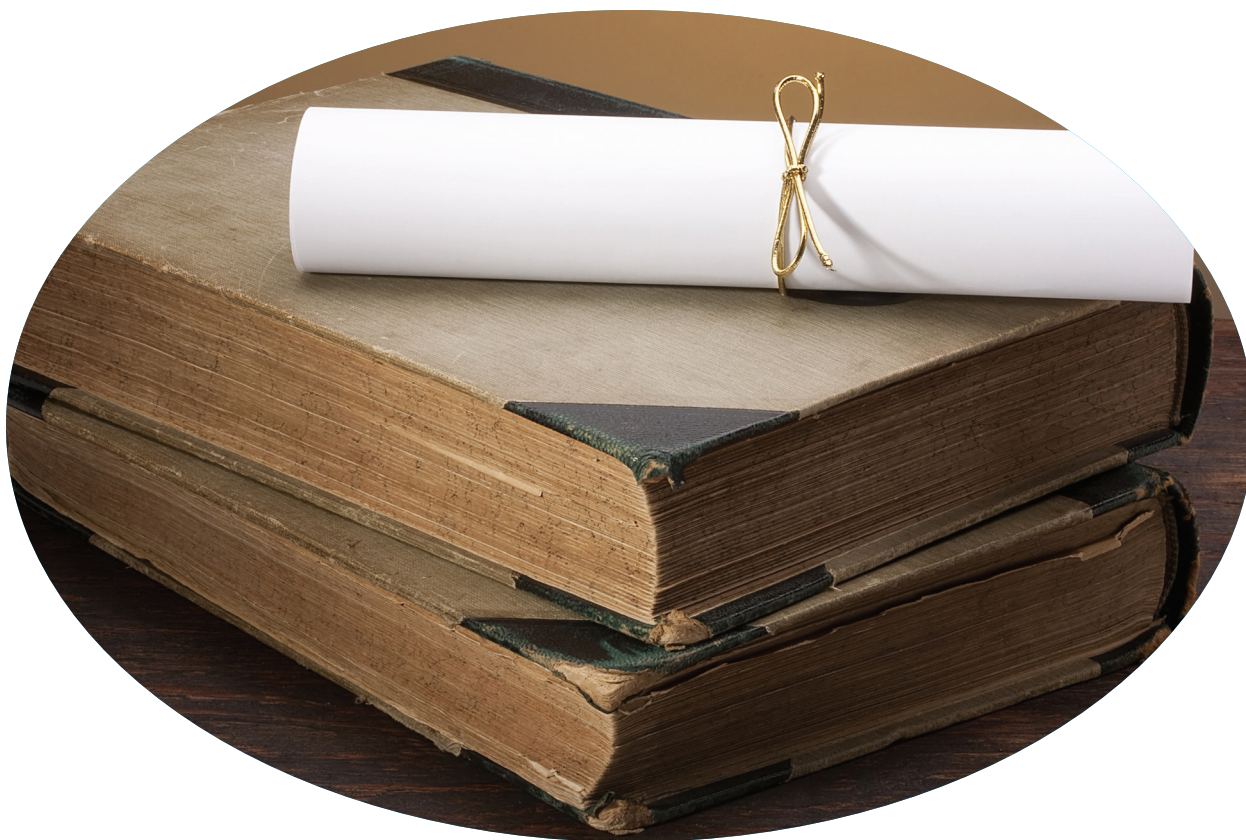


# CALIFORNIA CHARTER SCHOOLS ASSOCIATION MEDIA GUIDE



**Promote your services with leaders in  
California's charter school systems!**

*CCSA Buyers' Guide & CCSA Bulletin News*

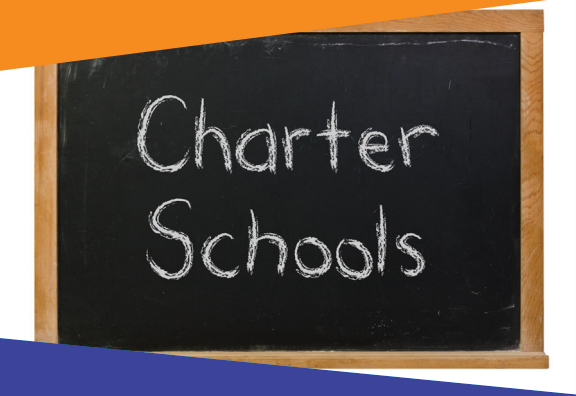
FOR MORE INFORMATION, PLEASE CONTACT:

