Max out your exposure!

PASBO offers many opportunities for our business members to showcase the products and services they manage that help school business leaders to do their jobs in a more effective and efficient manner. When you’re ready to highlight your innovative products and services, take a look at the opportunities for advertising enclosed.

What is PASBO?
The Pennsylvania Association of School Business Officials, or PASBO, is a statewide association, 3,100 members strong and growing. Our mission is to develop and support leaders in school business operations. We strive to fulfill our mission by providing members with professional development, networking opportunities, various opportunities to advance their leadership skills, advocacy and timely access to legislative and policy news as well as business solutions that help them to meet the challenges of school operations.

Our members are school professionals working in finance, accounting, operations, facilities, transportation, food service, technology, communications, human resources, purchasing and safety services. While diverse in areas of specialty, all members share a common goal - to work towards providing a safe, healthy and state-of-the art environment in which students across Pennsylvania can learn and grow.

ADVERTISING OPPS

PASBO Report
PASBO’s monthly full-color digital magazine is packed full of articles, examples of best practices in school business and practical ‘tips’ to assist school business professionals in meeting the challenges of their jobs. Many readers look to PASBO Report to find business partners to help them meet their needs in terms of products and services.

Market
One thing PASBO Report readers have in common is the fact that they all play a critical role in purchasing decision-making. In total, Pennsylvania schools have a combined budget in excess of $30 billion. Nearly $5 billion statewide is utilized by schools for purchasing a vast array of products and services to meet the needs of students and employees. PASBO Report helps you reach these purchasers in schools.

Editorial Focus
Each month, feature articles focus on school business topics offering timely information and in-depth insights on methods and trends in the industry.

Association committee members, experienced school business professionals, and business experts offer monthly technical articles and tips within their areas of expertise to share solutions to everyday school business challenges.

In addition to these practical and insightful articles and tips is association news, highlighting new members, those who have retired or transitioned to another position and news of upcoming opportunities for members to enhance their careers and build their skills and knowledge base.
Circulation & Readership

Each month, PASBO Report is distributed to about 3,100 school business professionals, state officials and other ASBO state affiliates. This translates to approximately, 9,000 readers each month, including superintendents and support staff in schools all across Pennsylvania. Other readers include administrators in school business management positions such as:

- Accounting
- Human Resources
- Communications
- Purchasing
- Facilities/Buildings and Grounds
- School Safety
- Finance
- Technology
- Food Service
- Transportation

2020-21 EDITORIAL TOPICS & AD DEADLINES

<table>
<thead>
<tr>
<th>EDITORIAL TOPICS</th>
<th>AD RESERVATION DATE</th>
<th>AD MATERIALS DUE</th>
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<tbody>
<tr>
<td>JULY 2020</td>
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<tr>
<td>AUGUST 2020</td>
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<tr>
<td>Education in 20-21</td>
<td>7/7/20</td>
<td>7/9/20</td>
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<td>SEPTEMBER 2020</td>
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<tr>
<td>Food Service: Emergency Feeding</td>
<td>8/7/20</td>
<td>8/12/20</td>
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<td>OCTOBER 2020</td>
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<td>Facilities challenges in COVID-19</td>
<td>9/2/20</td>
<td>9/8/20</td>
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<td>NOVEMBER 2020</td>
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<td>Crisis Communications</td>
<td>10/5/20</td>
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<td>DECEMBER 2020</td>
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<tr>
<td>Child Accounting</td>
<td>11/6/20</td>
<td>11/10/20</td>
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<tr>
<td>JANUARY 2021</td>
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<tr>
<td>HR Challenges in COVID-19</td>
<td>12/8/20</td>
<td>12/10/20</td>
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<td>FEBRUARY 2021</td>
<td></td>
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<td>New Budget Report</td>
<td>1/8/21</td>
<td>1/13/21</td>
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<td>MARCH 2021</td>
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<tr>
<td>School Safety Challenges in COVID-19</td>
<td>2/10/21</td>
<td>2/11/21</td>
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<td>APRIL 2021</td>
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<tr>
<td>Conference Wrap Up</td>
<td>3/8/21</td>
<td>3/10/21</td>
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<td>MAY 2021</td>
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<tr>
<td>Hot Legislative Issues</td>
<td>4/6/21</td>
<td>4/8/21</td>
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<td>JUNE 2021</td>
<td></td>
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<tr>
<td>Transportation Challenges</td>
<td>5/7/21</td>
<td>5/12/21</td>
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In our efforts to keep information timely, editorial topics are subject to change.

PASBO Report ADVERTISING RATES & SPECS

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<tr>
<td>FULL PAGE</td>
<td>$1425</td>
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<td>$1025</td>
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<tr>
<td>1/2 PAGE (H OR V)</td>
<td>$800</td>
<td>$750</td>
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<tr>
<td>1/4 PAGE</td>
<td>$500</td>
<td>$475</td>
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Each ad can include 1-4 clickable links.

