

# ASBO MARYLAND AND DC MEDIA KIT



**REACH 100% OF SCHOOL  
SUPERINTENDENTS  
IN MARYLAND, DELAWARE, AND D.C.**

*ASBO Matters News Journal / ASBO Directory & Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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## ASBO MD & DC BUYING POWER

- Our members' school districts contribute more than **\$20.1 billion a year** to the local economy.\*\*
- We represent **100% of school superintendents** throughout Maryland and the District of Columbia with a growing number in Delaware.
- ASBO MD and DC school districts operate with a total budget of **\$12.8 billion**.\*

## ASBO MD& DC DEMOGRAPHICS

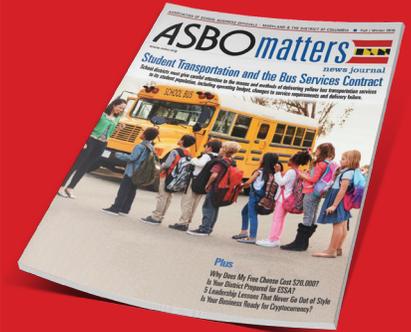
ASBO MD and DC members include decision makers in school systems that spend more than **\$12.8 billion a year on products and services**. When you advertise you can reach:

- Board of education members
- Chief financial officers
- Chief information officers
- Chief purchasing officers
- Directors of construction
- Directors of food service
- Directors of HR
- Directors of safety & risk management
- Directors of school facilities
- Directors of transportation
- Education association executive directors
- Superintendents

**PUT OUR STRENGTH BEHIND YOUR COMPANY!  
PARTICIPATE AND REACH KEY-DECISION  
MAKERS WHO OVERSEE SCHOOL DISTRICTS  
THAT SPEND MORE THAN  
\$12 BILLION A YEAR ON EDUCATION.**

Source: 2018 Marketing Questionnaire

\*\*IBIS World Report 61111a\*\*



### ASBO MATTERS NEWS JOURNAL

[WWW.NAYLORNETWORK.COM/ASBO/](http://WWW.NAYLORNETWORK.COM/ASBO/)

Delivered to **1,400+**  
key decision makers



### ASBO DIRECTORY & RESOURCE GUIDE

<https://www.naylornetwork.com/asb-resourceGuide/>

Delivered to **1,400+**  
key decision makers

**NAYLOR**   
ASSOCIATION SOLUTIONS

# ASBO MATTERS NEWS JOURNAL

## 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	3x
Double Page Spread	\$3,209.50	\$2,979.50	\$2,639.50
Outside Back Cover	\$2,989.50	\$2,689.50	\$2,389.50
Inside Front or Inside Back Cover	\$2,889.50	\$2,599.50	\$2,309.50
Full Page	\$2,339.50	\$2,109.50	\$1,869.50
2/3 Page	\$1,829.50	\$1,649.50	\$1,459.50
1/2 Page	\$1,419.50	\$1,279.50	\$1,139.50
1/3 Page	\$1,049.50	\$939.50	\$839.50
1/4 Page	\$789.50	\$709.50	\$629.50
1/6 Page	\$679.50	\$609.50	\$539.50
1/8 Page	\$479.50	\$429.50	\$379.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,349.50	\$1,209.50	\$1,079.50
2/3 Page	\$1,149.50	\$1,029.50	\$919.50
1/2 Page	\$839.50	\$759.50	\$669.50
1/3 Page	\$679.50	\$609.50	\$539.50
1/4 Page	\$489.50	\$439.50	\$389.50
1/6 Page	\$399.50	\$359.50	\$319.50
1/8 Page	\$329.50	\$299.50	\$259.50

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

**Leaderboard** | \$1,200

**Digital Video** | \$1,050

**HTML5 Ad** | \$1,150

**Large Insert** | \$950

**Medium Insert** | \$800

**Digital Rectangle** | \$750

**Top TOC Banner** | \$450

**2nd TOC Banner** | \$350

For more information about digital edition specs please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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 07/2018)

# ASBO DIRECTORY & RESOURCE GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	
Double Page Spread	\$3,209.50
Outside Back Cover	\$2,919.50
Inside Front or Inside Back Cover	\$2,819.50
Full Page	\$2,269.50
2/3 Page	\$1,779.50
1/2 Page	\$1,379.50
1/3 Page	\$1,019.50
1/4 Page	\$769.50
1/6 Page	\$659.50
1/8 Page	\$469.50

Black-and-White Rates	
Full Page	\$1,309.50
2/3 Page	\$1,119.50
1/2 Page	\$819.50
1/3 Page	\$659.50
1/4 Page	\$479.50
1/6 Page	\$389.50
1/8 Page	\$319.50

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## Digital Edition Branding Opportunities

