

Bragging Rights 2008-2009 Special Issue Rate Card Early Commitment Advertising Rates & Specifications*

Effective May 15, 2008. First-time advertisers are required to prepay.

CIRCULATION INFORMATION:

Bragging Rights 2008-2009 is the second annual edition of this highly successful special issue published by **Texas School Business**. It will be distributed as a bonus issue to **Texas School Business** subscribers as well as all superintendents and school board presidents; key central office personnel such as chief business officials, curriculum, special education and personnel directors; and leaders of education trade associations. Distribution will also include the State Board of Education and executive staff of the Texas Education Agency and Education Service Centers. **Bragging Rights 2008-2009** will also be sent to every Texas State Senator, member of the Texas House of Representatives and the Governor and Lt. Governor.

Over 8,000 copies of **Bragging Rights 2008-2009** will be distributed. With pass-along readership, **Bragging Rights 2008-2009** will reach at least 25,000 Texas public school decision makers, which is more than double the reach of a regular issue of **Texas School Business**.

1. Bragging Rights 2008 ADVERTISING RATES:

SIZE	Early Commitment Rate**	Current TSB Advertiser Rate	Standard Rate
Full Page (4 color process only)	\$1950	\$2150	\$2350
½ Page (4 color process only)	\$1350	\$1550	\$1650

****To get this Rate, the Advertising Contract must be submitted to TSB by June 15th, 2008.**

2. COVER POSITIONS:

SIZE	Early Commitment Rate	Current TSB Advertiser Rate	Standard Rate
Back Cover (4 color process only)	\$2500-sold out	n/a	n/a
Front Cover (4 color process only)	\$2250-sold out	n/a	n/a

3. ISSUANCE & CLOSING DATES:

Bragging Rights 2008-2009 will be distributed the first week of December 2008.

Advertising Space Reservation Closing Date is October 15, 2008.

Advertising Copy (delivered by electronic file) Closing Date is October 26, 2008.

4. MECHANICAL REQUIREMENTS:

- a. Trim Size: 8 3/8 x 10 7/8 inches
- b. Bleeds: minimum 1/8 inch on all sides

Space Sizes	Width	Depth
Back Cover	8.375	10.875
Full page, inside	7.500	10.000
1/2 page horizontal	7.500	4.805

- c. Recommend at least 175 line screen for 4-color
- d. Ads should be supplied on a CD ROM, PDF, EPS or JPEG file. Email transmission to jim@texasschoolbusiness.com is preferred.

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