

FLORIDA ASSOCIATION OF SCHOOL BUSINESS OFFICIALS MEDIA KIT



**Reach leaders in 100% of Florida's
superintendents and school districts in Florida!**

Florida School Business Magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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Florida Association of
**School
Business
Officials**
FASBO

NAYLOR 
ASSOCIATION SOLUTIONS



OUR INDUSTRY AND OUR REACH:

- FASBO members spend more than \$4.87 billion on products and services each year!
- Florida School business is sent to 100% of superintendents and school districts in Florida.
- Florida schools spend more than \$600 million on facilities acquisition, facilities construction and maintenance.
- Our members are the key personnel in the seventh-largest school system in the country.



FLORIDA SCHOOL BUSINESS

Bi-Annual Print and Online Magazine

DISTRIBUTION

Florida School Business reaches our members who spend more than \$4.87 billion in products and services a year! Your advertisement puts you in front of our member administrators, CFO's, directors, chief purchasing officers, managers, executives and supervisors who work in fields such as:

- Auditing
- Business Management
- Environmental Management
- Energy Management
- Facilities Management
- Finance
- Operations
- Fixed Asset Accounting
- Food & Nutrition Services
- Information Technology
- Maintenance
- Purchasing
- Risk Management
- Security



THE BULLETIN BOARD ENEWSLETTER



Grow your presence throughout the year! Contact your Naylor account representative and participate today



Source: <http://public2.fldoe.org/TransparencyReports/ReportView.aspx?ReportID=11>

Source: https://nces.ed.gov/programs/digest/d12/tables/dt12_036.asp

Source: IBIS World Report 61111a

FLORIDA SCHOOL BUSINESS

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	\$4,159.50	\$3,739.50
Outside Back Cover	\$2,989.50	\$2,769.50
Inside Front or Inside Back Cover	\$2,779.50	\$2,559.50
Full Page	\$2,239.50	\$2,019.50
2/3 Page	\$2,009.50	\$1,809.50
1/2-Page Island	\$1,639.50	\$1,469.50
1/2 Page	\$1,239.50	\$1,109.50
1/3 Page	\$999.50	\$899.50
1/4 Page	\$739.50	\$669.50
1/6 Page	\$489.50	\$439.50
1/8 Page	\$349.50	\$319.50

Black-and-White Rates	1x	2x
Full Page	\$1,359.50	\$1,219.50
2/3 Page	\$1,229.50	\$1,099.50
1/2-Page Island	\$1,119.50	\$1,009.50
1/2 Page	\$779.50	\$699.50
1/3 Page	\$689.50	\$619.50
1/4 Page	\$499.50	\$449.50
1/6 Page	\$349.50	\$319.50
1/8 Page	\$249.50	\$219.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

HTML5 | \$1,050

Large Insert | \$925

Video Sponsorship | \$900

Medium Insert | \$850

Rectangle | \$725

Top TOC Mobile Banner | \$425

2nd TOC Mobile Banner | \$375

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of 07/2018)

FLORIDA SCHOOL BUSINESS MAGAZINE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Florida School Business magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$875

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$725

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$425

4 2nd TOC Mobile Banner | \$325

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,050

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$900

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• **Large Insert | \$925**

• **Medium Insert | \$850**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

WHAT OUR MEMBERS ARE SAYING:

Our members value Florida School Business as a key resource for them and our industry. In a recent survey we asked them what they felt the benefits of Florida School Business were. This is what they had to say:

Florida School Business is a powerful tool that allows access to a wide variety of educational business professionals. The delivery of content specific news and advertising to these professionals can be mutually beneficial. Advertisers can have their products, materials, services or content viewed by a wide variety of educational professionals throughout the state. The education professionals can have access to the latest products and services offered by the advertisers.

-Mike Hewett Director of Maintenance and Warehousing Pinellas County Schools

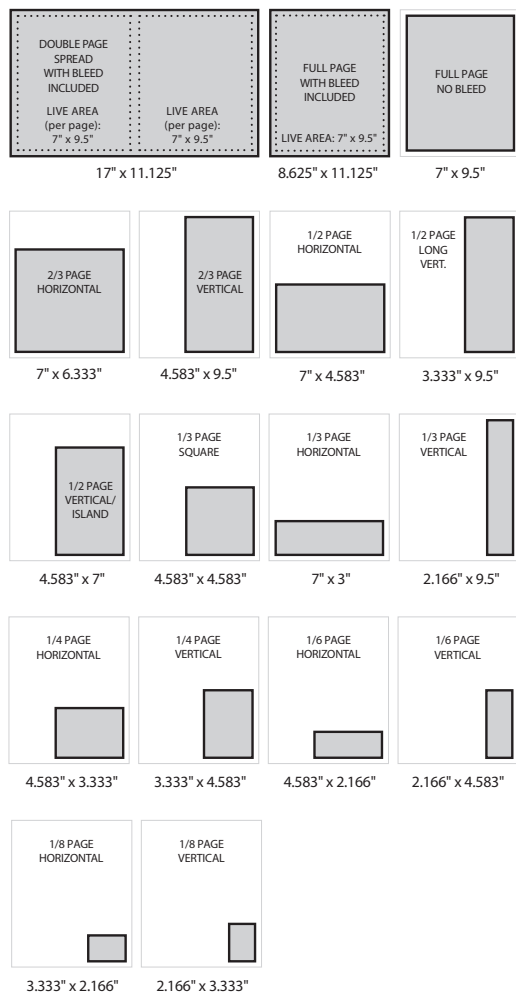
The main benefit of Florida School Business is that it keeps members connected. Seeing the publication serves as a reminder that you are a member of the organization. Plus it provides the opportunity to read about challenges facing other members and some of the solutions that members have developed to meet those challenges.

