

# SSDA TODAY



**Reach SSDA member school districts  
that spend \$7 billion annually!**

*SSDA Today* Media Kit

FOR MORE INFORMATION, PLEASE CONTACT:



[www.ssda.org](http://www.ssda.org)



# SSDA TODAY



SSDA represents 2 out of 3 small school districts in California.



California ranks #1 in terms of student enrollment in the country.



SSDA member districts spend more than \$7 billion on products and services each year.



## Print and digital magazine

*Distributed biannually to superintendents and district offices in every California small school district*



SSDA TODAY reaches 100% of the small school districts in the state.

**Grow your company with us. Contact your Naylor account executive and reserve your space in *SSDA TODAY!***



# SSDA TODAY

## 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                | \$ 3,469.50 | \$ 3,119.50 |
| Outside Back Cover                | \$ 3,039.50 | \$ 2,839.50 |
| Inside Front or Inside Back Cover | \$ 2,819.50 | \$ 2,619.50 |
| Full Page                         | \$ 1,999.50 | \$ 1,799.50 |
| 1/2 Page                          | \$ 1,769.50 | \$ 1,589.50 |
| 1/3 Page                          | \$ 1,489.50 | \$ 1,339.50 |
| 1/4 Page                          | \$ 1,139.50 | \$ 1,029.50 |
| 1/6 Page                          | \$ 999.50   | \$ 899.50   |
| 1/8 Page                          | \$ 769.50   | \$ 689.50   |

### Black-and-White Rates

|           | 1x          | 2x          |
|-----------|-------------|-------------|
| Full Page | \$ 1,569.50 | \$ 1,409.50 |
| 1/2 Page  | \$ 1,089.50 | \$ 979.50   |
| 1/3 Page  | \$ 799.50   | \$ 719.50   |
| 1/4 Page  | \$ 699.50   | \$ 629.50   |
| 1/6 Page  | \$ 539.50   | \$ 489.50   |
| 1/8 Page  | \$ 479.50   | \$ 429.50   |

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

- Sponsorship | \$599.50
- Skyscraper | \$999.50
- Toolbar | \$399.50
- Sponsorship Max | \$799.50
- Digital Bellyband | \$600.00

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

(Rates as of March 2017)





# SSDA TODAY

## Digital Edition – [www.naylornetwork.com/ssc-today](http://www.naylornetwork.com/ssc-today)

In addition to print, *SSDA TODAY* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the SSDA's website. An archive of issues of SSDA TODAY is available online, securing your ad a lasting online presence.*

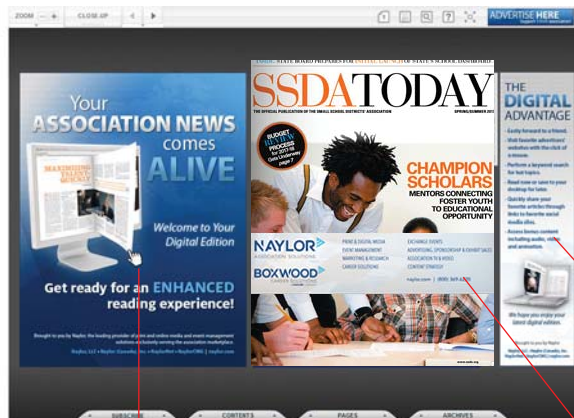
### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

### Extend your advertising investment with digital media:

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

## Ad Positions



### Digital Toolbar (250 x 50 pixels) | \$399.50

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

### Digital Skyscraper (200 x 783 pixels) | \$999.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Bellyband (603 x 324 pixels) | \$600.00

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

### Digital Sponsorship (550 x 480 pixels) | \$599.50

### Digital Sponsorship Max (543 x 705 pixels) | \$799.50

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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.

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



# SSDA TODAY

## Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

### 1. Select from the following options:

- Digital Sponsorship Max** | \$799.50
- Digital Sponsorship** | \$599.50
- Digital Skyscraper** | \$999.50
- Digital Bellyband** | \$600.00
- Digital Toolbar** | \$399.50

*All rates are per insertion. Invoices are issued upon publication.*

### 2. Choose the issue(s) in which you would like your ad to run:

- Spring/Summer 2018 (SSC-B0118)
- Fall/Winter 2018 (SSC-B0218)

3. Total your order: \$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ TOTAL PRICE

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. (SSC-B0118)

**Please sign and return to:**



# SSDA TODAY

## Direct-Mail and Belly Band Opportunities

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which *SSDA TODAY* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *SSDA TODAY* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Sample Belly Band

