



2026-27 **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, and communicates important information on an array of topics, including board governance, policy, school law, facilities and school safety.

The magazine is published 10 times per year. Along with being mailed to every member district, a digital archive of the magazine is uploaded to WASB.org, providing your business with sustained exposure to Wisconsin's public schools. Every issue is promoted on WASB social media channels, expanding your visibility to a broad audience of education leaders and stakeholders.

CIRCULATION
4,000+ School Leaders

2,000+
School Board Members

400+
Superintendents

300+
School Business Officials
and Bookkeepers

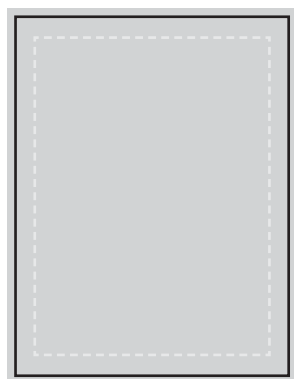
600+
Public Education Stakeholders

400+
Wisconsin Public School Districts
Receive Wisconsin School News

Ad Sizes & Rates

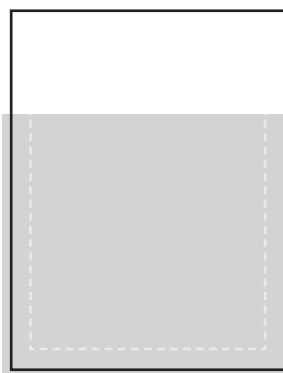
For full page
or back cover
bleed ads,
please allow
0.25" safe zone

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



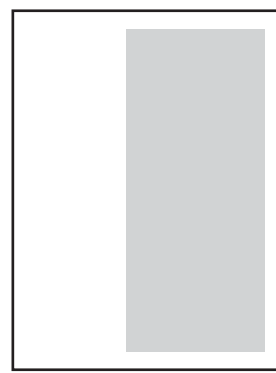
FULL PAGE BLEED

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



BACK COVER BLEED

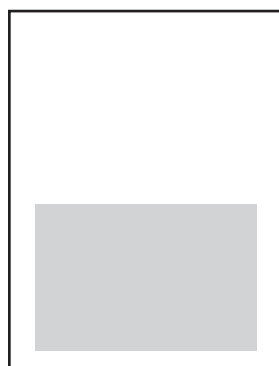
Trim: 8" x 7.5"
Must include 1/8" bleed:
8.25" x 7.625" (three sides)



TWO-THIRDS PAGE

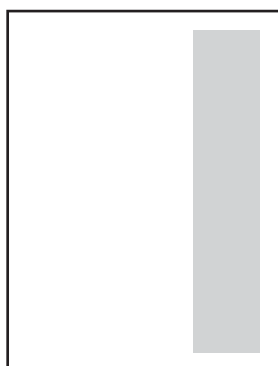
4.25" x 8.75"

WASB
Service Associates
receive
10% OFF
all ads



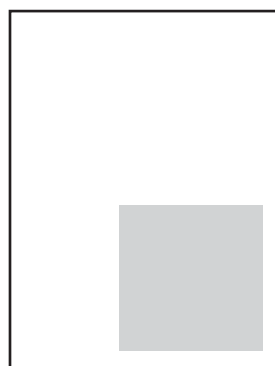
HALF PAGE

6.5" x 4.375"



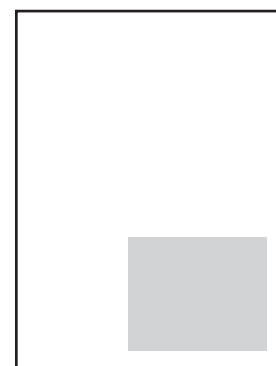
THIRD PAGE VERTICAL

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., January 1 for February issue)

SCHOOL NEWS AD RATES AND OPTIONS

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

SPACE OPTIONS	1X	4X	10X
BACK COVER	\$3,060	\$2,585	\$2,565
INSIDE FRONT COVER (full page)	\$3,020	\$2,840	\$2,600
FULL PAGE	\$2,755	\$2,585	\$2,365
TWO-THIRDS PAGE	\$2,060	\$1,950	\$1,765
HALF PAGE	\$1,565	\$1,475	\$1,365
THIRD PAGE	\$1,185	\$1,120	\$1,040
QUARTER PAGE	\$1,020	\$940	\$835

WISCONSIN SchoolNews

Two-Page Advertorial



A SECOND CHANCE AT SUCCESS
Education and Opportunity at the Wisconsin Challenge Academy

Wisconsin Challenge Academy is a two-month program that supports Wisconsin's most at-risk 10-18 year olds at risk of not graduating high school on time. Located on First McCarry, the Academy provides a comprehensive and accelerated environment that helps students build a strong foundation for future success. Priced at an unaffordable \$10,000, the Academy helps students strengthen academic performance, build confidence and develop mental life and character skills. For many young people, it becomes a pivotal learning point — offering stability, guidance and an opportunity to re-engage with their education and goals.

