

JOURNAL

TENNESSEE SCHOOL BOARDS ASSOCIATION

Advertising Rates

525 Brick Church Park Dr.
Nashville, TN 37207
615-815-3900
www.tsba.net

The *TSBA Journal*, the premier education publication in Tennessee, reaches over 2,200 school board members, school superintendents, school administrators, higher education personnel, state department of education personnel, legislators and TSBA Business Affiliates. Connect with potential clients by advertising in the TSBA Journal, the best way to reach the decision-makers in Tennessee's public schools.

All ads are full color and included in the digital version at no additional cost.

Space	Image Area	1 Issue	2 Issues
Inside Front, Inside Back	7 1/2" x 10" H	\$950	\$925
Full page	7 1/2" x 10" H	\$900	\$875
1/2 page	7 1/2" x 5" H	\$500	\$475

** If contracting multiple issues, all advertisements must run within one year of the first insertion.*

** All ads will be included in the TSBA Digital Journal Edition. Direct links to your company website and email addresses included with rate. All web and email addresses must be included in the ad in order for the link to become active.*

** All images and fonts must be provided by advertiser. It is preferred that advertisements be supplied via email in PDF or EPS format, must be a minimum of 300 dpi and in CMYK mode.*

For more information contact
TSBA Communications Department
ecarroll@tsba.net or 615.815.3910.



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Terms and Conditions

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ADVERTISING POLICY

TSBA accepts advertising that is consistent with the business of operating school districts and the interests of our primary audience, as determined by TSBA. The acceptance of advertising in the TSBA Journal does not necessarily constitute an endorsement by the Tennessee School Boards Association for products and services offered by the advertisers. Official positions and services endorsed by TSBA will be clearly stated and noted in the publication. The association reserves the right to reject or take corrective action on ads submitted that are of poor quality, do not meet specifications or are deemed inappropriate for publication in the TSBA Journal.

PAYMENT

Payment is required with contract for first insertion, regardless of the number of insertions reserved. Advertisers may prepay the entire cost for both insertions. Advertisers agree to pay TSBA within 30 days of receipt of invoice.

FREQUENCY DISCOUNT

The rate earned is based on the total number of insertions indicated on the contract. Advertising must run within one year of the first insertion to qualify for a frequency discount.

ISSUANCE AND CLOSING DATES

The Journal is published bi-annually: April and October. On the closing date for each issue, TSBA must receive or have in its possession advertisement material files. The closing dates are on the 1st of the month prior to the month of publication. See closing dates on contract. TSBA reserves the right to position advertisements in the Journal.

CANCELLATION POLICY

The editor and TSBA executive director reserve the right to cancel the contract or reject any advertisement that is deemed inappropriate for publication in the TSBA Journal. No cancellations will be accepted by publisher after the closing date.

RATE CHANGE

Rates are subject to change on thirty (30) days notice; a contract rate will hold until the contract terminates.

CIRCULATION

The Journal is an official publication of the Tennessee School Boards Association that is sent to school board members, superintendents, school administrators, higher education personnel, state department of education personnel, legislators and TSBA Business Affiliates. 2,200 copies distributed per issue.

TECHNICAL SPECIFICATIONS

Please submit ad copy electronically to communications@tsba.net. All images and fonts must be provided by advertiser. Ads preferred in PDF or EPS format, at least 300 dpi and in CMYK mode. Quality of reproduction is subject to quality of materials received. TSBA does not set copy or provide layout services.

WEB ADVERTISEMENTS

All advertisers must include (type out) any email and/or website addresses within ad in order for the links to become active. All advertising rates include a direct link from your ad to your company's website and/or email address through the TSBA Digital Journal. The digital version can be found at www.tsba.net.

Make a copy of the contract and terms and conditions for your records.