### Net Rates\*

| Surfaces              | Print Distribution Only             | Digital Distribution Only         | Print & Digital Distribution        |
|-----------------------|-------------------------------------|-----------------------------------|-------------------------------------|
| Belly Band            | <input type="checkbox"/> \$3,179.50 | <input type="checkbox"/> \$600.00 | <input type="checkbox"/> \$3,579.50 |
| 1-Page (2 surfaces)   | <input type="checkbox"/> \$1,419.50 | <input type="checkbox"/> \$200.00 | <input type="checkbox"/> \$1,569.50 |
| 2-Page (4 surfaces)** | <input type="checkbox"/> \$1,779.50 | <input type="checkbox"/> \$400.00 | <input type="checkbox"/> \$1,979.50 |
| Postcard              | <input type="checkbox"/> \$1,419.50 | <input type="checkbox"/> \$200.00 | <input type="checkbox"/> \$1,569.50 |

**Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.**

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

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## 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: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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). (SSC-B0118)

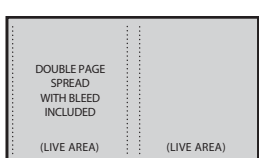
**Please sign and return to:**



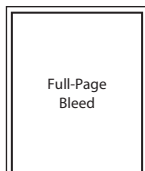
# SSDA TODAY

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



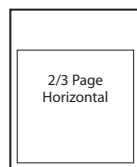
17" x 11.125"  
(7" x 9.5" LIVE PER PAGE)



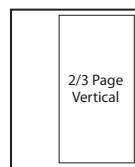
8.625" x 11.125"



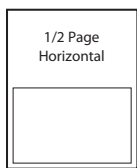
7" x 9.5"



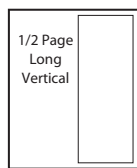
7" x 6.333"



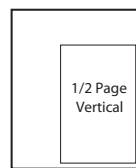
4.583" x 9.5"



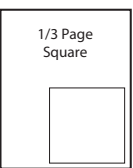
7" x 4.583"



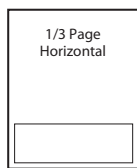
3.333" x 9.5"



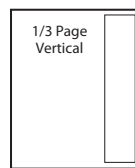
4.583" x 7"



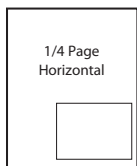
4.583" x 4.583"



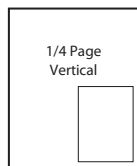
7" x 3"



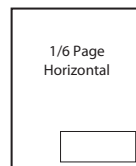
2.166" x 9.5"



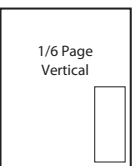
4.583" x 3.333"



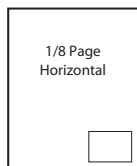
3.333" x 4.583"



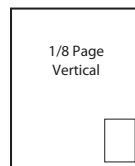
4.583" x 2.166"



2.166" x 4.583"



3.333" x 2.166"



2.166" x 3.333"

## Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875"
- 1 Pg / 2 Surface 8.375" x 10.875"
- 2 Pg / 4 Surface 8.375" x 10.875"

- Postcards 6" x 4.25"
- Heavy Card Stock Insert 8.25" x 10.75"
- Postal flyersheets 8.5" x 11"