The Academy's mission is to empower Cadets to become responsible, successful citizens by cultivating strong character and practical skills. Through a rigorous and highly structured curriculum, students grow academically, socially and personally while learning the value of ownership of their choices, education and future.

The Wisconsin Challenge Academy consists of two phases designed to support and motivate students: **Phase One** is a 10-week residential program where Cadets live on-site at First McCarry and follow a structured daily schedule that includes academic instruction, character development, physical training, leadership development, and community service. This immersive environment allows students to focus fully on their education while building discipline, resilience and healthy habits.

"The partnership between the Wisconsin Challenge Academy and the Appleton Area School District proves that when school districts and community programs unite, students gain structure, support and a renewed sense of purpose that transforms their future."

—April 2021

Phase Two is a 12-month post-residential phase that provides ongoing guidance as Cadets work toward employment, military service or further education. This follow-up support helps students create and meet, accountable and on track as they transition back into their schools, families and communities.

The Academy's curriculum is built around eight core components, each addressing a essential area of student growth:

- Academic Excellence
- Physical Fitness
- Leadership and Followership
- Responsible Citizenship
- Job Skills
- Service to Community
- Health and Hygiene
- Life Coping Skills

Together, these components help Cadets develop the responsibility, teamwork, goal-setting and perseverance needed for strong academic performance and positive life outcomes.

During the program, Cadets remain enrolled in their home school districts and receive a comprehensive education aligned with Wisconsin standards. Instruction includes mathematics, science, social studies, language arts, health, arts, history, employability skills and career education — ensuring a well-rounded academic experience that prepares students for both graduation and future career paths.

Graduates who successfully complete the Academy are able to:

- A High School Equivalency Diploma (HSED), with the possibility of receiving a traditional high school diploma (depending on district policy).
- 6-10 high school credits.
- A minimum of 7 college credits, with opportunities to earn up to 16 college credits.

For education and school professionals, the Wisconsin Challenge Academy serves as a valuable resource for students who benefit from an alternative pathway to graduation. By combining academics with structure, mentorship and life skills development, the Academy helps students overcome their challenges and move toward a successful future.

"It's the most challenging yet the changing thing you'll ever experience."

—Graduate James, June 2, Class 10

Students are invited to attend an Open House and Academy Meeting on May 28, which includes time in the schoolhouse, a guided tour and opportunities to speak directly with Cadets about the program. If the date does not fit your schedule, the Academy can arrange a visit on alternative dates.

Cadets will share their stories and hard work, offering an authentic perspective on how the program has helped them during crises and work toward long-term success.

Registration is required, and scholarship applications required. For more young people, the Wisconsin Challenge Academy is more than a program — it is a place where potential is cultivated and futures are built.

Learn more about our programs
challengewisconsin.org

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 \$3,425

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 | ▪ August |
| ▪ April | ▪ September |
| ▪ May | ▪ October |
| ▪ June/July | ▪ December |



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



eConnection Newsletter

TOP BANNER AD
(exclusive)

WISCONSIN ASSOCIATION OF SCHOOL BOARDS

June 1, 2026

SCHOOL BOARD eConnection

Content

- Communications
- Upcoming Events
- Legislative Updates
- Search Services
- Featured Service

Summer Learning Symposium Keynote Speaker

Craig Olson
School District of Winter Superintendent

Keynote Presentation: If Not You, Then Who? Building School Community to Champion Every Student

July 10-11 | Holiday Inn Stevens Point - Convention Center | Register at WASB.org

Learn How To Build Community Trust and Support

Don't miss the opportunity to hear from a seasoned leader in Wisconsin public education, School District of Winter Superintendent Craig Olson, at the **2026 WASB Summer Learning Symposium**, sponsored by Findorff, July 10-11 at the Holiday Inn Stevens Point Convention Center.

Communications

New School Safety Training Initiative

A valuable new training opportunity for WASB members is now available through funding from the **WASB Insurance Plan**. Starting June 1, members can send up to 12 people per district to receive hands-on safety training at **Northcentral Technical College's Community Safety Simulation Center** at a substantial discount.

The cost of this training is normally \$1,500 and will rise to \$2,000 on Jan. 1, 2027. However, through an agreement with Northcentral Technical College, this training opportunity is being offered to WASB member districts at the reduced price of \$625 per six-hour session due to the WASB Insurance Plan subsidizing part of the cost. This discount will be available to districts who are WASB members at the time they complete the training from June 1, 2026, through Aug. 31, 2027.