**Debbi McClanahan**  
Publication Director  
Direct: (352) 333-3490  
[debbim@naylor.com](mailto:debbim@naylor.com)



California  
Charter Schools  
Association

**NAYLOR**   
ASSOCIATION SOLUTIONS



# Charter Schools



## ABOUT CCSA AND CALIFORNIA CHARTER SCHOOLS:

- California charter schools spend more than \$1 billion on products and services each year.\*
- California is the nation's largest charter school market and CCSA is the largest and most established state charter school association.\*\*
- CCSA represents 70 percent of charter schools across California.\*\*
- Our members are part of a \$7.3 billion a year charter school market.
- CCSA has tremendous reach and influence with more than 50-100 new schools opening each year and more than 1,300 charters operating statewide serving more than 660,000 students.\*\*



CALIFORNIA CHARTER  
SCHOOLS BUYERS' GUIDE

Our 2018 Buyers' Guide More  
than 930 pageviews!

## WHAT OUR MEMBERS ARE LOOKING FOR:

Our member schools, developers and support organizations rely on CCSA communications as information resources and purchasing guides. These key stakeholders are looking for essential products and services including:

- |   |                               |
|---|-------------------------------|
| • Accountability & Assessment Tools         | • Legal Assistance            |
| • Compliance & Student Info Systems         | • Marketing & Communications  |
| • Copiers                                   | • Professional Development    |
| • Curriculum Material & Textbooks           | • School Clothing             |
| • Employee Benefits & Human Resources       | • Special Education Services  |
| • Facilities Design & Construction Services | • Technology Tools & Services |
| • Financial Services                        | • Transportation Services     |
| • Food Services                             | • Travel                      |
| • Furniture & Furnishings                   | • And More!                   |



MEMBER DIGEST  
ENEWSLETTER

Delivered to 9,000 members  
on a regular basis

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Reach the Nations Largest Charter School Market! Contact  
Your Naylor Account Executive and Advertise Today!

\*IBIS World Industry Report: #OD4993

\*\*2018 Marketing Questionnaire



California  
Charter Schools  
Association

# CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE



California  
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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 California Charter Schools Association 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 CCSA.

- 3 Oaks Resource Group International
- Artik Art & Architecture
- BB&T Capital Markets
- BLX
- BOK Financial
- Bolton & Company
- Buck Financial Advisors LLC
- BYU Independent Study
- California Credit Union
- CalSTRS Defined Contribution Solutions
- Capital Impact Partners
- Charter School Capital
- CharterLIFE
- Christy White Accountancy Corporation
- Clearinghouse CDFI
- CliftonLarsonAllen, LLP
- Community Playgrounds
- Comprehend
- Crystal Plus Inc.
- Delta Managed Solutions, Inc
- DirectEd Educational Services
- Easy Grammar Systems
- EdTec, Inc.
- EPR Properties
- ExED - Excellent Education Development
- Gravitas Publications
- Hertz Furniture Systems, LLC
- ICON School Management
- Keenan
- Low Income Investment Fund
- Maginnis Knechtel & McIntyre, LLP
- Mentoring Minds, LP
- Musick, Peeler, & Garret, LLP
- One Call Now
- Piper Jaffray & Co.
- Poms & Associates Insurance Brokers
- Quality Science Labs
- Raymond James & Associates
- Robert W. Baird & Co.
- School Outfitters
- Schools Excess Liability Fund
- Squar Milner, LLP
- Teachers On Reserve, LLC
- Unified Nutrimeals
- Vavrinek Trine Day & Co., LLP
- William Howard Taft University
- Young, Minney & Corr, LLP

# CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE



California  
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Association

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the buyers' guide.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	Non-Member Rates	Vendor Member Rates
Double Page Spread	\$3,929.50	\$3,459.50
Outside Back Cover	\$3,459.50	\$3,109.50
Inside Front or Inside Back Cover	\$3,199.50	\$2,849.50
Full Page	\$2,729.50	\$2,379.50
2/3 Page	\$2,159.50	\$1,869.50
1/2 Page	\$1,599.50	\$1,389.50
1/3 Page	\$1,229.50	\$1,059.50
1/4 Page	\$1,059.50	\$809.50
1/6 Page	\$699.50	\$599.50
1/8 Page	\$549.50	\$469.50

Black-and-White Rates	Non-Member Rates	Vendor Member Rates
Full Page	\$1,639.50	\$1,429.50
2/3 Page	\$1,429.50	\$1,239.50
1/2 Page	\$1,069.50	\$899.50
1/3 Page	\$829.50	\$729.50
1/4 Page	\$639.50	\$569.50
1/6 Page	\$509.50	\$449.50
1/8 Page	\$379.50	\$339.50

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.

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 April 2018)

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# CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE



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## 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"/> Electrical Utilities                       | <input type="checkbox"/> Negotiation Services                   |
| <input type="checkbox"/> Accountability & Assessment Tools        | <input type="checkbox"/> Emergency Services/Planning Support        | <input type="checkbox"/> Noise Control Products                 |
| <input type="checkbox"/> Accounting & Auditing Services           | <input type="checkbox"/> Employee Benefits                          | <input type="checkbox"/> Office Equipment & Supplies            |
| <input type="checkbox"/> Acoustics                                | <input type="checkbox"/> Energy Management                          | <input type="checkbox"/> Payroll Services                       |
| <input type="checkbox"/> Actuarial Consulting                     | <input type="checkbox"/> Engineering Services                       | <input type="checkbox"/> Pest Control                           |
| <input type="checkbox"/> Appraisal - Fixed Asset Services         | <input type="checkbox"/> Environmental Improvement                  | <input type="checkbox"/> Playground Equipment                   |
| <input type="checkbox"/> Architects                               | <input type="checkbox"/> Executive Compensation                     | <input type="checkbox"/> Real Estate/Land Use/Property Advisers |
| <input type="checkbox"/> Arts Education                           | <input type="checkbox"/> Facilities/Construction Management         | <input type="checkbox"/> Professional Development               |
| <input type="checkbox"/> Art Supplies                             | <input type="checkbox"/> Financial Services                         | <input type="checkbox"/> Recreation Equipment & Supplies        |
| <input type="checkbox"/> Asbestos Removal & Equipment             | <input type="checkbox"/> Fire & Safety Protection                   | <input type="checkbox"/> Retirement Plans                       |
| <input type="checkbox"/> Athletic Supplies & Equipment            | <input type="checkbox"/> Floor & Cleaning Equipment                 | <input type="checkbox"/> Risk Management                        |
| <input type="checkbox"/> Attorneys                                | <input type="checkbox"/> Flooring                                   | <input type="checkbox"/> Roofing                                |
| <input type="checkbox"/> Audio-Visual/Video Equipment             | <input type="checkbox"/> Food and Beverages                         | <input type="checkbox"/> Roofing & Flooring Systems             |
| <input type="checkbox"/> Back Office Support & Start-Up Services  | <input type="checkbox"/> Food Service Equipment/Parts               | <input type="checkbox"/> Safety Products                        |
| <input type="checkbox"/> Bike Racks                               | <input type="checkbox"/> Food Service Suppliers                     | <input type="checkbox"/> Sanitary Maintenance Supplies          |
| <input type="checkbox"/> Biological Specimens & Supplies          | <input type="checkbox"/> Fundraising & Grant Writing                | <input type="checkbox"/> School Equipment                       |
