

## Reserve ad space by mailing your form TODAY

### I'd like to place an ad in the Conference Program.

Please reserve space by September 16:

- Full page     1/3 page     Inside front cover  
 1/2 page     1/4 page     Inside back cover  
 Outside back cover  
 I will send you a pdf or tif file by **October 1.**

### I'd like to place an ad in the November-December Journal.

Please reserve space by September 9:

- Center spread     2 col., 1/2 page     1/3 page  
 Full page     2 col., 1/3 page     1 col., 1/2 page  
 Half page     2 col., 1/4 page     1 col., 1/4 page  
 I will send you a pdf or tif file by **September 23.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ / \_\_\_\_\_

Email \_\_\_\_\_

#### Mail this form to:

Advertising Manager  
**Illinois Association of School Boards**  
 2921 Baker Drive  
 Springfield, Illinois 62703-5929

# An Invitation for Sponsorship

Advertising is one way to get your message to the school leaders who buy or influence the buying decisions for products and services. There is another way to reach and influence these leaders: sponsorship of IASB events.

IASB has been at the forefront of supporting those who govern and direct the course of public schools in Illinois for 100 years. We are inviting you to become a sponsor of IASB events, thereby helping us sustain our crucial work to promote excellence in local school governance in support of quality public education. In doing so, you will be recognized among educational leaders for your support.

If you would like more information on IASB sponsorship opportunities, please contact Carla Bolt at 217.528.9688, ext. 1140, or email her at [cbolt@iasb.com](mailto:cbolt@iasb.com) for more information.

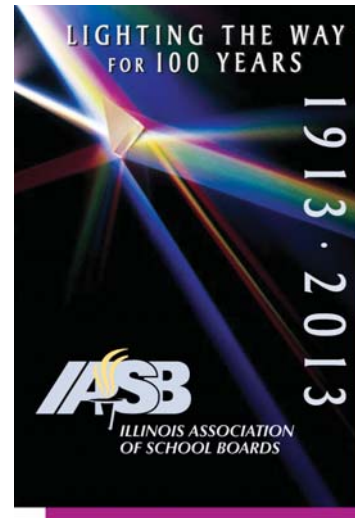
Thank you for helping us to Light the Way for 100 years: 1913-2013!



The 2013 Joint Annual Conference of the Illinois Association of School Boards, Illinois Association of School Administrators, and Illinois Association of School Business Officials will be headquartered at the Hyatt Regency Chicago.

Conference dates are **November 22, 23, 24, 2013**

Exhibit dates are **November 22 & 23, 2013**



# Get your share of the



# BILLION

## Illinois School Products & Services Market

# How?

# Reach your target audience with laser-like precision.

We've identified it for you. Get your message efficiently and economically to the people who buy and influence buyers of school products and services.

Every year Illinois public schools spend over \$4.5 billion on the kinds of goods and services YOU provide ... from consulting to construction to buses to lockers ... and everything in between. And every November, thousands of school administrators and policy makers who influence these buying decisions gather in one place: the IASB/IASA/IASBO Joint Annual Conference.

## Illinois public elementary and secondary education expenditures

- \$ 2,199,235,000 – Operations and Maintenance
- \$ 1,129,961,000 – Student Transportation
- \$ 732,589,000 – Food Service
- \$ 488,519,000 – Instructional Supplies
- \$4,550,304,000 – Total Expenditures**

Source: Revenue and Expenditures for Public Elementary and Secondary Education: School Year 2008-09, U.S. Department of Education, National Center for Education Statistics

Here's how you can make sure your company is the one they remember when considering those purchasing decisions:



Advertise in the official Conference program. This program is the constant companion of everyone attending the event. It's also carried back home and shared with those who couldn't attend. If you exhibit at the Conference, your company also will benefit from advertising in the Conference program, thus helping to make your booth and products stand out among the hundreds competing for attention.

