



PSBA

Pennsylvania School Boards Association

MARKETING & SPONSORSHIP OPPORTUNITIES



2018



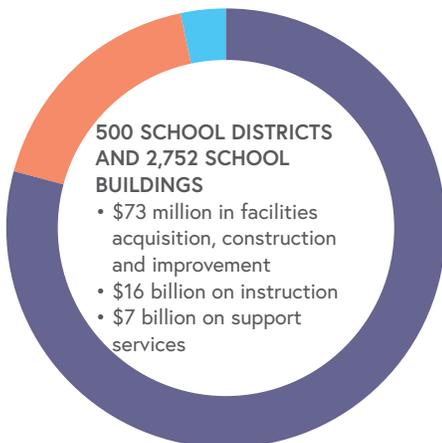
MARKETING & SPONSORSHIP OPPORTUNITIES

Founded in 1895, the Pennsylvania School Boards Association (PSBA) is the nation's first association of its kind. Join with PSBA to reach more than 35,000 educational leaders, including 4,500 local school directors – key decision-makers with a wide scope of influence. Partner with us to elevate and promote your brand equity, visibility and name recognition through a variety of opportunities.

THE BIG PICTURE

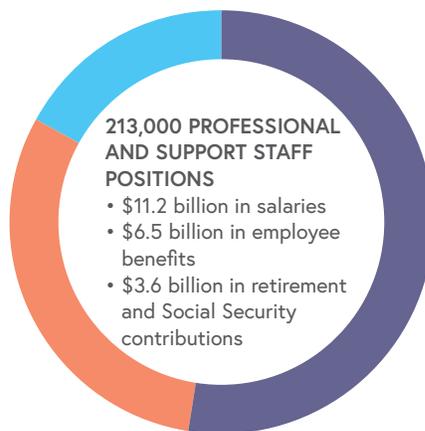
KEY DECISION-MAKERS

School directors in Pennsylvania oversee \$28.3 billion in budget money.



TOP EMPLOYERS

School districts are among the top 10 largest employers in more than 75% of counties statewide.



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Working in a relationship-driven market, the PSBA partner program allows us to engage our school district partners on multiple levels. Through participating in PSBA-sponsored legislative forums (PlanCon), involvement in conferences and multiple other events, we are able to increase the school district's awareness of our services, but build upon relationships with critical school leaders.



Randy Davis
 Principal, Director of Marketing and Communications
 Crabtree, Rohrbaugh & Associates Architects



PSBA PARTNERS

The Pennsylvania School Boards Association invites you to become a PSBA Partner and gain access to Pennsylvania's public education decision-makers. The PSBA Partner program is a year-long, well-rounded opportunity to interact with school leaders from across the commonwealth, including school directors, superintendents, school business administrators and school board secretaries.

CONNECT WITH SUCCESS

PSBA is your connection to more than 600 school districts, vocational schools, intermediate units and community colleges. You and PSBA cater to Pennsylvania public schools and ultimately work toward a strong future for Pennsylvania's children.

PARTNER BENEFITS*

	Affiliate	Business	Corporate	Strategic	Platinum
Member attendance rate for PSBA program and events	✘	✘	✘	✘	✘
Annual subscription to the PSBA Bulletin magazine and DailyEDition electronic newsletter	✘	✘	✘	✘	✘
Weekly PSBA Legislative Report during Legislative session	✘	✘	✘	✘	✘
Company name listed on psba.org as a PSBA Partner	✘	✘	✘	✘	✘
Direct link to company website on PSBA website	✘	✘	✘	✘	✘
Reduced advertising rate for PSBA Bulletin advertising	10%	12%	12%	15%	50%
PASA-PSBA School Leadership Conference exhibit booth standard discount	20%	40%	60%	100%	100%
PSBA Partner logo for your marketing materials		✘	✘	✘	✘
Complimentary file for either chief school administrators or school board presidents for all Pennsylvania school districts		✘	✘	✘	✘
Exclusive sponsorship opportunities of select highly-visible PSBA member events (ex: Roundtables)		✘	✘	✘	✘
Periodic listing in PSBA Bulletin		✘	✘	✘	✘
Daily EDition mentions – audience of 12,000+		3 per year	6 per year	12 per year	24 per year
Keystone Education Radio podcast advertisement		1 per year	2 per year	6 per year	12 per year
Opportunity to present educational (non-sales) web conference regarding topics of interest to PSBA members (financial trends, new products, services or industry trends, etc.)			✘	✘	✘
Exclusive presentation opportunity at PASA-PSBA School Leadership Conference			✘	✘	✘
Complimentary standard/corner exhibit booth at the PASA-PSBA School Leadership Conference				✘	✘
Company logo on all pages of psba.org linking to company website (rotating)				✘	✘
Invitation and special recognition at PSBA leadership event				✘	✘
One-on-one with PSBA Senior Leadership				✘	✘
Career Gateway job postings (at PSBA discretion)				3 per year	5 per year
Video EDition mentions/inclusion in segments					4 per year
Video EDition sponsorship access – audience of 12,000+ (2 spots available)					✘

