

Texas School Business

www.texasschoolbusiness.com

Digital Advertising Rate Card (Effective February 2010)

Texas School Business magazine offers digital advertising options on its website and in two e-newsletters that reach school administrators throughout Texas.

Texas School Business Website: *Texas School Business* magazine has a paid subscriber base of approximately 3,000 readers consisting of Texas school superintendents, chief business officials, other central office personnel, principals and school board members. All editorial content of each print issue is available on www.texasschoolbusiness.com. This includes all feature stories, photo features, departments and columns. The website currently averages about 30,000 page views per month. Each advertisement appears on every web page.

Issue Launch e-Newsletter: Each issue contains selected articles from the latest issue of *Texas School Business* magazine. Each issue links to the *Texas School Business* website. The e-newsletter is published on the 1st of each month, 11 times a year. (No distribution in July.)

Honor Roll: Each issue highlights the successes of school districts, school campuses and administrators in Texas. *Honor Roll* links to www.texasschoolbusiness.com, where the articles reside year-round. *Honor Roll* is published mid-month, 11 times a year. (No distribution in July).

Audience: The issue launch e-newsletter and *Honor Roll* go to all *Texas School Business* magazine subscribers and to Texas school superintendents, assistant superintendents, business managers, technology directors, curriculum directors, special education directors, and principals with email addresses. Each of these digital publications are distributed to about 10,000 recipients.

1. Advertising Rates:

Contract Months	Website Ad	e-Newsletter Ad	<i>Honor Roll</i> Ad	e-Newsletter/ <i>Honor Roll</i> Combo
3 Mo. Contract	N/A	\$175/Mo.	\$275/Mo.	\$405/Mo.
6 Mo. Contract	\$95/Mo.	\$150/Mo.	\$250/Mo.	\$360/Mo.
12 Mo. Contract*	\$75/Mo.	\$125/Mo.	\$225/Mo.	\$315/MO.

*11 issues annually for e-Newsletter and *Honor Roll*

2. Ad Type and Size:

Tower ads are the only type advertisement accepted. Ad size is 230 pixels high by 160 pixels wide. DPI should not exceed 300. Ads should be supplied in JPG or GIF format. Email transmission to jim@texasschoolbusiness.com is preferred.

3. Closing Dates:

Due Dates	Website Ad	e-Newsletter Ad	<i>Honor Roll</i> Ad
Space Reservation Contract	15th of Month	15th of Month	1st of Month
Digital File Delivery Date	25th of Month	25th of Month	7th of Month
Publication Date	1st of Month	1st of Month	15th of Month

4. Questions

Contact Jim Johnson, Advertising Sales Manager
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