

62
YEARS

Texas School Business

The News Magazine
for Public Education
in Texas

Advertising Rates & Specifications

Rate Card Number 62

Effective with September/October 2015 issue

Circulation Information:

Texas School Business is distributed as a membership benefit to all current active, student, and associate members of the Texas Association of School Administrators. The magazine's total circulation base of more than 3,500 also includes paid subscribers such as school superintendents, chief business officers, personnel directors, central office administrators, principals, association executives, and school board members in Texas public schools. Paid subscriptions are also held by institutions of higher education, regional service centers, public libraries, state and federal school agencies, and companies doing business with Texas public schools. *Texas School Business* is sent to every member of the Texas Senate and House of Representatives. With pass-along readership, *Texas School Business* reaches thousands of Texas public school decision-makers every month.

1. General Advertising Rates (All ads print CMYK):

Ad Size	Rate per Insertion		
	1 Insertion	3 Insertions	6 Insertions
Back Cover	\$2,600	\$2,300	\$2,000
Inside Covers	\$2,200	\$1,900	\$1,600
Full page	\$1,200	\$1,150	\$1,100
1/2 page	\$800	\$750	\$700
1/3 page	\$600	\$550	\$500
1/6 page	\$400	\$350	\$300

**Texas Association
of School Administrators**

406 East 11th Street ■ Austin, TX 78701-2617

Fax: 512.482.8658 ■ Phone: 512.477.6361

advertising@tasanet.org

2. Special Positions:

Reservation of other special positions (i.e. “no gutter,” “right-hand page,” “far forward,” etc.) is based on availability. Please call for availability and pricing.

3. Inserts:

4-page inserts delivered ready for bindery: for a quote see contact information below

4. Typesetting and Layout:

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

5. Publication and Ad Submission Schedule:

- *Texas School Business* is published bi-monthly.
- 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.
- Ad art file submission closing date is the 26th of the month two months prior to insertion.

6. TSB Advertising Artwork Specifications:

- Magazine page trim size: 8.5” x 11”
- Bleeds: minimum .125” on all sides
- Live area: maximum 8” x 10.5”
- Ad Dimensions:

Ad	Width	Height	+Bleed
Full page, full bleed	8.5”	11.0”	at least .125” all around
Full page	8”	10.5”	
1/6 page vertical	2.5”	4.75”	
1/3 page vertical	2.5”	9.75”	
1/2 page horizontal	7.5”	4.75”	
Back cover	8”	8.5”	

- Art specifications:
Ads should be submitted preferably as a press-preset PDF.
(CMYK JPEG or PNG @ 300 PPI is acceptable.)
- Submit to: advertising@tasanet.org.