADLINE: six weeks prior to issue (e.g. March 15 for May issue)

YOUR INVESTMENT INCLUDES:

- ▶ A full-page advertorial on a topic of your choice related to K-12 education
 - Wisconsin School News magazine designers will design your layout from supplied copy (max. 600 words) and photos
 - Content subject to editing
- ▶ A full-page display ad for your company adjacent to your full-page advertorial (supplied by advertiser – see School News full page bleed ad specifications)
- ▶ A high-resolution PDF of your advertorial page for additional marketing purposes

AVAILABLE IN THESE ISSUES:

- (one 2-page advertorial per issue)
- January/February
 - April
 - May
 - June/July
 - August
 - September
 - October
 - December



Only eight advertorial opportunities available each year. GET IN NOW.



eConnection Newsletter

Reach thousands of school leaders every week. WASB members turn to eConnection regularly for the latest news and information affecting public education. This robust e-newsletter is sent to more than 6,800 school board members, superintendents, business officials and other education leaders.

TOP BANNER AD

(exclusive)



WISCONSIN ASSOCIATION OF SCHOOL BOARDS



Aug. 7, 2023

SCHOOL BOARD eConnection

Content

- Recent and Upcoming Events
- Legislative Update
- Governance
- Communications
- Search Services
- Featured Service



Evers Signs Volunteer Bus Driver Law

Gov. Tony Evers recently signed **Assembly Bill 233** into law, allowing school board members to serve as volunteer school bus drivers.

The WASB supported this bill and appreciated the governor's action.

The bill was signed in New Glarus to recognize the advocacy efforts of the New Glarus School Board on the issue.

Evers said there is still more work to be done to address challenges districts are facing to find more drivers, but this bipartisan law is a critical first step.

[Read the Legislative Update Blog Post](#)

Recent and Upcoming Events



Register for Fall Regional Meetings

Network, celebrate accomplishments and learn about what the WASB is doing for you at the **Fall Regional Meetings**.

Before each meeting, we'll host an optional workshop on school board member responsibilities under public records law.



August Video Update Next Week

The August Legal and Legislative Video Update will be held next Wednesday, Aug. 16 at noon. This complimentary webinar will cover commonly asked questions received by the WASB government relations and legal staff.

[Learn more on our Online Events page.](#)

Purchase a monthly placement for your ad to be included in each of the weekly issues in that month.

SUBMISSION DEADLINE: 25th of the month prior (i.e. January 25 for all February runs)

Banner ad size: 700 × 100 pixels

eCONNECTION BANNER AD RATES AND OPTIONS

SPACE OPTIONS	1X	6X	12X
TOP BANNER	\$540	\$500	\$460



ANNUAL STATE EDUCATION CONVENTION

On-Site Convention Guide

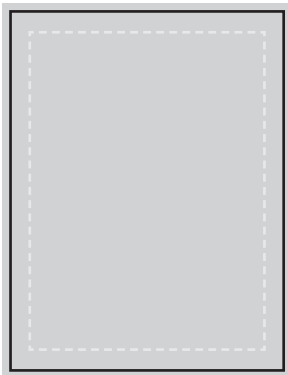


For over 100 years, the Wisconsin State Education Convention has been the largest gathering of educational leaders in the state.

Historically, more than 2,000 people attend the three-day convention. Held each January in Milwaukee at the Baird Center (formerly Wisconsin Center), the convention is co-sponsored by the Wisconsin Association of School Boards, the Wisconsin Association of School Business Officials (WASBO) and the Wisconsin Association of School District Administrators (WASDA).

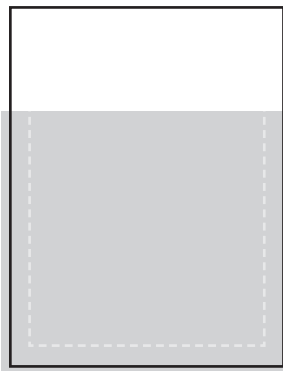
This on-site guide appears both in print and digital formats for all attendees of the convention.