**Sponsorship Max** | \$775.00

**Skyscraper** | \$775.00

**Digital Belly Band** | \$520.00

**Toolbar** | \$520.00

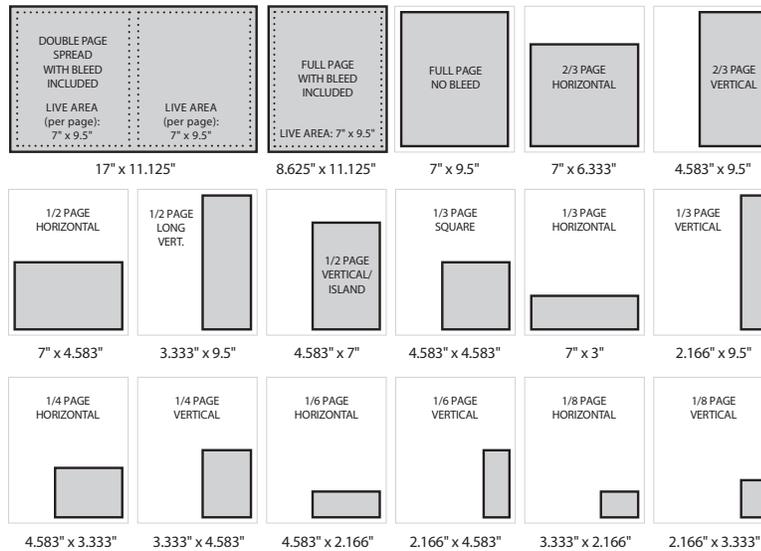
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# PRINT ADVERTISING SPECIFICATIONS

## ASBO MATTERS NEWS JOURNAL

### 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.

### Artwork Requirements

All digital color and greyscale 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 greyscale 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

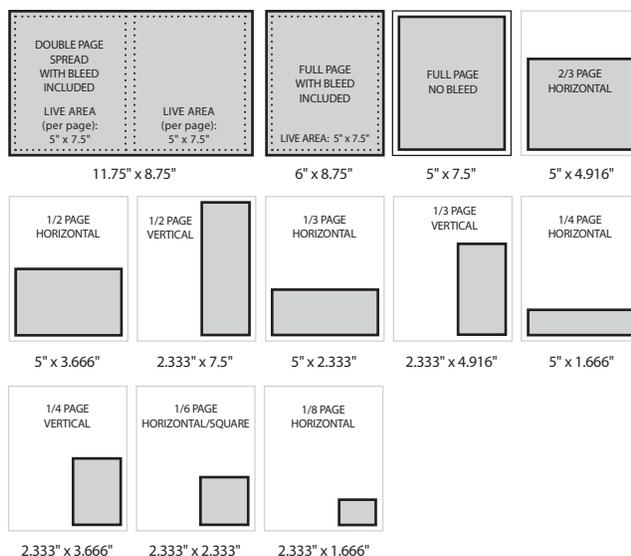
Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### 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.

## ASBO DIRECTORY & RESOURCE GUIDE

### Roster Trim Size: 5.75" x 8.5"



### Specs for Outsert/Inserts

#### ASBO Matters News Journal

1 page / 1 surface: 8.375" x 10.875"

1 page / 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 flyers: 8.5" x 11"

#### ASBO Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyers 5.75" x 8.5"

### Digital Edition

For more information, visit:  
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.

# ASBO MATTERS NEWS JOURNAL

## ASBO DIRECTORY & RESOURCE GUIDE

### 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"/> HVAC                            |
| <input type="checkbox"/> Accounting & Auditing Services  | <input type="checkbox"/> Insurance                       |
| <input type="checkbox"/> Acoustics                       | <input type="checkbox"/> Interior Decorations            |
| <input type="checkbox"/> Architects                      | <input type="checkbox"/> Internet Communications         |
| <input type="checkbox"/> Art Supplies                    | <input type="checkbox"/> Janitorial Equipment & Supplies |
| <input type="checkbox"/> Asbestos Removal & Equipment    | <input type="checkbox"/> Landscaping & Supplies          |
| <input type="checkbox"/> Athletic Supplies & Equipment   | <input type="checkbox"/> Library Supplies                |
| <input type="checkbox"/> Attorneys                       | <input type="checkbox"/> Lighting & Equipment            |
| <input type="checkbox"/> Audio-Visual/Video Equipment    | <input type="checkbox"/> Lockers & Locks                 |
| <input type="checkbox"/> Biological Specimens & Supplies | <input type="checkbox"/> Mobile & Modular Classrooms     |
| <input type="checkbox"/> Bleachers                       | <input type="checkbox"/> Noise Control Products          |
| <input type="checkbox"/> Boilers & Accessories           | <input type="checkbox"/> Office Equipment & Supplies     |
| <input type="checkbox"/> Books & Book Suppliers          | <input type="checkbox"/> Payroll Services                |
| <input type="checkbox"/> Building Construction Materials | <input type="checkbox"/> Pest Control                    |
| <input type="checkbox"/> Building Maintenance            | <input type="checkbox"/> Playground Equipment            |
| <input type="checkbox"/> Carpeting                       | <input type="checkbox"/> Retirement Plans                |
| <input type="checkbox"/> Clocks                          | <input type="checkbox"/> Roofing & Flooring Systems      |
| <input type="checkbox"/> Computers, Hardware             | <input type="checkbox"/> Safety Products                 |
| <input type="checkbox"/> Computers, Software             | <input type="checkbox"/> School Transportation, Repairs  |
| <input type="checkbox"/> Construction Management         | <input type="checkbox"/> School Transportation, Sales    |
| <input type="checkbox"/> Consulting Engineers            | <input type="checkbox"/> Scoreboards                     |
| <input type="checkbox"/> Contractors                     | <input type="checkbox"/> Security Products & Services    |
| <input type="checkbox"/> Cooperative Purchasing          | <input type="checkbox"/> Shelving & Storage              |
| <input type="checkbox"/> Divider Curtains                | <input type="checkbox"/> Signs/Marquees                  |
| <input type="checkbox"/> Electrical Contractor           | <input type="checkbox"/> Sound & Lighting Systems        |
| <input type="checkbox"/> Environmental Improvement       | <input type="checkbox"/> Sport Surfaces                  |
| <input type="checkbox"/> Financial Services              | <input type="checkbox"/> Teaching Aids                   |
| <input type="checkbox"/> Fire & Safety Protection        | <input type="checkbox"/> Telecommunications              |
| <input type="checkbox"/> Floor & Cleaning Equipment      | <input type="checkbox"/> Temperature Controls            |
| <input type="checkbox"/> Food & Beverages                | <input type="checkbox"/> Walls & Ceilings                |
| <input type="checkbox"/> Food Service Suppliers          | <input type="checkbox"/> Washroom Accessories            |
| <input type="checkbox"/> Furniture                       | <input type="checkbox"/> Workers' Compensation           |
| <input type="checkbox"/> General School Supplies         | <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: \_\_\_\_\_

