



# Kentucky Association of School Administrators

## Reach 100% of Kentucky schools.

### The KASA Advantage

- ..... K-12 education in Kentucky is a **\$4.8 billion** market.
- ..... The Kentucky school system spends approximately **\$9,144** in products and services **on each of the 675,298 students it teaches.**
- ..... **100%** of the state's school superintendents **are members of KASA** and, in addition, a full **50% of our members are school principals.**

### Member & Reader Profile

**Kentucky School Leader** is mailed directly to every school in Kentucky. You will reach key decision makers with a wide range of interests and professions, including:

- K-12 principals
- Financial officers
- Food service directors
- Maintenance & operations supervisors
- Superintendents
- Management
- School planning employees
- Transportation

### Who We Are

KASA members are involved in the business aspect of school district operations. This includes **fiscal management, data processing, transportation, food service, construction, personnel, maintenance, operations and more.** In Kentucky, K-12 education is a **\$4.8 billion market.** From school bus equipment to architects and appliances, our members know they can select vendors from their official resources with confidence.

### For more information, please contact:

**Brian Agnes**  
Publication Director  
Naylor, LLC  
(770) 810-6979  
bagnes@naylor.com



Connect with KASA members in print and online throughout the year.



### Kentucky School Leader PRINT EDITION

Our tri-annual magazine, **Kentucky School Leader**, is referenced by school business officials throughout Kentucky for news, events and legislation and more.



### Kentucky School Leader DIGITAL EDITION

**Kentucky School Leader** is also available in an interactive digital version, which allows you to extend your print investment through the unique advantages of digital media.

On average, members read **more than half of each issue** of the *Kentucky School Leader* digital edition. Each issue of the digital edition receives **more than 350 visits.**



To learn more about KASA, visit:  
**www.kasa.org**

# Kentucky School Leader tri-annual magazine

## Net Advertising Rates

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2x	3x
Double Page Spread	\$3,679.50	\$3,499.50	\$3,309.50
Outside Back Cover	\$3,209.50	\$3,079.50	\$2,959.50
Inside Front or Inside Back Cover	\$2,999.50	\$2,869.50	\$2,749.50
Full Page	\$2,499.50	\$2,369.50	\$2,249.50
2/3 Page	\$1,999.50	\$1,899.50	\$1,799.50
1/2 Page	\$1,319.50	\$1,249.50	\$1,189.50
1/3 Page	\$1,219.50	\$1,159.50	\$1,099.50
1/4 Page	\$879.50	\$839.50	\$789.50
1/6 Page	\$749.50	\$709.50	\$669.50
1/8 Page	\$589.50	\$559.50	\$529.50
Black-and-White Rates	1x	2x	3x
Full Page	\$1,559.50	\$1,479.50	\$1,399.50
2/3 Page	\$1,339.50	\$1,269.50	\$1,209.50
1/2 Page	\$989.50	\$939.50	\$889.50
1/3 Page	\$859.50	\$819.50	\$769.50
1/4 Page	\$639.50	\$609.50	\$579.50
1/6 Page	\$509.50	\$479.50	\$459.50
1/8 Page	\$409.50	\$389.50	\$369.50

**All print rates include an eLink in the digital version of the magazine!**

## Special Advertising Opportunities

### Innovation in Education



Highlight the cutting-edge educational products and services that your business has to offer by showcasing your company in the Innovation in Education section of *Kentucky School Leader*.

### Field Trip & Leadership Retreats Marketplace



The Field Trip & Leadership Retreats Marketplace of *Kentucky School Leader* is designed to highlight destinations that can provide an educational and entertaining experience for students.

### New Product Showcase



Do you have a new product you would like to introduce to KASA members? Use our New Product Showcase to launch your newest products into the education market.