-Mike Williams Pasco County Schools Construction Services Accountant

PRINT ADVERTISING SPECIFICATIONS

FLORIDA SCHOOL BUSINESS MAGAZINE

Magazine Trim Size: 8.375" x 10.875"



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.

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/adupload

Production Services, Proofs and Revisions

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Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"
 1 Page / 2 surface: 8.375" x 10.875"
 2 Page / 4 surface: 8.375" x 10.875"
 Postcards: 6" x 4.25"
 Heavy Card Stock Insert: 8.25" x 10.75"
 Postal Flyers: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/onlinepecs



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THE BULLETIN BOARD

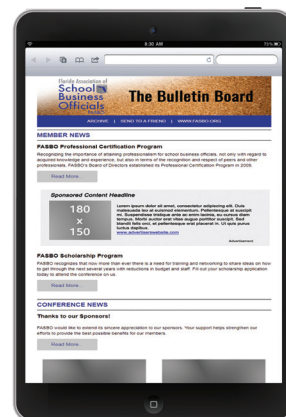
ENEWSLETTER

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *The Bulletin Board* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 2,000 decision-makers on a regular basis
- In addition to FASBO members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other FASBO publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



MEMBER NEWS
FASBO Professional Certification Program
 Recognizing the importance of attaining professionalism for school business officials, not only with regard to acquired knowledge and experience, but also in terms of the recognition and respect of peers and other professionals, FASBO's Board of Directors established its Professional Certification Program in 2009.

[Read More](#)

1

Sponsored Content Headline

180
x
150

Placeholder text for a 180 x 150 logo ad.

FASBO Scholarship Program
 FASBO recognizes that now more than ever there is a need for training and networking to share ideas on how to get through the next several years with reductions in budget and staff. Fill out your scholarship application today to attend the conference on us.

[Read More](#)

CONFERENCE NEWS
Thanks to our Sponsors!
 FASBO would like to extend its sincere appreciation to our sponsors. Your support helps strengthen our efforts to provide the best possible benefits for our members.

[Read More](#)

2

300 x 250

Placeholder for a 300 x 250 ad.

3

Sponsored Content Headline

180
x
150

Placeholder text for a 180 x 150 logo ad.

UPCOMING EVENTS
11 Nov 2019
FASBO & FSFOA Joint Conference
 Join us November 11 - 15, 2019 at the DoubleTree Universal, Orlando, FL. Rates start at \$129, three days post and prior. The FASBO & FSFOA Boards are working together to bring you an outstanding conference.

[Read More](#)

4

300 x 250

Placeholder for a 300 x 250 ad.

1 1st Sponsored Content (180 x 150 logo)

12 Months | \$2,000

- Only one spot available – NO ROTATION
- Located in the Members News section of the eNewsletter

2 1st Row Rectangle Ads (300 x250)

12 Months | \$1,750

- Only two spots available – NO ROTATION
- Located in the Conference News section of the eNewsletter

3 2nd Sponsored Content (180 x 150 logo)

12 Months | \$1,500

- Only one spot available – NO ROTATION
- Located in the Conference News section of the eNewsletter

4 2nd Row Rectangle Ads (300 x 250)

12 Months | \$1,250

- Only two spots available – NO ROTATION
- Located in the Upcoming Events section of the eNewsletter

Distributed on a monthly basis

Sections include

- Member News
- Conference News
- Upcoming Events
- Continuing Education
- Industry News & Trends

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PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Florida Association of School Business Officials and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of FASBO.

- **1GPA**
- **AceReader, Inc.**
- **Bencor Inc.**
- **Blue Skies Professional Services**
- **CDR Maguire - Emergency Management**
- **Duke TIP**
- **E&I Cooperative Services**
- **Federated Investors, Inc.**
- **Florida Transportation Systems**
- **Keystone Purchasing Network & PEPPM Technology Bidding**
- **Matthews Buses**
- **Mauldin & Jenkins**
- **National Intergovernmental Purchasing Alliance (National IPA)**
- **Nightlock**
- **PFM Solutions LLC**
- **PowerSchool**
- **RevTrak**
- **School Outfitters**
- **Sun State International Trucks**
- **TIPS USA**
- **Tour Saint Augustine, Inc.**
- **TSA Consulting Group**