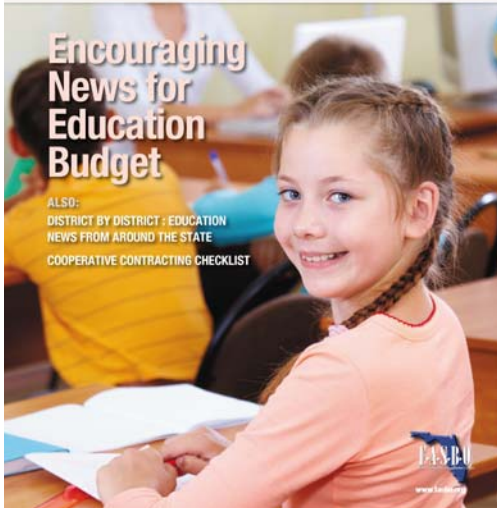


# 2013 MEDIA KIT



## Reach 100% of Florida's school districts

*Florida School Business* Print & Digital Editions

FOR MORE INFORMATION, PLEASE CONTACT:

[www.fasbo.org](http://www.fasbo.org)

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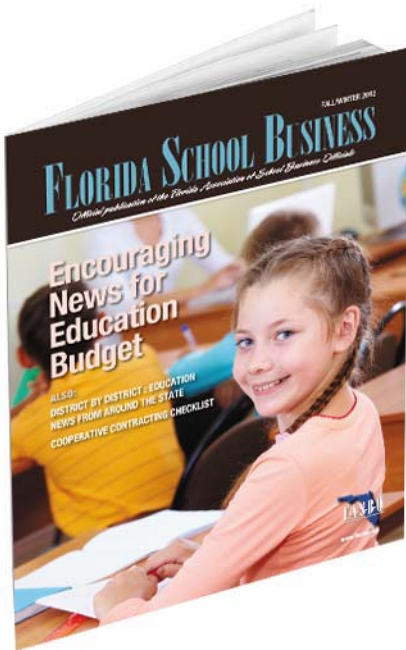




# FLORIDA ASSOCIATION OF SCHOOL BUSINESS OFFICIALS

## IN PRINT AND ONLINE

Connecting you with FASBO members throughout the year



**Florida School Business**  
PRINT & DIGITAL EDITIONS

## The Association Advantage

- FASBO's magazine reaches **100% of the school districts and superintendents in Florida.**
- Florida is home to 67 school districts with a combined recommended operating budget of **\$17.2 billion for the 2012/2013 fiscal year.**
- FASBO represents the nation's **fourth-largest school system.**

## Our Readers

*Florida School Business* is mailed directly to every school district and every school superintendent in Florida. Our readers represent a wide range of interests and professions, including:

- Auditors
- Business managers
- Compliance & accountability executives
- Directors of property & fixed assets
- Energy services managers & directors
- Financial personnel
- Food service directors
- Maintenance & operations supervisors
- Purchasing directors & staff
- Risk managers
- School planning employees
- Technology directors

## Who We Are

FASBO is a network of school business management professionals. We provide knowledge and solutions to school business officials employed in public and private school entities, as well as community and junior colleges and state departments of education. FASBO strives to improve the performance of the school districts, and to assist administrators and their districts to deal effectively with the changing environment in which schools operate.

**Appear in *Florida School Business* and reach 100% of Florida's school districts. Contact your Naylor account representative today.**



## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

### Full-Color Rates

	1x	2x
Double-Page Spread	\$3,799.50	\$3,419.50
Outside-Back Cover	\$2,809.50	\$2,609.50
Inside-Front or Inside-Back Cover	\$2,599.50	\$2,399.50
Full Page	\$1,999.50	\$1,799.50
2/3 Page	\$1,789.50	\$1,609.50
1/2-Page Island	\$1,409.50	\$1,269.50
1/2 Page	\$1,109.50	\$999.50
1/3 Page	\$879.50	\$789.50
1/4 Page	\$659.50	\$589.50
1/6 Page	\$449.50	\$399.50
1/8 Page	\$309.50	\$279.50

### Digital Edition Branding Opportunities

**Sponsorship** | \$999.50

**Toolbar** | \$599.50

**Skyscraper** | \$799.50

**Ad Jolt Upgrade** | \$299.50

## Print Advertising Specifications

**Directory Trim Size:** 8.375" x 10.875"

<p>Double Page Spread Bleed</p>	<p>Full-Page Bleed</p>	<p>Full-Page No Bleed</p>	<p>2/3 Page Horizontal</p>	<p>2/3 Page Vertical</p>	
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
<p>1/2 Page Horizontal</p>	<p>1/2 Page Long Vertical</p>	<p>1/2 Page Vertical/Island</p>	<p>1/3 Page Square</p>	<p>1/3 Page Horizontal</p>	<p>1/3 Page Vertical</p>
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
<p>1/4 Page Horizontal</p>	<p>1/4 Page Vertical</p>	<p>1/6 Page Horizontal</p>	<p>1/6 Page Vertical</p>	<p>1/8 Page Horizontal</p>	<p>1/8 Page Vertical</p>
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