Approximate distribution: 2,000 **SUBMISSION DEADLINE:** Dec. 1 of year prior to convention (e.g., Dec. 1, 2023 for January 2024 convention)



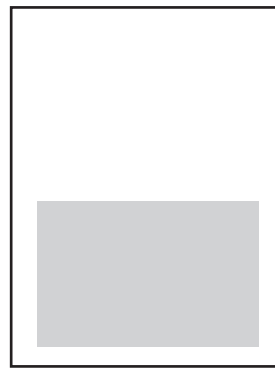
FULL PAGE BLEED

Publication trim: 8" x 10.5"
Must include 1/8" bleed:
8.25" x 10.75" (all sides)



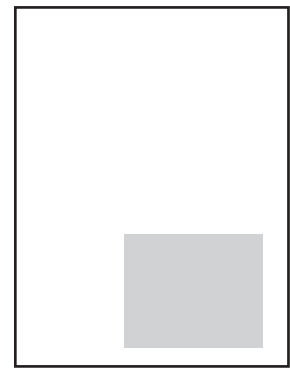
BACK COVER BLEED

Trim: 8" x 7.5"
Must include 1/8" bleed:
8.25" x 7.625" (three sides)



HALF PAGE

6.5" x 4.375"



QUARTER PAGE

4.25" x 3.375"

For full page or back cover bleed ads, please allow 0.25" safe zone

Keep text and logos within 7.5" x 10" (full) or 7.5" x 7" (back)



RATES AND OPTIONS

Published 1 per year

SPACE OPTIONS	1X
BACK COVER	\$2,485
INSIDE FRONT COVER (full page)	\$2,360
FULL PAGE	\$2,065
HALF PAGE	\$1,215
QUARTER PAGE	\$725



2023-24 Advertising Application

PAGE 1 of 2 — See various rate cards for options and details

General Information

Submit this form to Erica Nelson, erica@pierreproductions (fax 763-497-8810).

Or mail to:
Wisconsin Association of School Boards, Inc.
122 W. Washington Ave., Ste. 400
Madison, WI 53703

Questions? Please contact Erica Nelson, WASB sales manager at erica@pierreproductions.com or 763-497-1778.

*WASB Service Associates received 10% discount. Discount is calculated in summary on page 2.

DATE _____

ADVERTISER _____

CONTACT _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

WISCONSIN SCHOOL NEWS

	1X	4X	10X
Two-page advertorial	<input type="checkbox"/> \$3,225	—	—
Back cover	<input type="checkbox"/> \$2,805	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,415
Inside front cover (full page)	<input type="checkbox"/> \$2,775	<input type="checkbox"/> \$2,625	<input type="checkbox"/> \$2,385
Full page	<input type="checkbox"/> \$2,525	<input type="checkbox"/> \$2,365	<input type="checkbox"/> \$2,160
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
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

Select issues you'd like your ad to appear and indicate year.

Jan-Feb _____ August _____

March _____ September _____

April _____ October _____

May _____ November _____

June-July _____ December _____

Wisconsin School News advertisements

TOTAL* \$ _____

ECONNECTION NEWSLETTER

	1X	6X	12X
Top Banner ad	<input type="checkbox"/> \$540	<input type="checkbox"/> \$500	<input type="checkbox"/> \$460

Select issues you'd like your ad to appear and indicate year.

Jan _____ July _____

Feb _____ August _____

March _____ September _____

April _____ October _____

May _____ November _____

June _____ December _____

eConnection advertisements

TOTAL* \$ _____



Convention Guide form, payment options and terms & conditions on next page.



2023-24 Advertising Application

PAGE 2 of 2 — See various rate cards for options and details.

STATE EDUCATION CONVENTION ON-SITE GUIDE

1X

Back Cover	<input type="checkbox"/>	\$2,485
Inside Front Cover (full page)	<input type="checkbox"/>	\$2,360
Full page	<input type="checkbox"/>	\$2,065
Half page	<input type="checkbox"/>	\$1,215
Quarter page	<input type="checkbox"/>	\$725

Convention Year: _____

TOTAL * \$ _____

*WASB Service Associates receive 10% discount.
Discount is calculated in summary below.

ADVERTISING SUMMARY

Wisconsin School News

TOTAL \$ _____

eConnection

TOTAL \$ _____

On-site Convention Guide

TOTAL \$ _____

2023-24 ADVERTISING GRAND TOTAL

Advertising Total (all publications) \$ _____

Less 10% Service Associates discount — \$ _____

GRAND TOTAL (after discount, if applicable) \$ _____

Invoiced upon publication

PAYMENT OPTIONS

- Credit Card** (provide credit card info by calling Erica, 763-497-1778)
- Check** (see right column)
- Request invoice**

Mail check to:

Wisconsin Association of School Boards, Inc.
122 W. Washington Ave., Ste. 400
Madison, WI 53703

Questions? Please contact Erica Nelson, WASB sales manager
at erica@pierreproductions.com or 763-497-1778.

TERMS & 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 30-day written notice of termination is given by either party. In the event of cancellation, earned rates will apply (cover positions are non-cancellable.) The undersigned agrees to pay, therefore, the specified amount on or before the 30th day following the date of invoice. A 2% 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 _____