*Partner benefits are subject to change



PASA-PSBA SCHOOL LEADERSHIP CONFERENCE
OCTOBER 17-19, 2018
HERSHEY LODGE & CONVENTION CENTER



EXHIBITOR SPONSORSHIP OPPORTUNITIES

BUILD BRAND AWARENESS

Build brand awareness with school board members and administrators during the PASA-PSBA School Leadership Conference by reserving one of these opportunities today!

Gold Sponsor \$10,000 – \$15,000

Continental Breakfast

\$15,000 – Attendees will appreciate your company helping to start their day off right with continental breakfast on Wednesday and Thursday. **SOLD**

Student Showcase

\$15,000 - The Student Showcase is a popular event featuring students with a variety of talents from districts across the commonwealth. Last year's performances included: orchestra, vocal, drama groups, individual performers and more. During the reception, PASA and PSBA past presidents will be recognized. Heavy hors d'oeuvres will be served.

Learning Lab

\$15,000 - Showcase innovative uses of learning for the classroom. Facilitate/support deeper learning opportunities for conference attendees on a variety of education-related topics.

Exhibit Hall Reception

\$10,000 - Gain maximum exposure and mingle with attendees on Wednesday evening.

Exhibit Hall Stage

\$10,000 - The Exhibit Hall stage features student performers from across the Commonwealth of Pennsylvania.

General Session Speakers

\$10,000 (2 opportunities available) - Show your support to public education decision-makers by sponsoring their valued speakers. Speaker sponsorship provides your company valuable exposure and encompasses the Keynote and Featured Workshop speakers.

Attendee Lunches

\$10,000 (2 opportunities available) - School leaders will appreciate your company providing them with lunch on Wednesday and Thursday. Attendees can fuel up for the afternoon sessions at food stations located in the Great Lobby and the Great American Hall.

Silver Sponsor \$5,000 – \$7,500

Conference Wi-Fi

\$7,500 - Increase your brand awareness by becoming the official conference Wi-Fi sponsor for all areas of the convention center, including meeting rooms and common areas. Splash page included.

Hotel Room Key

\$6,000 - Increase your brand awareness by placing your logo on hotel room keys.

Conference Attendee Backpack

\$5,000 – Your company name will appear on the conference bag that all attendees receive as part of the registration process. **SOLD**

Conference Mobile App

\$5,000 – The mobile app enhances the conference experience for attendees, speakers, exhibitors and sponsors by providing key information at their fingertips. Attendees will use the app to access the conference schedule, speaker and exhibitor information, surveys and the social wall. **SOLD**

Dessert Reception (Exhibit Hall)

\$5,000 - This is a great opportunity for businesses to mingle with attendees, and a great way for your company to show its appreciation for school leaders by treating them to dessert.

Energy Break

\$5,000 - Sponsor a mid-morning break for conference attendees. The break will be located on the Confection Hall level of the convention center.



PASA-PSBA SCHOOL LEADERSHIP CONFERENCE
 OCTOBER 17-19, 2018
 HERSHEY LODGE & CONVENTION CENTER

EXHIBITOR SPONSORSHIP OPPORTUNITIES

Bronze Sponsor \$500 – \$3,000

Education Excellence Fair
 \$2,500 - The Education Excellence Fair allows school districts from across Pennsylvania to showcase their exemplary programs. Representatives, including students, demonstrate successful techniques and share information on how to implement them.

Exhibitor Lanyard
 \$2,500 - Company logo and/or company name on exhibitor lanyards distributed to all exhibitors.

Hydration Stations
 \$2,500 - Display your brand as attendees hydrate and gather at water coolers in two convenient locations.