### Building a Better Foundation

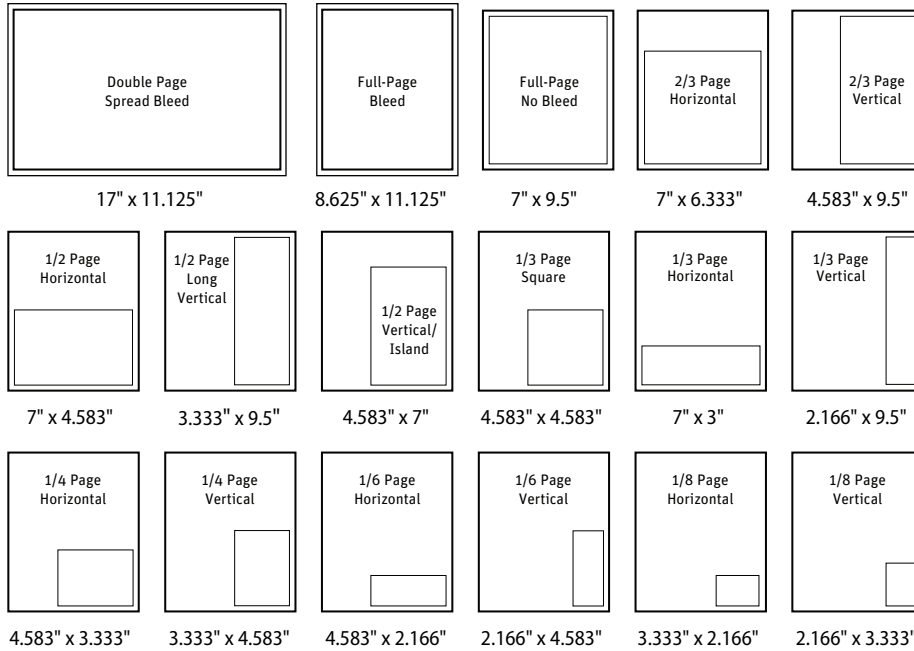


This special section prominently features those companies that design, build, renovate and maintain school buildings throughout the state of Kentucky.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). KYS-T0112 (LR 12/15/2011 KYS-T0108)

## Print Advertising Specifications

**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.

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

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

**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.

### 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) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

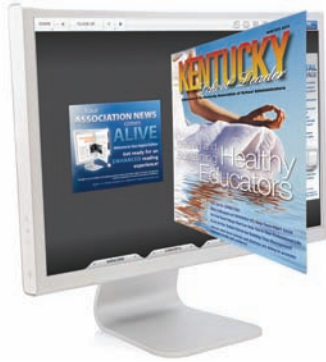
### Proofs and Revisions

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.

## Kentucky School Leader – digital edition

### Digital Edition

In addition to print, **Kentucky School Leader** is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



**Extend your print advertising investment with the unique benefits of digital media:**

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

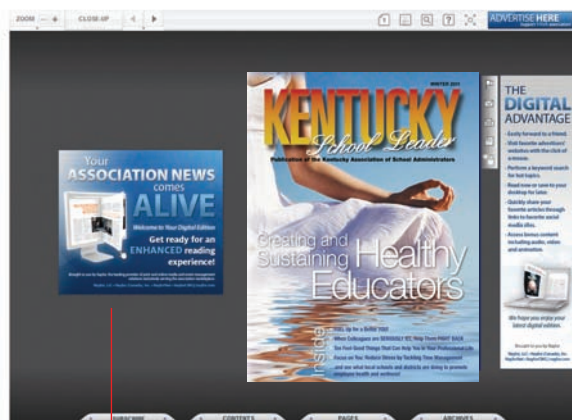
*Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.*

**With the digital edition, readers can:**

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

On average, members read **more than half of each issue** of the *Kentucky School Leader* digital edition. Each issue of the digital edition receives **more than 350 visits**.

### Ad Positions



#### eSponsorship | \$929.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

#### eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address.

#### eToolbar | \$769.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

#### eSkyscraper | \$1,099.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

#### Ad "Jolt" Upgrade | \$350.00

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

# Kentucky School Leader – digital edition

## Education Leaders Online Buyers' Guide

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### Digital Edition

#### eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

#### eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

#### eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

### Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add any Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