Double your punch by advertising in the November/December issue of *The Illinois School Board Journal*. This issue, which is published in early November, reaches all Conference participants **before** they head to Chicago. Increase traffic to your booth by making sure the more than 8,000 Journal readers have your company name and service in mind.



IASB reserves the right to reject any advertising that is not in keeping with publication standards.

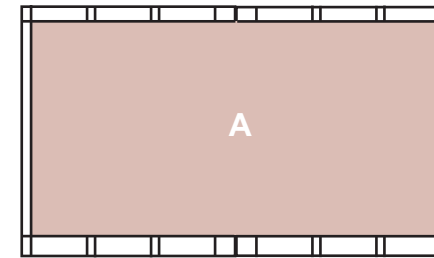
## Mechanical requirements for the Illinois School Board Journal

Trim size: 8 1/2" x 10 7/8"

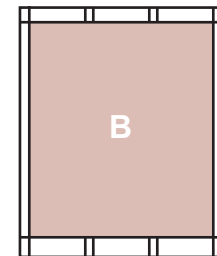
Halftone screen: 133 line

Acceptable reproduction materials:  
High resolution pdf or tif file.

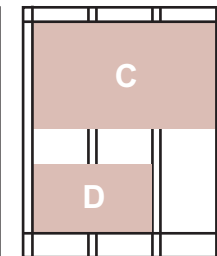
Bleed page: Bleed plate size is 8 5/8" x 11 1/8" which allows for 1/8" inch trim at top, bottom and outside edge. Keep essential elements 1/2 inch from top, bottom and outside edge of bleed plate size.



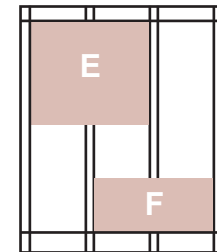
A. Center spread



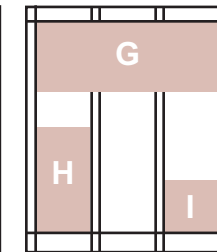
B. Full page



C. 1/2 page  
D. 2 col., 1/3 page



E. 2 col., 1/2 page  
F. 2 col., 1/4 page



G. 1/3 page  
H. 1 col., 1/2 page  
I. 1 col., 1/4 page

# AD RATES AND DIMENSIONS

## USER-FRIENDLY PAGE SIZE

### Conference Program

ALL PRICES INCLUDE FULL-COLOR

		Width	Depth
1 page	\$375	4 5/8"	x 7 7/8"
1/2 page	225	4 5/8"	x 3 3/4"
1/3 page	190	4 5/8"	x 2 1/2"
1/4 page	150	4 5/8"	x 2"
Inside front cover	685	4 5/8"	x 7 7/8"
Inside back cover	660	4 5/8"	x 7 7/8"
Outside back cover	935	4 5/8"	x 7 7/8"

Reproduction materials:  
High resolution pdf or tif file.

## November-December Illinois School Board Journal

ALL PRICES INCLUDE FULL-COLOR

		Width	Depth
Center spread	\$1665	16"	x 9 1/2"
1 page	835	7 3/4"	x 9 1/2"
1/2 Page	520	6 1/2"	x 4 3/4"
2 column 1/2 page	470	4 1/4"	x 4 3/4"
2 column 1/3 page	365	4 1/4"	x 3 1/8"
2 column 1/4 page	260	4 1/4"	x 2 3/8"
1/3 page	470	6 1/2"	x 3 1/8"
1 column 1/2 page	365	2"	x 4 3/4"
1 column 1/4 page	260	2"	x 2 3/8"

See mechanical requirements & layout guide.

**SAVE:** If you place an ad in the Conference Program AND *The Journal*, **subtract 10 percent** from the COST OF THE JOURNAL AD.

**Questions? Contact IASB's Advertising Manager at 217/528-9688, ext. 1131.**

You will be invoiced and receive a tear sheet after the program/Journal has been printed.