**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"

## 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)

## 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.

**Digital Edition** - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



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# SSDA TODAY

## 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  | <input type="checkbox"/> Employee Benefits                                | <input type="checkbox"/> New & Used Bus Sales                        |
| <input type="checkbox"/> Accountants & Consultants                            | <input type="checkbox"/> Engineers  | <input type="checkbox"/> Nutrition                                   |
| <input type="checkbox"/> After-School Enrichment                              | <input type="checkbox"/> Environmental Systems                            | <input type="checkbox"/> Online Education                            |
| <input type="checkbox"/> Air Duct Cleaning                                    | <input type="checkbox"/> Financial Advisors                               | <input type="checkbox"/> Partitions & Moveable Walls                 |
| <input type="checkbox"/> Appraisals   | <input type="checkbox"/> Financial Services                               | <input type="checkbox"/> Performance Contracting                     |
| <input type="checkbox"/> Architects   | <input type="checkbox"/> Food Services                                    | <input type="checkbox"/> Playground Equipment                        |
| <input type="checkbox"/> Architectural Concrete Block                         | <input type="checkbox"/> Furniture  | <input type="checkbox"/> Playground Surfaces & Mulches               |
| <input type="checkbox"/> Assessment & Accountability                          | <input type="checkbox"/> Geographic Information Systems                   | <input type="checkbox"/> Pregnancy Services                          |
| <input type="checkbox"/> Athletic Sports Equipment                            | <input type="checkbox"/> Health Care Benefits                             | <input type="checkbox"/> Presentation Products                       |
| <input type="checkbox"/> Athletic Trainers                                    | <input type="checkbox"/> HVAC   | <input type="checkbox"/> Professional Development                    |
| <input type="checkbox"/> Attorneys  | <input type="checkbox"/> Identification Cards                             | <input type="checkbox"/> Pupil Transportation                        |
| <input type="checkbox"/> Attractions  | <input type="checkbox"/> Insurance  | <input type="checkbox"/> Retirement Planning Specialists             |
| <input type="checkbox"/> Audiovisual Equipment & Installation                 | <input type="checkbox"/> Interactive Presentation Products                | <input type="checkbox"/> Roofing Products & Services                 |
| <input type="checkbox"/> Bike Racks   | <input type="checkbox"/> Integrated Sound Communication, Alarms, Lighting | <input type="checkbox"/> School Furnishings                          |
| <input type="checkbox"/> Bleachers & Stadium Equipment                        | <input type="checkbox"/> Internet Communications                          | <input type="checkbox"/> School Supplies                             |
| <input type="checkbox"/> Building Controls                                    | <input type="checkbox"/> Investment Banking/Financial Services            | <input type="checkbox"/> Scoring Tables                              |
| <input type="checkbox"/> Cash Management                                      | <input type="checkbox"/> Laboratory Furniture                             | <input type="checkbox"/> Seating                                     |
| <input type="checkbox"/> Commercial Construction                              | <input type="checkbox"/> Library Supplies                                 | <input type="checkbox"/> Stage Curtains                              |
| <input type="checkbox"/> Commercial Mowers                                    | <input type="checkbox"/> Lighting & Grandstands                           | <input type="checkbox"/> Surveying                                   |
| <input type="checkbox"/> Computer Hardware/Software                           | <input type="checkbox"/> Lockers  | <input type="checkbox"/> Tax Administration                          |
| <input type="checkbox"/> Computer Services                                    | <input type="checkbox"/> Maintenance, Custodial & Grounds                 | <input type="checkbox"/> Telecommunications                          |
| <input type="checkbox"/> Computer Technology                                  | <input type="checkbox"/> Management Consultants                           | <input type="checkbox"/> Textbook Services                           |
| <input type="checkbox"/> Computerized Food Management Systems - Point of Sale | <input type="checkbox"/> Management Services                              | <input type="checkbox"/> Transportation                              |
| <input type="checkbox"/> Construction Management                              | <input type="checkbox"/> Masonry  | <input type="checkbox"/> Visual Display Products Technology          |
| <input type="checkbox"/> Controls & Instruments                               | <input type="checkbox"/> Mathematics & Phonics Publishers                 | <input type="checkbox"/> Vocational & Educational Training Equipment |
| <input type="checkbox"/> Copiers  | <input type="checkbox"/> Mechanical/Electrical Engineers                  | <input type="checkbox"/> Windows & Doors                             |
| <input type="checkbox"/> Customized Curriculum                                | <input type="checkbox"/> Modular Classrooms                               | <input type="checkbox"/> Other: _____                                |
| <input type="checkbox"/> Dairy Products                                       | <input type="checkbox"/> Mold Remediation                                 | _____  |
| <input type="checkbox"/> Data Management Systems                              | <input type="checkbox"/> Multimedia Courseware                            | _____  |
| <input type="checkbox"/> Distance Education                                   |   |  |
| <input type="checkbox"/> E-Learning Management                                |   |  |

*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:** \_\_\_\_\_





# SSDA TODAY

## Past Advertisers

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

**Adventus International**  
**California School Boards Association**  
**California's Valued Trust**  
**Crystal Plus, Inc.**  
**CSMC**  
**Geary Pacific Supply**  
**Haight Brown Bonesteel**  
**Jones Hall**  
**Keenan**  
**School Outfitters**  
**SEHI Computer Products**  
**SISC**



# SSDA TODAY

## Products and Services Marketplace

This special section is designed to highlight companies that provide products and services to California school districts. Surrounded by a colorful background, our Products and Services Marketplace attracts readers' attention and prominently displays your ad to SSDA members across the state. To ensure that your business is considered for upcoming purchases, contact your Naylor account executive.

1. Choose the issue(s) in which you would like your ad to run:

- Full page, full-color ad: \$1,469.50
- 1/2-page, full-color horizontal ad: \$1,189.50
- 1/4-page, full-color vertical ad: \$769.50
- 1/8-page, full-color horizontal ad: \$379.50

2. Choose the issue(s) in which you would like your ad to run:

- Spring/Summer 2018 (SSC-B0118)
- Fall/Winter 2018 (SSC-B0218)



Sample

*All rates are net and per insertion. Invoices are issued upon publication.*

3. Total your order: \$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ TOTAL PRICE

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
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## 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: \_\_\_\_\_

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**Please sign and return to:**

