

Texas School Business

Advertising Rates & Specifications

Rate Card Number 56

Effective with the February, 2010 issue

First-time advertisers are required to prepay.

CIRCULATION INFORMATION:

Texas School Business has a paid subscriber circulation base of approximately 3,000 readers which is made up of school superintendents, chief business officers, personnel directors and other central office administrators, principals, association executives and school board members in Texas Public schools. Paid subscriptions are also held by numerous higher education, regional service centers and other public libraries and by state and federal school agencies executives, and vendors.

Texas School Business is also sent to every Texas State Senator and member of the Texas House of Representatives.

With pass-along readership **Texas School Business** reaches at least 10,000 Texas public school decision makers every month.

1. GENERAL ADVERTISING RATES:

Black & white

SIZE	1 time	3 times	6 times	10 times
Full page	\$1,050	\$1,000	\$ 950	\$ 900 per insertion
2/3 page	\$ 825	\$ 775	\$ 740	\$ 705 per insertion
1/2 page	\$ 725	\$ 690	\$ 655	\$ 620 per insertion
1/3 page	\$ 600	\$ 565	\$ 530	\$ 495 per insertion
1/4 page	\$ 450	\$ 420	\$ 390	\$ 360 per insertion
1/6 page	\$ 300	\$ 280	\$ 260	\$ 240 per insertion
Special sizes - call for quote				

Full Color

SIZE	1 time	3 times	6 times	10 times
Full page	\$1,650	\$1,600	\$1,550	\$1,500 per insertion
2/3 page	\$1,425	\$1,375	\$1,340	\$1,305 per insertion
1/2 page	\$1,225	\$1,190	\$1,155	\$1,120 per insertion
1/3 page	\$ 950	\$ 915	\$ 880	\$ 845 per insertion
1/4 page	\$ 750	\$ 720	\$ 690	\$ 660 per insertion
1/6 page	\$ 600	\$ 580	\$ 560	\$ 540 per insertion
Special sizes - call for quote				

1601 Rio Grande Street, Suite 441 Austin, TX 78701

Fax: (512) 495.9955 • [email: jim@texasschoolbusiness.com](mailto:jim@texasschoolbusiness.com) • Phone: (512) 422-4496

2. SPECIAL POSITIONS:

SIZE	1 time	3 times	6-10 times
Back Cover (4 color process only)	\$2,600	\$2,300	\$2,200 per insertion
Inside Covers (4 color process only)	\$2,200	\$2,000	\$1,900 per insertion

Reservation of other special positions (i.e. "no gutter", "right-hand page", "far forward", etc.) if available will be based on individual decisions between the advertiser and **Texas School Business**. Please call for availability and pricing.

3. INSERTS:

4-page inserts delivered ready for bindery - Call for quote

4. TYPESETTING AND LAYOUT:

Production or design work - \$100/hour. (Minimum charge of \$50)

5. ISSUANCE AND CLOSING DATES:

Texas School Business is published monthly, except for the July/August and November/December issues.

Mailing Date is the 30th of the month prior to the cover date.

Advertising Space Reservation Closing Date is 15th of the month two months prior to insertion.

Advertising Copy (delivered by electronic file) Closing Date is the 26th of the month two months prior to insertion.

6. MECHANICAL REQUIREMENTS:

a. Trim Size: 8 3/8 x 10 7/8 inches

b. Bleeds: minimum 1/8 inch on all sides

c. Spaces Sizes	Width	Depth	Space Sizes	Width	Depth
Back Cover	8.375	10.875	1/3 page horizontal	4.921	4.921
Full page, inside	7.500	10.000	1/3 page vertical	2.333	9.875
2/3 page horizontal	7.500	6.666	1/4 page horizontal	4.921	3.666
2/3 page vertical	4.921	9.875	No 1/4 page vertical	n/a	n/a
1/2 page horizontal	7.500	4.805	1/6 page horizontal	4.921	2.500
1/2 page vertical	4.921	7.333	1/6 page vertical	2.333	4.875

d. Recommend at least 133 line screen for black & white; 175 line screen for 4-color

e. Ads should be supplied on a CD ROM, PDF, EPS or JPEG file. Email transmission to jim@texasschoolbusiness.com is preferred.

1601 Rio Grande Street, Suite 441 Austin, TX 78701

Fax: (512) 495.9955 • email: jim@texasschoolbusiness.com • Phone: (512) 422-4496