



# ILLINOIS

ASSOCIATION OF SCHOOL BUSINESS OFFICIALS

Northern Illinois University (IA-103)  
108 Carroll Avenue, DeKalb, IL 60115

Dear Advertiser:

**Demonstrate your partnership in the school business profession through this valuable advertising opportunity!**

The Illinois Association of School Business Officials is pleased to continue to work with Naylor Association Solutions to produce our bi-annual magazine, *The Journal of School Business Management*. The goal of *The Journal of School Business Management* is to provide both theoretical and practical information about the fiscal management of schools to approximately 2,200 readers. Naylor provides advertising, publication and media services that build your company's image and link your brand with buyers in the education industry. We invite your participation in our official publication.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with Illinois ASBO through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Naylor is also committed to complying with the standards established by American and Canadian Anti-Spam Legislation. If you do not wish to be emailed by a Naylor representative, please contact [dfreeman@naylor.com](mailto:dfreeman@naylor.com) immediately to have your address removed from Naylor's lists.

Tell the education industry about your quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in this Illinois ASBO publication.

On behalf of the Illinois Association of School Business Officials, our Board of Directors and our membership, we thank you in advance for your advertising commitment.

Sincerely,

Michael A. Jacoby, Ed.D., SFO, CAE  
Executive Director/CEO  
Illinois ASBO

ph: **815.753.1276** | fax: **815.753.9367** | online: [www.iasbo.org](http://www.iasbo.org)

# Illinois Association of School Business Officials

## Media Kit



**Illinois ASBO Members Represent  
70% of Illinois School Districts**

***The Journal of School Business Management***

FOR MORE INFORMATION, PLEASE CONTACT:

**Scott Pauquette**

Publication Director

[spauquette@naylor.com](mailto:spauquette@naylor.com)

(352) 333-3446



**NAYLOR**   
ASSOCIATION SOLUTIONS



## The Illinois ASBO Advantage

- Illinois school districts spend **more than \$13.8 billion** a year on products and services.\*\*
- Most Illinois ASBO school district members control annual **budgets averaging \$34.5 million**\*\*
- **80 % of members** approve contracts
- **75% of members** recommend vendors
- **75% of members** oversee bid processes

## Our Reach

The Journal of School Business Management reaches key decision makers responsible for purchasing products and services for their school districts. By participating, you can reach:

- Business Managers
- Assistant superintendents of school districts
- Superintendents
- Support and facility professionals throughout the state

**REACH ILLINOIS ASBO MEMBERS WHO  
APPROVE CONTRACTS, AND OVERSEE  
70% OF THE STATE'S SCHOOL DISTRICTS.  
CONTACT NAYLOR TODAY!**



## The Journal Of School Business Management

Print and Digital  
Bi-Annual Magazine

**NAYLOR**   
ASSOCIATION SOLUTIONS

# THE JOURNAL OF SCHOOL BUSINESS MANAGEMENT

## 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	\$4,119.50	\$3,909.50
Outside Back Cover	\$3,499.50	\$3,359.50
Inside Front or Inside Back Cover	\$3,229.50	\$3,079.50
Full Page	\$3,039.50	\$2,889.50
2/3 Page	\$2,609.50	\$2,479.50
1/2-Page Island	\$2,189.50	\$2,079.50
1/2 Page	\$1,539.50	\$1,459.50
1/3 Page	\$1,189.50	\$1,129.50
1/4 Page	\$839.50	\$789.50
1/6 Page	\$719.50	\$689.50
1/8 Page	\$609.50	\$579.50

Black-and-White Rates	1x	2x
Full Page	\$1,419.50	\$1,349.50
2/3 Page	\$1,249.50	\$1,189.50
1/2 Page	\$1,099.50	\$1,049.50
1/3 Page	\$949.50	\$899.50
1/4 Page	\$779.50	\$749.50
1/6 Page	\$609.50	\$579.50
1/8 Page	\$419.50	\$399.50

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 Ad** | \$1,050

**Large Insert** | \$925

**Digital Video Sponsorship** | \$900

**Leaderboard** | \$875

**Medium Insert** | \$850

**Rectangle** | \$725

**Top TOC Mobile Banner** | \$400

**2nd TOC Mobile Banner** | \$325

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 Aug. 2018)

# THE JOURNAL OF SCHOOL BUSINESS MANAGEMENT

## DIGITAL EDITION

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

The Journal of School Business Officials 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 publication.