MIDDLE BANNER AD
(exclusive)

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 uploaded to WASB.org and social media while being sent directly to nearly 7,000 school board members, superintendents, business officials and other education leaders.



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	\$590	\$550	\$500
MIDDLE BANNER	\$475	\$440	\$410

*In June, July and August, eConnection is distributed every other week.
 Rates reduced for these months by 50%.*

The WASB does not provide click data. Advertisers can supply link in which they can track data from their end.



**Middle banner ads may be positioned lower in the email content. The banner has been repositioned here for the purposes of this image.*

ANNUAL STATE EDUCATION CONVENTION

On-Site Convention Guide



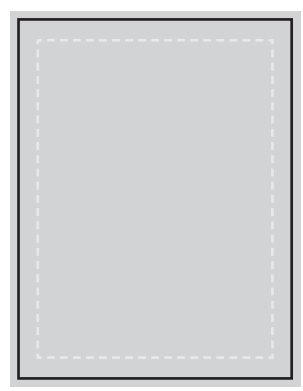
For more than 100 years, the Wisconsin State Education Convention has been the largest gathering of educational leaders in the state.

Historically, more than 3,000 people attend the three-day convention. Held each January at the Baird Center in Milwaukee, 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.

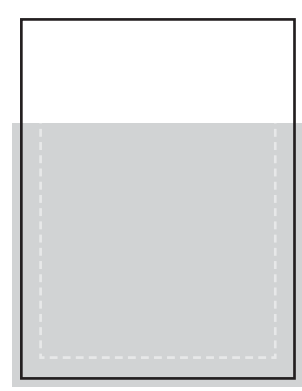
Approximate distribution: 1,600 print (3,000 digital)

SUBMISSION DEADLINE: Dec. 1 of year prior to convention (e.g., Dec. 1, 2026 for January 2027 convention)



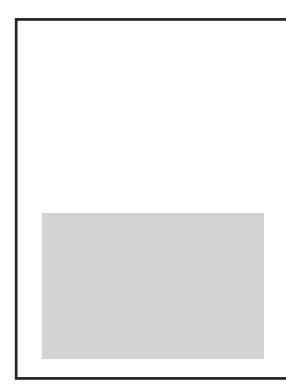
FULL PAGE BLEED

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



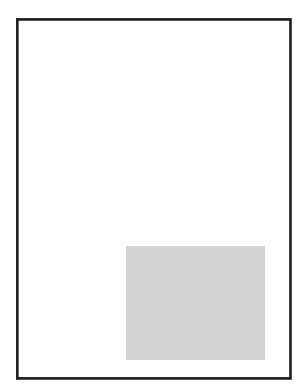
BACK COVER BLEED

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



HALF PAGE

6.5" × 4.375"



QUARTER PAGE

4.25" × 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	\$2,730
INSIDE FRONT COVER (full page)	\$2,575
FULL PAGE	\$2,255
HALF PAGE	\$1,325
QUARTER PAGE	\$790



2026-27 Advertising Application

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

General Information

Submit this form to Erica Nelson, erica.nelson@ewald.com
(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.nelson@ewald.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	☐ \$3,425	—	—
Back cover	☐ \$3,060	☐ \$2,585	☐ \$2,565
Inside front cover (full page)	☐ \$3,020	☐ \$2,840	☐ \$2,600
Full page	☐ \$2,755	☐ \$2,585	☐ \$2,365
Two-thirds page	☐ \$2,060	☐ \$1,950	☐ \$1,765
Half page	☐ \$1,565	☐ \$1,475	☐ \$1,365
Third page	☐ \$1,185	☐ \$1,120	☐ \$1,040
Quarter page	☐ \$1,020	☐ \$940	☐ \$835

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	☐ \$590	☐ \$550	☐ \$500
Middle banner ad	☐ \$475	☐ \$440	☐ \$410

*In June, July and August, eConnection is distributed twice a month.
Rates reduced for these months by 50%.*

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 * \$ _____

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

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



2026-27 Advertising Application

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

ADVERTISER _____

STATE EDUCATION CONVENTION ON-SITE GUIDE

1X

Back cover	☐ \$2,730
Inside front cover (full page)	☐ \$2,575
Full page	☐ \$2,255
Half page	☐ \$1,325
Quarter page	☐ \$790

Convention Year: _____

TOTAL * \$ _____

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

ADVERTISING SUMMARY

Wisconsin School News

TOTAL \$ _____

eConnection

TOTAL \$ _____

On-site Convention Guide

TOTAL \$ _____

2026-27 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.nelson@ewald.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 _____