



**2024-25
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. Along with being mailed to every member district, a digital archive of the magazine is uploaded to wasb.org, providing your business with long-term exposure to the state’s elementary and secondary public-school markets.

CIRCULATION
4,000+ School Leaders

2,000+
School Board Members

420+
Superintendents

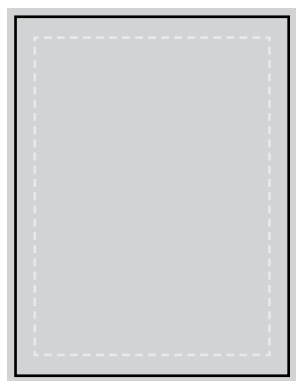
300+
School Business Officials
and Bookkeepers

600+
Public Education Stakeholders

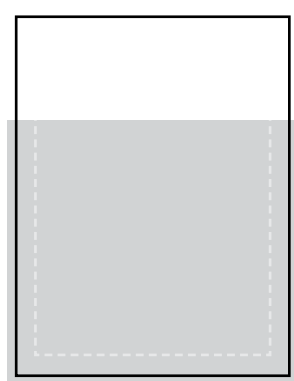
400+
Wisconsin Public School Districts
Receive Wisconsin School News

Ad Sizes & Rates

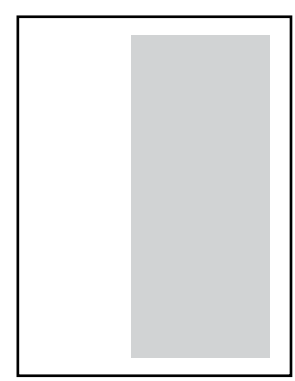
For full page or back cover bleed ads, please allow 0.25" safe zone
 Keep text and logos within 7.5" x 10" (full) or 7.5" x 7" (back)



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

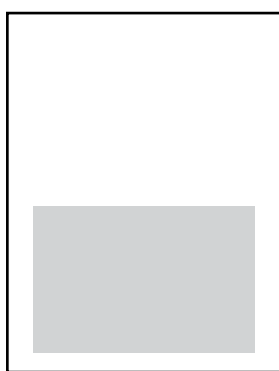


BACK COVER BLEED
 Trim: 8" x 7.5"
 Must include 1/8" bleed:
8.25" x 7.625" (three sides)

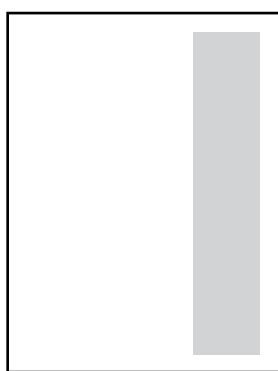


TWO-THIRDS PAGE
 4.25" x 8.75"

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



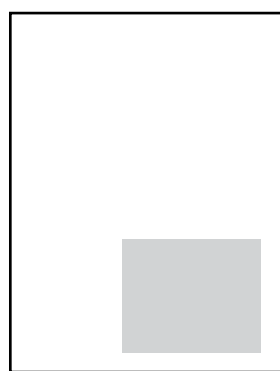
HALF PAGE
 6.5" x 4.375"



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	\$2,889	\$2,729	\$2,489
INSIDE FRONT COVER (full page)	\$2,859	\$2,699	\$2,459
FULL PAGE	\$2,599	\$2,439	\$2,229
TWO-THIRDS PAGE	\$1,939	\$1,839	\$1,669
HALF PAGE	\$1,479	\$1,389	\$1,289
THIRD PAGE	\$1,119	\$1,059	\$979
QUARTER PAGE	\$959	\$889	\$798

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

TOP BANNER AD

(exclusive)



WISCONSIN
ASSOCIATION OF
SCHOOL BOARDS



May 6, 2024

SCHOOL BOARD eConnection

Content

- Recent and Upcoming Events
- Communications
- Search Services
- Featured Service



Teacher Appreciation Week Kicks Off

The WASB is recognizing Teacher Appreciation Week starting today.

This annual event gives us an opportunity to recognize and express our gratitude for the hard work, dedication and achievements of our outstanding educators.

An AWSA and WEAC **toolkit** has been created to help you celebrate your teachers, featuring social media content and graphics, email message templates, a guest editorial template and a sample board resolution.

Continue to #ThankATeacher and show your gratitude through the rest of the school year and beyond.