#### 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 publication 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 | \$400

#### 4 2<sup>nd</sup> 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 publication 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 publication.

- 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/online specs](http://www.naylor.com/online specs)



# THE JOURNAL OF SCHOOL BUSINESS MANAGEMENT

## 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.*

### ACCOUNTING AND FINANCE

- ☐ Accounting & Finance Reporting Services
- ☐ Administration/ Financial Management Systems and Services
- ☐ Banks & Financial Service Institutions
- ☐ Billing Services
- ☐ Financial/ Business Forms
- ☐ Fixed Asset Accounting Reporting Systems and Services
- ☐ Rating Agency

### CONSTRUCTION AND RENOVATION

- ☐ Communications Wire and Cable Systems
- ☐ Construction Management
- ☐ Electrical Contractors
- ☐ Flooring, Carpeting, and Floor Coverings
- ☐ Portable and Relocatable Systems
- ☐ Pre-Engineered Structures

### CONSULTING AND PROFESSIONAL SERVICES

- ☐ Education Services
- ☐ Investment & Financial Consulting
- ☐ Legal Services
- ☐ Management Service
- ☐ Marketing and Government & Public Relations
- ☐ Professional Associations
- ☐ Transportation Systems Consulting

### EMPLOYEE BENEFITS AND 403(B) CONSULTING

- ☐ 403(b) and other Tax-Sheltered Annuities
- ☐ Employee Benefits Administration
- ☐ Human Resources Consultants
- ☐ Staffing Services

### FACILITY MANAGEMENT

- ☐ Architectural & Engineering Services
- ☐ Building Maintenance Services & Supplies
- ☐ Building Automation Controls
- ☐ Energy Conservation Equipment
- ☐ Energy Solutions
- ☐ Facilities Planners
- ☐ Groundskeeping
- ☐ HVAC Systems & Equipment
- ☐ Performance Contracting
- ☐ Plumbing and Water Mgmt. Services
- ☐ Roofing Services

- ☐ Signage

### FURNITURE AND PARTITIONS

- ☐ Classroom Furniture & Equipment
- ☐ Computer Furniture
- ☐ Drapery/Curtains
- ☐ Gymnasium
- ☐ Library Furniture, Services & Equipment
- ☐ Office Furniture
- ☐ Seating/Auditorium & Bleachers
- ☐ Storage Systems and Shelving
- ☐ FOOD SERVICE

- ☐ Food Service Supplies & Management
- ☐ Cafeteria Equipment

### HEALTH CARE/ MEDICAID BILLING AND CONSULTING

- ☐ Health Care Service Consultants
- ☐ Medicaid Billing Service
- ☐ INSTRUCTIONAL AND OFFICE SUPPLIES
- ☐ Office Supplies
- ☐ Classroom Supplies
- ☐ Student Supplies
- ☐ Textbooks and Library Books & Supplies
- ☐ Athletic Equipment and Supplies
- ☐ Science, Art, and Music Supplies
- ☐ Student Portraits, Uniforms, Apparel, and Other Supplies

### INVESTMENT ADVISORS

- ☐ School District Investment Analysts and Financial Advisors

### EQUIPMENT, SOFTWARE, AND SERVICES

- ☐ Accounting & Financial Software
- ☐ Communications Systems and Equipment
- ☐ Computer Hardware and Software
- ☐ Consulting Internet Service Providers
- ☐ Food Service Software
- ☐ Maintenance Management Software
- ☐ Information Management Services and Systems
- ☐ Student Attendance and Management Systems
- ☐ Systems Integration
- ☐ Transportation Management Software
- ☐ Web Design & Consulting and Internet Service Providers

### MAINTENANCE AND OPERATIONS

- ☐ Maintenance Equipment, Products & Supplies
- ☐ Floor Maintenance
- ☐ Lawn & Grounds Maintenance
- ☐ Washroom Equipment & Accessories

### OFFICE EQUIPMENT

- ☐ Audio/Visual Equipment
- ☐ Copiers, Fax Machines, and Document Management Systems
- ☐ Office Automation Systems