| <input type="checkbox"/> Bleachers                                | <input type="checkbox"/> Furniture                                  | <input type="checkbox"/> School Fixtures                        |
| <input type="checkbox"/> Boilers & Accessories                    | <input type="checkbox"/> General School Supplies                    | <input type="checkbox"/> School Supplies & Curriculum           |
| <input type="checkbox"/> Bond Counsel                             | <input type="checkbox"/> Hazardous Materials - Consulting/ Services | <input type="checkbox"/> School Transportation, Repairs         |
| <input type="checkbox"/> Books and Book Suppliers                 | <input type="checkbox"/> Health Care Providers/Insurers/HMOs        | <input type="checkbox"/> School Transportation, Sales           |
| <input type="checkbox"/> Building Construction Materials          | <input type="checkbox"/> Home School Services                       | <input type="checkbox"/> Scoreboards                            |
| <input type="checkbox"/> Building Maintenance                     | <input type="checkbox"/> Hotel Accommodations                       | <input type="checkbox"/> Security Products & Services           |
| <input type="checkbox"/> Campaign Consultants                     | <input type="checkbox"/> HVAC                                       | <input type="checkbox"/> Shelving & Storage                     |
| <input type="checkbox"/> Carpeting                                | <input type="checkbox"/> Insurance & Retirement Benefits            | <input type="checkbox"/> Signs/Marqueses                        |
| <input type="checkbox"/> Charter Management Organization          | <input type="checkbox"/> Interior Decorations                       | <input type="checkbox"/> Sound & Lighting Systems               |
| <input type="checkbox"/> Clocks                                   | <input type="checkbox"/> Internet Communications                    | <input type="checkbox"/> Special Education Needs                |
| <input type="checkbox"/> Communication Equipment/Services         | <input type="checkbox"/> Janitorial Equipment & Supplies            | <input type="checkbox"/> Sport Surfaces                         |
| <input type="checkbox"/> Compliance & Student Information Systems | <input type="checkbox"/> Landscaping & Supplies                     | <input type="checkbox"/> Strategic Planning                     |
| <input type="checkbox"/> Computer Supplies                        | <input type="checkbox"/> Legal Services                             | <input type="checkbox"/> Swimming Pool Systems & Equipment      |
| <input type="checkbox"/> Computers, Hardware                      | <input type="checkbox"/> Library Supplies                           | <input type="checkbox"/> Tax Deferred Retirement Plans          |
| <input type="checkbox"/> Computers, Software                      | <input type="checkbox"/> Lighting & Equipment                       | <input type="checkbox"/> Teaching Aids                          |
| <input type="checkbox"/> Consulting Services, General             | <input type="checkbox"/> Liquid Soaps & Dispensers                  | <input type="checkbox"/> Telecommunications                     |
| <input type="checkbox"/> Contractors                              | <input type="checkbox"/> Litter Receptacles                         | <input type="checkbox"/> Temperature Controls                   |
| <input type="checkbox"/> Copiers & Reproduction Equipment         | <input type="checkbox"/> Lockers & Locks                            | <input type="checkbox"/> Transportation Services & Equipment    |
| <input type="checkbox"/> Curriculum Material                      | <input type="checkbox"/> Maintenance Supplies, Equipment & Services | <input type="checkbox"/> Travel for Education & Students        |
| <input type="checkbox"/> Divider Curtains                         | <input type="checkbox"/> Mobile & Modular Classrooms                | <input type="checkbox"/> Walls & Ceilings                       |
| <input type="checkbox"/> E-Commerce/Online Purchasing             |   | <input type="checkbox"/> Washroom Accessories                   |
|   |   | <input type="checkbox"/> Other: _____                           |