Recent and Upcoming Events



Updates on Spring Workshops

The Spring Workshops in Whitewater, Turtle Lake and Pewaukee have been canceled due to low registration. We are also considering canceling the Green Bay and Portage workshops. We understand that some members may intend to register closer to the event date. If you are considering attending, please register today.



Summer Conference Save the Date

Make sure to save the date for our upcoming Summer Learning Symposium, to be held July 12-13 at the Hyatt Regency in Green Bay. The focus of this year's event is leading for the future.

The conference agenda will be available soon on WASB.org.

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 sent 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	\$559	\$519	\$479
MIDDLE BANNER	\$449	\$419	\$389

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



*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

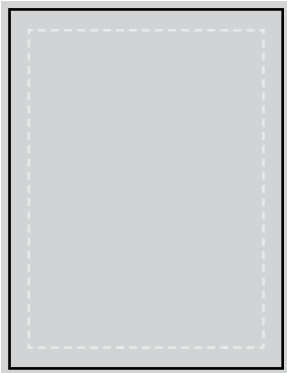


For more than 100 years, the Wisconsin State Education Convention has been the largest gathering of educational leaders in the state.

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).

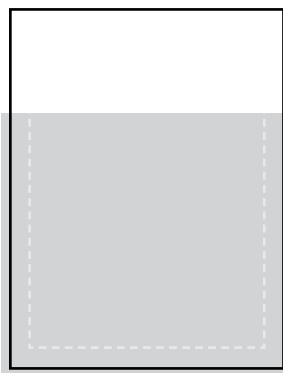
This on-site guide appears both in print and digital formats for all attendees of the convention.

Approximate distribution: 2,300 **SUBMISSION DEADLINE:** Dec. 1 of year prior to convention (e.g., Dec. 1, 2024 for January 2025 convention)



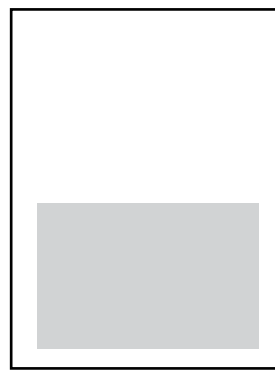
FULL PAGE BLEED

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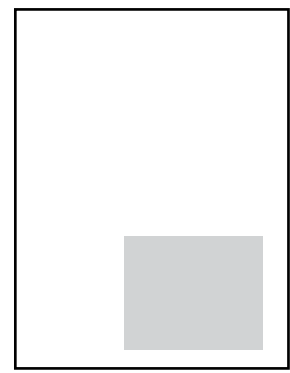
BACK COVER BLEED

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	\$2,589
INSIDE FRONT COVER (full page)	\$2,429
FULL PAGE	\$2,129
HALF PAGE	\$1,249
QUARTER PAGE	\$749



2024-25 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	<input type="checkbox"/> \$3,225	—	—
Back cover	<input type="checkbox"/> \$2,889	<input type="checkbox"/> \$2,729	<input type="checkbox"/> \$2,489
Inside front cover (full page)	<input type="checkbox"/> \$2,859	<input type="checkbox"/> \$2,699	<input type="checkbox"/> \$2,459
Full page	<input type="checkbox"/> \$2,599	<input type="checkbox"/> \$2,439	<input type="checkbox"/> \$2,229
Two-thirds page	<input type="checkbox"/> \$1,939	<input type="checkbox"/> \$1,839	<input type="checkbox"/> \$1,669
Half page	<input type="checkbox"/> \$1,479	<input type="checkbox"/> \$1,389	<input type="checkbox"/> \$1,289
Third page	<input type="checkbox"/> \$1,119	<input type="checkbox"/> \$1,059	<input type="checkbox"/> \$979
Quarter page	<input type="checkbox"/> \$959	<input type="checkbox"/> \$889	<input type="checkbox"/> \$798

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"/> \$559	<input type="checkbox"/> \$519	<input type="checkbox"/> \$479
Middle banner ad	<input type="checkbox"/> \$449	<input type="checkbox"/> \$419	<input type="checkbox"/> \$389

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* \$ _____



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



2024-25 Advertising Application

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

ADVERTISER _____

STATE EDUCATION CONVENTION ON-SITE GUIDE

1X

Back cover	<input type="checkbox"/> \$2,589
Inside front cover (full page)	<input type="checkbox"/> \$2,429
Full page	<input type="checkbox"/> \$2,129
Half page	<input type="checkbox"/> \$1,249
Quarter page	<input type="checkbox"/> \$749

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 \$ _____

2024-25 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 _____