### PROCUREMENT AND ASSET MANAGEMENT

- ☐ Bidding & Purchasing Systems
- ☐ Procurement and e-Procurement Systems
- ☐ Supply Inventory & Distribution Tracking Systems
- ☐ Equipment Maintenance & Life Cycle Programs
- ☐ Inventory Appraisal and Valuation Services
- ☐ Capital Asset & Fixed Asset Management Systems

- ☐ Real Estate Management Systems

### RISK MANAGEMENT AND INSURANCE

- ☐ Insurance Carriers and Claim Administration
- ☐ Risk Management and Safety Programs
- ☐ Emergency Assessments
- ☐ Appraisal Services

### SECURITY SYSTEMS AND CRISIS MANAGEMENT

- ☐ Alarm Systems
- ☐ Communications Services
- ☐ Disaster Planning/Restoration
- ☐ Fingerprinting Services
- ☐ First Responder Tools
- ☐ Property Control and Inventory Systems
- ☐ Security Equipment, Systems, and Consulting

### TRANSPORTATION

- ☐ School Bus
- ☐ Transportation Services & Management

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

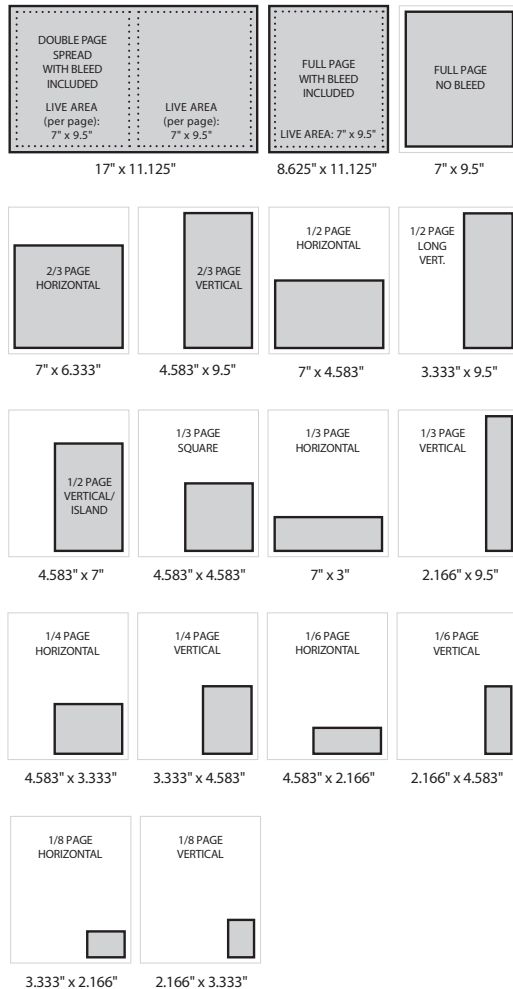
\_\_\_\_\_ Additional Categories X \$20 = \$\_\_\_\_\_

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

# PRINT ADVERTISING SPECIFICATIONS

## THE JOURNAL OF SCHOOL BUSINESS MANAGEMENT

Magazine/Directory 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 Flysheets: 8.5" x 11"

### Digital Edition

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



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. (ISB-B0119)

# THE JOURNAL OF SCHOOL BUSINESS MANAGEMENT

## PAST ADVERTISERS

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Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Illinois ASBO 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 Illinois ASBO.

- Access-Master
- BMO Harris Bank N.A.
- Camosy Incorporated
- Commerce Bank
- CS2 Design Group, LLC
- Cunningham Recreation
- DLA Architects, Ltd.
- Ehlers & Associates, Inc.
- Frederick Quinn Corporation
- HYA Executive Search Division, ECRA Group
- IHC Miller, LLP
- IHC Construction Companies, LLC
- Illinois Virtual School
- INSPEC, Inc.
- International Contractors, Inc.
- JMA Architects
- Key Benefit Concepts
- Kings Financial Consulting, Inc.
- Lamp Incorporated
- Larson & Darby Group
- Midwest Moving & Storage, Inc.
- Nicholas & Associates, Inc.
- Pepper Construction
- Plante & Moran
- School Outfitters
- Software Unlimited, Inc.
- Specialized Data Systems
- Stifel Nicolaus & Company
- T. A. Cummings/Assured
- Tyler Technologies, Inc.
- Voya Financial Advisors
- Whitt Law LLC
- Wintrust Financial
- WT Engineering