In our efforts to keep information timely, editorial topics are subject to change.
Website & MarketBASE Advertising

PASBO Website
PASBO’s website, www.pasbo.org, is yet another avenue for resources and news that school business officials turn to on a monthly basis. The PASBO site gets on average 6,200 impressions a month, making our site a great place to place your logo and link to your company’s website where school business leaders can find all the valuable information about your products and services. If your company’s name is shown on the home page of pasbo.org, there’s a very good chance a school business official will see it.

HOME PAGE ADS
- Six-month commitment: $600
- Six-month animated: (.gif) $720
- Twelve-month commitment: $1000
- Twelve-month animated: (.gif) $1200

AD SIZE: 156 x 60 pixels. Each ad will be a link to your website.

PASBO MarketBASE
The MarketBASE is PASBO’s latest advertising channel and offers tremendous opportunity for business members to highlight their products and services while providing a direct link to your company for school business leaders.

PASBO’s school business leaders often look to PASBO business members to assist them in operating their business office and schools in a more effective and efficient way. To assist these leaders in finding the products and services available to them, we have initiated MarketBASE, PASBO’s new online buyer’s guide. All business members will become a part of the PASBO online Buyer’s Guide, MarketBASE.

As part of their membership, business members will be entitled to a premier listing, consisting of the following elements:
- business name
- address
- phone
- company logo
- website and social media links
- company contacts
- company description
- product/service image and description

In addition to the premier listing provided as a valuable part of your business membership, members can advance their business, products or services by purchasing additional advertising opportunities to really make your listing stand out.

VIDEO ADS
Why not really catch the attention of school business leaders and buyers? Add a video to your premier listing for $500 per year. Videos can run up to 5 minutes long. Imagine a 5 minute commercial in a prime location playing directly to your audience!

Video Specs:
- Maximum file size is 50 MB.
- Creative Accepted: .MP4, .MOV, and .AVI.
- Movie duration: Up to 5 minutes in length.

DISPLAY ADS on MarketBASE
In addition to your premier ad that is part of your PASBO membership, you can get seen in a big way by adding a display ad on the MarketBASE. Display ads run at the top of the page (Super Leaderboard) or on the side of the page (Skyscraper or Rectangle) are a great way to let school business leaders know about your company.

MarketBASE Display Ads RATES & SPECS

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>$1425</td>
<td>$1225</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$800</td>
<td>$750</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$500</td>
<td>$475</td>
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</table>

Super Leaderboard
Ad specs: 970 x 90 pixels, responsive ad specs: 728x90 px & 320x50 px

Skyscraper
Ad specs: 160x600 px, responsive ads 300 x 250 px

Rectangle
Ad specs: 300 x 250 px
# PASBO ADVERTISING 2020-2021

(YOUR COMPANY MUST BE A CURRENT MEMBER IN ORDER TO ADVERTISE)

## Contact Information

- **Name:**
- **Company:**
- **Address:**
- **City**
- **State**
- **Zip**
- **Phone**
- **Email**

## Size of Ad & Rate

<table>
<thead>
<tr>
<th>Size of Ad</th>
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## Months to Run

2020  ___ JUL  ___ AUG  ___ SEP  ___ OCT  ___ NOV  ___ DEC  
2021  ___ JAN  ___ FEB  ___ MAR  ___ APR  ___ MAY  ___ JUN

## Payment Policy

- **Check:** - Make payable to: PASBO
  - Check Amount Enclosed: $__________

- **Invoice:**
  - Please invoice me for the full amount.
  - Please invoice me per issue.

- **Credit Card:**
  - Please charge my credit card in full.
  - Please charge my credit card per issue.
  - Visa  __  Mastercard  __  AMEX  __  Discover

## Payment

### 2020-21 Print Net Advertising Rates

- **Full Page:**
  - Six-month commitment: $600
  - Six-month animated: (.gif) $720
  - Twelve-month commitment: $1000
  - Twelve-month animated: (.gif) $1200

### Ad Size: 156 x 60 pixels

Link to website: (indicate address)

## MarketBASE Buyer’s Guide Advertising

(Circle the ad you want to purchase below.)

- **Super Leaderboard**
  - 1 month: $1425
  - 3 months: $1225

- **Skyscraper**
  - $800
  - $750

- **Rectangle**
  - $500
  - $475

**Payment Policy:** Advertisers & advertising agencies are jointly responsible for payment of all insertions. PASBO will invoice the agency or advertising company when the publication has been published online and sent to the membership. PASBO will invoice the agency or advertising company when the publication has been published online and sent to the membership. PASBO will invoice the agency or advertising company when the publication has been published online and sent to the membership. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is deemed to be not acceptable in keeping with standards of the publication.

I understand that PASBO does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment is due within 30 days of publication date.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature

Date

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Please email your advertisement artwork to Lynn Bubb at lbubb@pasbo.org

Questions: Lynn Bubb - 717.540.9551 PASBO | 2608 Market Place | Harrisburg, PA 17110