

PASA Directory & Buyers' Guide

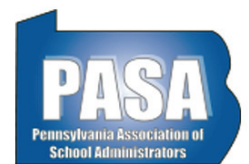
PASA Website



**Put Our Strength Behind You!
Advertise And Reach Key PASA Members
Throughout Pennsylvania.**

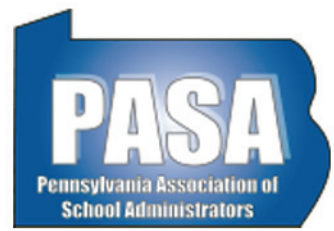
FOR MORE INFORMATION, PLEASE CONTACT:

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www.pasa-net.org

NAYLOR 
ASSOCIATION SOLUTIONS



Pennsylvania Association of School Administrators

PASA At A Glance:

- Combined, our member superintendents oversee school districts that **spend an estimated \$18 billion a year** on educational services.
- Our members include nearly **9 out of 10 superintendents** in Pennsylvania.
- Pennsylvania has **one of the largest student populations** in the country with more than **1.7 million** students enrolled!

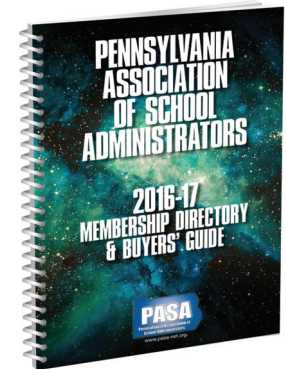


PASA Website

Our Reach:

Grow your company in front of key decision makers throughout Pennsylvania! When you advertise with PASA you'll reach:

- Superintendents
- Assistant Superintendents
- Principals
- Vice principals
- School administrators
- Aspiring school system leaders



PASA Membership Directory & Buyers' Guide

Put our strength behind you!

Advertise today and capture your share of \$18 billion spent on educational services each year.

PASA Website

Advertising on the PASA Website – www.pasa-net.org

Advertising on the PASA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to pasa-net.org to learn about upcoming association events, discover ways to maximize their PASA membership, and view the latest *PASA Directory & Buyers' Guide*. Advertising on pasa-net.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals.

Features of PASA website advertising:

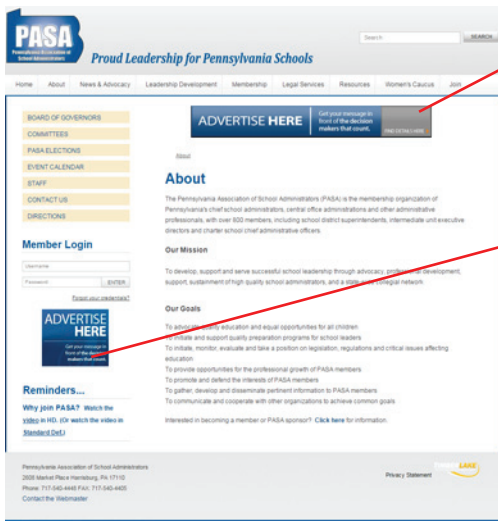
- Cross-promoted in other PASA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, pasa-net.org receives:

- 3,400+ visits per month
- 12,300+ page views per month



*Traffic numbers from 06/2016



Horizontal Banner (468 x 60 pixels) | 12 months \$1,800
• Run of Site (4 rotations)

Rectangle (180 x 150 pixels) | 12 months \$2,060
• Run of Site (4 rotations)

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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.

PASA Website

Website Space Reservation

To reserve your space on the PASA website, please select from the options below, then return this completed form to your Naylor account executive.

Rectangle

12 Months | \$2,060

Horizontal Banner

12 Months | \$1,800

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 Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (PAS-W0017)

Please sign and return to:

Membership Directory & Buyers' Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Pennsylvania Association of School Administrators 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 PASA.

American Athletic Track & Turf
BuyBoard Purchasing Cooperative
D'huy Engineering Inc.
Dutch Springs
Extron Electronics
FVHD Architects-Planners (Fraytak Veisz Hopkins Duthie PC)
GCA Services Group
Gordon Food Service
Kades-Margolis
Kennywood Park
Keystone Purchasing Network
King, Spry, Herman, Freund & Faul, LLC
Knox McLaughlin Gornall & Sennett, PC
Krise Transportation
McClure Company
Metz Culinary Management
Middletown & Hummelstown Railroad
Pearson
Pittsburgh Stage, Inc.
PLGIT
Reynolds Enterprises
RLPS Architects
School Outfitters
ShorTel
Slinky Action Zone
Step By Step Learning, LLC
SunGard K-12
THE NUTRITION GROUP
The Reschini Group
Vision Benefits of America