### Online Buyers' Guide

#### Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

#### Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF\* accepted

#### Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF\* accepted

#### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF\* accepted

**Please note: File size for ad submissions must not exceed 100 kb.**

### \*Flash Guidelines

- Embed all fonts
- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

### Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

**Note: Do not type the company URL but the word "URL".** Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

# Kentucky School Leader tri-annual magazine

## 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. 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"/> Copiers/Business Equipment                   | <input type="checkbox"/> Motivational Speakers         |
| <input type="checkbox"/> Accounting & Auditing Services              | <input type="checkbox"/> Couriers                                     | <input type="checkbox"/> Musical Instruments           |
| <input type="checkbox"/> Acoustical Dampening Products               | <input type="checkbox"/> Drug Testing/Detection                       | <input type="checkbox"/> Nutrition                     |
| <input type="checkbox"/> Appraisers                                  | <input type="checkbox"/> Educational Programming, Software & Supplies | <input type="checkbox"/> Office Equipment & Supplies   |
| <input type="checkbox"/> Architects                                  | <input type="checkbox"/> Educational Resources/Services               | <input type="checkbox"/> Paints & Supplies             |
| <input type="checkbox"/> Art Supplies                                | <input type="checkbox"/> Educational Technology                       | <input type="checkbox"/> Payroll Services              |
| <input type="checkbox"/> Arts & Humanities Content Providers         | <input type="checkbox"/> Energy Conservation                          | <input type="checkbox"/> Periodicals                   |
| <input type="checkbox"/> Asbestos Removal & Equipment                | <input type="checkbox"/> Energy Consulting & Management Services      | <input type="checkbox"/> Pest Control                  |
| <input type="checkbox"/> Athletic Supplies & Equipment               | <input type="checkbox"/> Engineers                                    | <input type="checkbox"/> Pharmacy Benefit Management   |
| <input type="checkbox"/> Attractions                                 | <input type="checkbox"/> Exhibits                                     | <input type="checkbox"/> Playground/Outdoor Equipment  |
| <input type="checkbox"/> Audio-Visual Equipment                      | <input type="checkbox"/> Facilities Engineering                       | <input type="checkbox"/> Printing                      |
| <input type="checkbox"/> Bathroom Accessories                        | <input type="checkbox"/> Field Trips                                  | <input type="checkbox"/> Professional Development      |
| <input type="checkbox"/> Benches                                     | <input type="checkbox"/> Financial Services                           | <input type="checkbox"/> Reading Assessment            |
| <input type="checkbox"/> Bike Racks                                  | <input type="checkbox"/> Fire Safety & Protection                     | <input type="checkbox"/> Regional School Accreditation |
| <input type="checkbox"/> Biological Specimens & Supplies             | <input type="checkbox"/> Food Service Equipment/Supplies              | <input type="checkbox"/> Retirement Planning           |
| <input type="checkbox"/> Bleachers                                   | <input type="checkbox"/> Furniture                                    | <input type="checkbox"/> Roofing & Flooring            |
| <input type="checkbox"/> Books                                       | <input type="checkbox"/> Gazebos                                      | <input type="checkbox"/> Satellite Communications      |
| <input type="checkbox"/> Brokers                                     | <input type="checkbox"/> Gym Equipment                                | <input type="checkbox"/> Scanners/Optical Mark Readers |
| <input type="checkbox"/> Building Materials                          | <input type="checkbox"/> Health & Wellness                            | <input type="checkbox"/> School Supplies & Equipment   |
| <input type="checkbox"/> Bus A/C & Heating Systems                   | <input type="checkbox"/> Health Care Benefits                         | <input type="checkbox"/> Scoreboards                   |
| <input type="checkbox"/> Buses/School Transportation Repairs & Sales | <input type="checkbox"/> Heating/Air Conditioning                     | <input type="checkbox"/> Security                      |
| <input type="checkbox"/> Carpeting                                   | <input type="checkbox"/> Hotels                                       | <input type="checkbox"/> Shelving & Storage            |
| <input type="checkbox"/> CCTV  | <input type="checkbox"/> Insurance                                    | <input type="checkbox"/> Special Events/Rentals        |
| <input type="checkbox"/> Ceiling & Suspension Systems                | <input type="checkbox"/> Intercom Systems                             | <input type="checkbox"/> Sports & Athletic Equipment   |
| <input type="checkbox"/> Cleaning Equipment/Supplies                 | <input type="checkbox"/> Interior Decorations                         | <input type="checkbox"/> Sports Lighting               |
| <input type="checkbox"/> Clocks & Watches                            | <input type="checkbox"/> Internet Communications                      | <input type="checkbox"/> Sports Surfaces               |
| <input type="checkbox"/> College Student Loans                       | <input type="checkbox"/> Labor Management                             | <input type="checkbox"/> State Parks                   |
| <input type="checkbox"/> Colleges/Universities                       | <input type="checkbox"/> Landscaping & Supplies                       | <input type="checkbox"/> Storage Buildings             |
| <input type="checkbox"/> Communications Systems                      | <input type="checkbox"/> Leave Management                             | <input type="checkbox"/> Teaching Aids                 |
| <input type="checkbox"/> Computer Software, Hardware & Accessories   | <input type="checkbox"/> Library Media Products/Services              | <input type="checkbox"/> Telecommunications            |
| <input type="checkbox"/> Conference Centers                          | <input type="checkbox"/> Lighting Equipment                           | <input type="checkbox"/> Temperature/Climate Controls  |
| <input type="checkbox"/> Construction Management                     | <input type="checkbox"/> Lockers & Accessories                        | <input type="checkbox"/> Testing & Assessment Programs |
| <input type="checkbox"/> Consulting                                  | <input type="checkbox"/> Medical Supplies/Equipment                   | <input type="checkbox"/> Theater & Stage               |
| <input type="checkbox"/> Contractors                                 | <input type="checkbox"/> Mobile & Modular Classrooms                  | <input type="checkbox"/> Time & Attendance             |
|  |   | <input type="checkbox"/> Trophies/Engravings/Awards    |
|  |   | <input type="checkbox"/> Tuition Assistance Programs   |

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

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



## 2011 Advertisers in *Kentucky School Leader*

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with KASA 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 ***Kentucky School Leader***.

Academy of Mathematics and Science in  
Kentucky  
Achieve3000  
ACT  
Adams, Stepner, Woltermann & Dusing,  
PLLC  
ADT  
American Fidelity  
Annuity Associates, Inc.  
Asbury University  
Beck Studios, Inc.  
Bio Corporation  
California Casualty  
CMSAA/KMSA  
Finley Fun Center  
Galt House Hotel & Suites  
GCA Services Group  
Humana  
Information Design, Inc.  
Kellogg's/Keebler

Kentucky Army National Guard  
Kentucky Higher Education Assistance  
Authority  
KTA Engineers  
Louisville Science Center  
Louisville Zoo  
Measured Progress  
Midway College  
Plato, Inc.  
Prestonsburg, Kentucky-CVB  
Ross, Sinclair & Associates, LLC  
Ross Tarrant Architects, Inc.  
Scientific Learning Corp.  
Shurley Instructional Material  
The Center for Gifted Studies  
The Wise Owl  
Thermal Equipment Sales and Service, Inc.  
University of the Cumberlands  
Voyager Learning