Advertising Form

CSBA Annual Education Conference and Trade Show | December 5 – 7, San Diego Convention Center | **aec.csba.org**
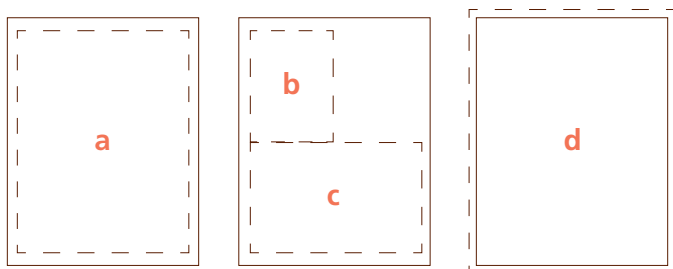
Onsite program

Your advertisement in the 2013 CSBA Annual Education Conference and Trade Show program will help draw traffic to your booth(s) and is one of the best ways to reach the more than 3,000 conference attendees. And, the program lasts long after the conference is over. Keep your name in front of California public education decision makers.

Reserve your ad space by Friday, September 6, 2013. Ad placement is based on a first-come, first-serve basis.

Advertising requirements: CSBA requires ads to be formatted as print-ready PDF files *(Adobe Acrobat)*, emailed to Stephanie Zito at **szito@csba.org**. Contact Stephanie with instructions for sending files larger than 5 MB. Onsite program ads must meet this requirement as well as the size specifications in the diagram below.

Artwork for advertisements must be received by Friday, September 6, 2013, to be included in the program.

Other ways to reach attendees!

Conference bag stuffers: Place your items in the official conference bag! CSBA is offering your company the opportunity to have an 8.5" x 11" flier inserted into each attendee bag. Each conference registrant will receive their bag when they check into the conference. This exclusive opportunity will be made available to only four companies based on a first-come, first-serve basis. If accepted, your company must send 3,000 pre-printed copies no later than November 8, 2013.

Program addendum advertising: The program addendum is a separate, supplemental insert that accompanies the conference program. The addendum lists exhibitors and program changes that happen after the program has already been printed. Both the addendum and program are distributed onsite to all conference attendees. Addendum ads must be ¼ page vertical ads noted in the specifications and prices below.

Contact us at (800) 266-3382, ext. 3276 or by email at **szito@csba.org** as soon as possible if you are interested in addendum advertising.

Note: *Ad reservations of any kind must be confirmed and payment received before artwork will be accepted. Advertising that simulates editorial content will not be accepted. CSBA reserves the right to reject any advertising copy or design we deem unacceptable.*

Interior program pages:
- **(a)** Full page *(no bleeds)* | 7.25" x 10" | black & white
- **(b)** ¼ page *(vertical only)* | 3.375" x 4.75" | black & white
- **(c)** ½ page *(horizontal only)* | 7" x 4.75" | black & white

Outside back cover page:
- **(d)** Full page *(with bleeds)* | 8.75" x 11.25" | four color process

Program addendum ads:
- **(b)** ¼ page *(vertical only)* | 3.375" x 4.75" | black & white

Reservation and Payment Form

Company/Organization

Advertising Contact

Address

City   State   Zip

Phone   Fax   Email

Visa/MasterCard/American Express #   Exp. date

Signature   Name as it appears on card

☐	Full color tab page *(d)*	$1,800
☐	Outside back cover page *(d)*	$1,560
☐	Inside back cover full page *(a)*	$1,440
☐	Inside front cover full page *(a)*	$1,320
☐	Inside first front full page *(a)*	$1,320
☐	Second front full page ad *(a)*	$1,080
☐	Full page inside ad *(a)*	$960
☐	½ page horizontal ad *(c)*	$720
☐	¼ page vertical ad *(b)*	$600
☐	8.5" x 11" Conference Bag flier	$1,560

Total enclosed: $

Check here if a California Schools Business Affiliate.*

☐

* *Paid Business Affiliates receive discounts according to their level. Discounts will be reimbursed to your company.*

Payment and artwork due September 6, 2013

Stephanie Zito, *Exhibits Specialist*
California School Boards Association | 3251 Beacon Blvd.
West Sacramento, CA 95691-1660 | fax: (916) 669-3366

For more information, contact:
Stephanie Zito | (800) 266-3382, ext. 3276 | szito@csba.org

Download form in PDF format: **aec.csba.org**