# ASBO MATTERS NEWS JOURNAL DIGITAL EDITION

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

ASBO MATTERS NEWS JOURNAL 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) | \$1,200

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

### 2 Rectangle (all views) | \$750

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 | \$450
- 4 2<sup>nd</sup> TOC Mobile Banner | \$350

### 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 | \$1,150

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 | \$1,050

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 magazine.

- Large Insert | \$950
- Medium Insert | \$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.*

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

# ASBO DIRECTORY & RESOURCE GUIDE

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

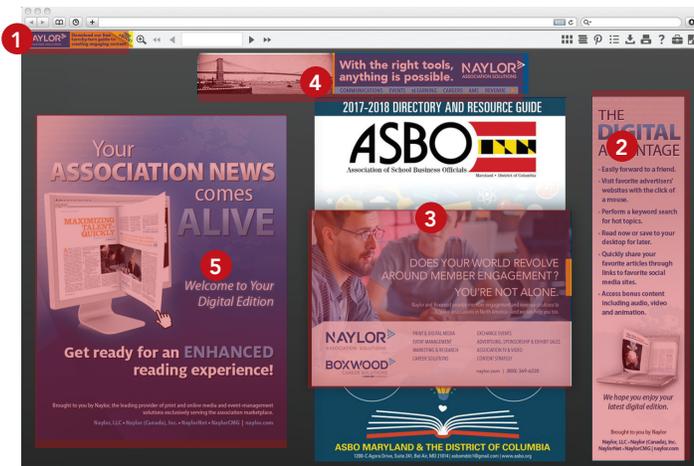
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ASBO MD & DC's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the *ASBO Directory & Resource Guide* 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.



**Our 2018 edition received more than 1,200 page views**

## ASBO DIRECTORY & RESOURCE GUIDE DIGITAL EDITION



### 1 Toolbar | \$520.00

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

### 2 Skyscraper | \$775.00

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

### 3 Belly Band | \$520.00

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 4 Leaderboard\* | \$750.00

### 5 Sponsor Max\* | \$775.00

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.

\*Animation and video capabilities available

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

# ASBO MATTERS NEWS JOURNAL ASBO DIRECTORY & RESOURCE GUIDE

## PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with ASBO Maryland, Delaware & DC 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 ASBO MD & DC.

- Air Mechanical Sales, Inc.
- AngelTrax
- Architectural Resources, Inc.
- Assurance Media, LLC
- Baltimore Trane Company
- Best Access Solutions
- Cox Graae + Spack Architects
- Crabtree Rohrbaugh & Associates
- Cunningham Recreation, Inc.
- Dustin Construction, Inc.
- EMH Environmental, Inc.
- EPC
- Gale Associates, Inc.
- Gaudreau, Inc.
- Gipe Associates, Inc.
- Hord Coplan Macht, Inc.
- Hugh Group Architects
- Johnson, Mirmiran & Thompson
- KCI Technologies, Inc.
- Keller Construction Management, LLC
- Keystone Purchasing Network & PEPPM Technology Bidding
- Kibart, Inc.
- Maryland Ready Mix Concrete Association
- MK Consulting Engineers
- Moseley Architects
- North Point Builders
- Oak Contracting
- Patcraft Flooring
- Penza Bailey Architects
- Pfister Energy of Baltimore, LLC
- Phillips Way, Inc.
- RMF Engineering
- School Outfitters
- Standard Graphics
- Staples Advantage
- Vision Benefits of America
- Vision Security Solutions
- Weyer's Floor Service
- Whitney, Bailey, Cox & Magnani

We would like to say thank you for your generous support to  
ASBO Maryland and D.C.!