## Specs for Outsert/Inserts

### Directory

- 1 Pg / 1 Surface 8.375" x 10.875"
- 1 Pg / 2 Surface 8.375" x 10.875"
- 2 Pg / 4 Surface 8.375" x 10.875"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 8.25" x 10.75"
- Postal flyersheets 8.5" x 11"

## Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

## Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Accessibility Products          | <input type="checkbox"/> Floor & Cleaning Equipment      | <input type="checkbox"/> Safety Products                |
| <input type="checkbox"/> Accounting & Auditing Services  | <input type="checkbox"/> Food & Beverages                | <input type="checkbox"/> Sanitary Maintenance Supplies  |
| <input type="checkbox"/> Acoustics                       | <input type="checkbox"/> Food Service Equipment/Parts    | <input type="checkbox"/> School Transportation, Repairs |
| <input type="checkbox"/> Architects                      | <input type="checkbox"/> Food Service Suppliers          | <input type="checkbox"/> School Transportation, Sales   |
| <input type="checkbox"/> Art Supplies                    | <input type="checkbox"/> Furniture                       | <input type="checkbox"/> Scoreboards                    |
| <input type="checkbox"/> Asbestos Removal & Equipment    | <input type="checkbox"/> General School Supplies         | <input type="checkbox"/> Security Products & Services   |
| <input type="checkbox"/> Athletic Supplies & Equipment   | <input type="checkbox"/> Hotel Accommodations            | <input type="checkbox"/> Shelving & Storage             |
| <input type="checkbox"/> Attorneys                       | <input type="checkbox"/> HVAC                            | <input type="checkbox"/> Signs / Marquees               |
| <input type="checkbox"/> Audio-Visual/Video Equipment    | <input type="checkbox"/> Insurance                       | <input type="checkbox"/> Sound & Lighting Systems       |
| <input type="checkbox"/> Bike Racks                      | <input type="checkbox"/> Interior Decorations            | <input type="checkbox"/> Sport Surfaces                 |
| <input type="checkbox"/> Biological Specimens & Supplies | <input type="checkbox"/> Internet Communications         | <input type="checkbox"/> Teaching Aids                  |
| <input type="checkbox"/> Bleachers                       | <input type="checkbox"/> Janitorial Equipment & Supplies | <input type="checkbox"/> Telecommunications             |
| <input type="checkbox"/> Boilers & Accessories           | <input type="checkbox"/> Landscaping & Supplies          | <input type="checkbox"/> Temperature Controls           |
| <input type="checkbox"/> Books & Book Suppliers          | <input type="checkbox"/> Library Supplies                | <input type="checkbox"/> Walls & Ceilings               |
| <input type="checkbox"/> Building Construction Materials | <input type="checkbox"/> Lighting & Equipment            | <input type="checkbox"/> Washroom Accessories           |
| <input type="checkbox"/> Building Maintenance            | <input type="checkbox"/> Liquid Soaps & Dispensers       | <input type="checkbox"/> Workers' Compensation          |
| <input type="checkbox"/> Carpeting                       | <input type="checkbox"/> Litter Receptacles              | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> Clocks                          | <input type="checkbox"/> Lockers & Locks                 |   |
| <input type="checkbox"/> Computers, Hardware             | <input type="checkbox"/> Mobile & Modular Classrooms     |   |
| <input type="checkbox"/> Computers, Software             | <input type="checkbox"/> Noise Control Products          |   |
| <input type="checkbox"/> Contractors                     | <input type="checkbox"/> Office Equipment & Supplies     |   |
| <input type="checkbox"/> Divider Curtains                | <input type="checkbox"/> Payroll Services                |   |
| <input type="checkbox"/> Electrical Utilities            | <input type="checkbox"/> Pest Control                    |   |
| <input type="checkbox"/> Environmental Improvement       | <input type="checkbox"/> Playground Equipment            |   |
| <input type="checkbox"/> Financial Services              | <input type="checkbox"/> Retirement Plans                |   |
| <input type="checkbox"/> Fire & Safety Protection        | <input type="checkbox"/> Roofing & Flooring Systems      |   |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_