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: \_\_\_\_\_



## SIGN UP TO BE A VENDOR MEMBER!

The association relies on its business supporters to help serve the charter movement and we actively promote vendor members to our member schools. As a vendor member of the California Charter Schools Association, you will enjoy the following benefits:

### **Build Relationships with Charter School Leaders:**

Your organization will receive opportunities throughout the year to meet and talk with leaders at association events and activities.

### **Get Noticed:**

You'll enjoy logo and name placement on the association website and our *California Charter Schools Buyers' Guide*, along with opportunities to exhibit and receive exclusive vendor member perks at the annual California Charter Schools Conference. In addition, vendor members are also eligible to become Referred Service Providers, receiving prominent placement in the California Charter Schools Buyers' Guide and website.

### **Stay Top of Mind:**

Through regular mailings and newsletters, the association builds trust between charter school leaders and the vendor community. We encourage our schools to support the organizations that support them.

### **Discounts:**

In addition to discounted advertisement rates in the California Charter Schools Buyers' Guide, vendor members also enjoy 25 percent off California Charter Schools Conference advertisements. Plus, exhibit at the 2018 conference and your business can receive up to 25 percent off its Vendor Membership dues.

For more information on Vendor Membership please visit:

[www.ccsa.org/services/membership/vendor.html](http://www.ccsa.org/services/membership/vendor.html) or contact Member Services at [membership@ccsa.org](mailto:membership@ccsa.org), or (213) 634-4610.

# CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE



California  
Charter Schools  
Association

The *California Charter Schools Buyers' Guide* is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

- 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

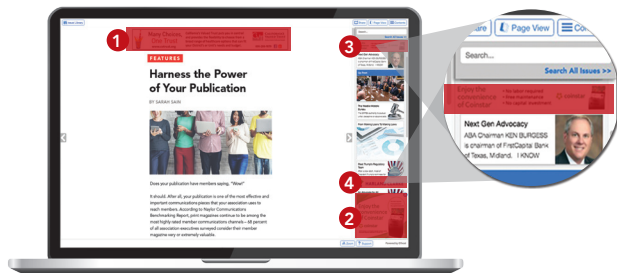
## FORMATS AVAILABLE TO READERS:

- **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) | \$1,800

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

### 2 Rectangle (all views) | \$1,300

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 1<sup>st</sup> article, and subsequent banners show every 3 articles.

### 3 Top TOC Mobile Banner | \$650

### 4 2<sup>nd</sup> TOC Mobile Banner | \$500

## 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 | \$1,750

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 | \$1,500

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

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

### • Large Insert | \$1,400

### • Medium Insert | \$1,200

For the latest online specs, please visit:  
[www.naylor.com/online Specs](http://www.naylor.com/online Specs)

# CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE

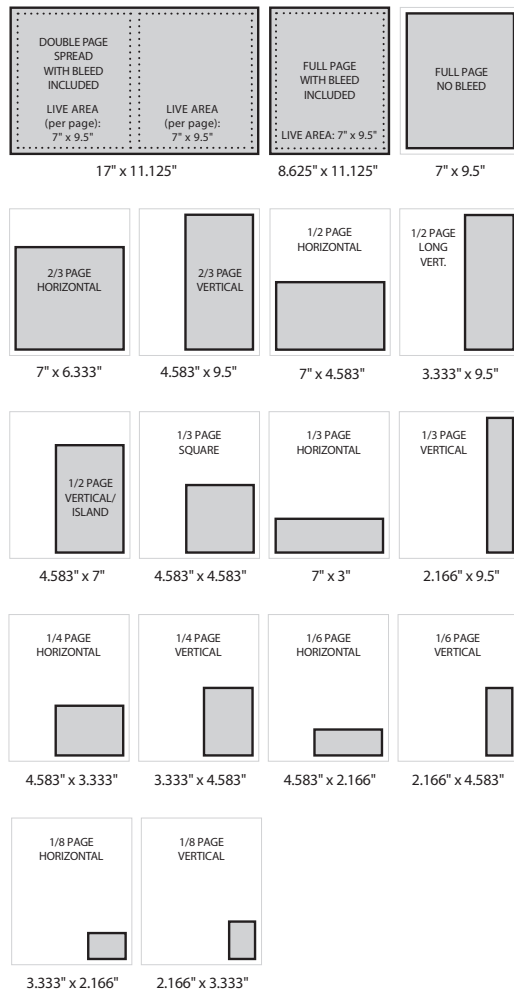


California  
Charter Schools  
Association

## PRINT ADVERTISING SPECIFICATIONS

### CALIFORNIA CHARTER SCHOOLS BUYERS' GUIDE

**Buyers' Guide 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](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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.

### 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 more information, visit:

<http://www.naylor.com/onlinepecs>

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.

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# MEMBER DIGEST ENEWSLETTER



California  
Charter Schools  
Association

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *Member Digest* 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 9,000 decision-makers on a regular basis
- In addition to CCSA 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 CCSA 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



### Members

12 Months | \$4,580

### Non-Member Tile

12 Months | \$5,295

- Only four spots available (limit 1 spot per advertiser) – NO ROTATION
- Located between popular sections of the eNewsletter

### Distributed Weekly

- Member Digest Tile Ad Specifications
- 125 x 125 pixels
- Creative accepted: jpg (no animation)
- Max file size 100 kb

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.