STEAM-Scholarship
 \$500 - Help schools with their science, technology, engineering, arts OR math programs by contributing \$500 for a lucky attendee to win for their school's STEAM. Company donating funds will be recognized at drawing and in promotions – winners announced at Student Showcase. **SOLD**

To secure a sponsorship, or for specific details about sponsorship benefits, contact Laura Huggins at (717) 506-2450, ext. 3394, laura.huggins@psba.org or Deb Harrington at (717) 506-2450, ext. 3326, deb.harrington@psba.org.

SPONSORSHIP APPLICATION & CONTRACT INFORMATION (please type or print clearly)

Company Name _____

Contact Person _____

Phone () _____ Fax () _____ Email _____

Address _____

City _____ State _____ Zip Code _____

GOLD

- Continental Breakfast **SOLD**
- Learning Lab
- Student Showcase
- Exhibit Hall Reception
- Exhibit Hall Stage
- General Session Speakers
- Attendee Lunches

SILVER

- Conference Wi-Fi
- Hotel Room Key
- Conference Attendee Backpack **SOLD**
- Conference Mobile App **SOLD**
- Dessert Reception (Exhibit Hall)
- Energy Break

BRONZE

- Education Excellence Fair
- Exhibitor Lanyard
- Hydration Stations
- STEAM Scholarship **SOLD**

For questions and more information, please contact Laura Huggins at (717) 506-2450, ext. 3394, laura.huggins@psba.org or Deb Harrington at (717) 506-2450, ext. 3326, deb.harrington@psba.org. You will be invoiced for your sponsorship upon receipt of signed contract.



Pennsylvania School Boards Association



PASA-PSBA SCHOOL LEADERSHIP CONFERENCE

OCTOBER 17-19, 2018

HERSHEY LODGE & CONVENTION CENTER

EXHIBITING

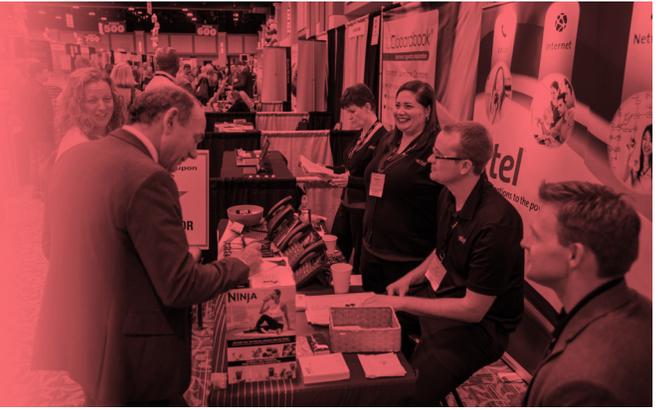


EXHIBIT SETUP

Tuesday, Oct. 16 – 3-7 p.m.
Wednesday, Oct. 17 – 7-10 a.m.

EXHIBIT DATES & HOURS

Wednesday, Oct. 17 – 11 a.m.-2 p.m. & 4-5:30 p.m.
Thursday, Oct. 18 – 10 a.m.-2 p.m.

DISMANTLING

Thursday, Oct 18. – 2 p.m.-6:30 p.m.
All exhibits must be removed by 6:30 p.m. on Thursday

ATTENDEE LIST

Exhibitors at the School Leadership Conference receive a conference attendee list two weeks prior to the conference. All conference sponsors receive the attendee list four weeks prior to the conference.

SPACE RENTAL INCLUDES

- Square footage of space rented
- Backwall drape and side divider drape
- Fully carpeted exhibit hall
- One 6-ft. draped table, two chairs, one wastebasket
- Most booths are 10-ft. wide x 8-ft. deep (see other dimensions on back of contract)
- Uniform booth numbers
- Roster of all conference attendees
- General security guard service
- Daily aisle cleaning and maintenance
- Listing in conference program

Additional furniture, electrical service, telephone and internet service, freight, storage, signs, etc., are not included in the space rent.

PRICING

- \$1,650 per booth
- \$1,900 per corner
- \$7,500 preferred booth (two available)
- \$15,000 premium booth (one available)

PSBA PARTNERS

- Affiliate – 20% booth discount
- Business – 40% booth discount
- Corporate – 60% booth discount
- Strategic – one complimentary booth
- Platinum – one complimentary booth

Discounts do not apply to preferred or premium booths

FOR MORE INFORMATION, PLEASE CONTACT:

Laura Huggins
Chief Marketing Officer
Pennsylvania School Boards Association
400 Bent Creek Blvd.
Mechanicsburg, PA 17050-1873
Phone: (717) 506-2450, ext. 3394
Fax: (717) 506-2451
email: laura.huggins@psba.org

Deb Harrington
Marketing Specialist
Pennsylvania School Boards Association
400 Bent Creek Blvd.
Mechanicsburg, PA 17050-1873
Phone: (717) 506-2450, ext. 3326
Fax: (717) 506-2451
email: deb.harrington@psba.org



DIGITAL & PRINT ADVERTISING

PSBA Bulletin

Connect with potential clients by advertising in *PSBA Bulletin*, the leading magazine for public education decision-makers.

Distribution & Reach

Pennsylvania's premier education magazine, *PSBA Bulletin*, is published five times a year. The *Bulletin* covers state governmental issues affecting public education, legal developments, education research, feature stories, opinion pieces, bright ideas and public education standouts.

The *Bulletin* is designed to enhance content and value to our members. Members told us what they wanted, and we listened. The *Bulletin* features a "Bulletin Board" section with short articles for easy reading; and addition of features that interject more voices into each issue.

The *Bulletin* reaches more than 35,000 school board members, administrators and other personnel in school districts, IUs and CTCs across the state. The electronic version of the *Bulletin* on www.psba.org provides readers a direct link from your ad to your company's website.

WE ♥ OUR ADVERTISERS

Each issue of the *Bulletin* includes:

- Advertiser index with contact information for all companies
- E-Magazine doubling your visibility

Each issue of *PSBA Bulletin* also is available to members and subscribers online at www.psba.org. Your advertisement appears just as it does in print, with a direct link to your website.

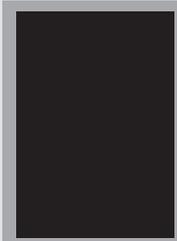
PRINT ADVERTISING OPTIONS

FULL PAGE

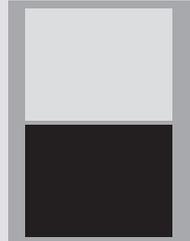


Trim: 8.5" x 11"
Bleed: 8.625" x 11.25"

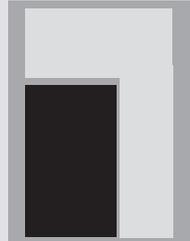
1/2 PAGE



No Bleed: 8" x 10"

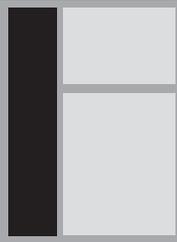


Horizontal: 7" x 5"



Vertical: 4.5" x 7"

1/3 PAGE

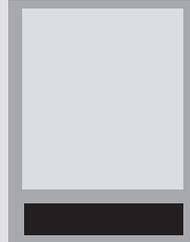


Vertical: 2.25" x 7"



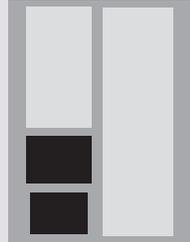
Horizontal: 7" x 3.25"

1/4 PAGE



Horizontal: 7" x 2.5"

1/8 & PRO. CARD



1/8 page: 3.5" x 2"
Pro. card: 2.25" x 2.25"

AWARD WINNING

The *Bulletin* received a Bronze award from Association TRENDS, competing against 400 other entries in the associations publications contest. It also has received a 2016 APEX Award for Publication Excellence.



2018 EDITORIAL CALENDAR

PSBA Bulletin covers current issues, best practices and legislative updates.

- January/February...New School Director Training
- March/April.....Safety in school sports and the arts
- May/June.....Technology & Social Media
- Sept./Oct.....College & Career Readiness
- Nov./Dec.....Student Trauma & Emotional Learning

Note: Subject to change

FOR MORE INFORMATION CONTACT:

Laura Huggins
Chief Marketing Officer
Partnerships & Marketing
laura.huggins@psba.org
(717) 506-2450, ext. 3394



PSBA BULLETIN

INSERTION ORDER & ADVERTISING CONTRACT

Advertiser _____

Contact Person or Agency _____

Bill to _____

Address _____

City _____ State _____ Zip Code _____

Phone () _____ Fax () _____ Email _____

Will you be using insertion or purchase order? _____

PSBA PARTNERS DISCOUNT

- Affiliate - 10%
- Business - 12%
- Corporate - 12%
- Strategic - 15%
- Platinum - 50%

PUBLICATION SCHEDULE

Please check the issue(s) for ad placement.

Issue Date	Ad Deadline
<input type="checkbox"/> Jan./Feb.	December 1
<input type="checkbox"/> March/April	February 1
<input type="checkbox"/> May/June	April 1
<input type="checkbox"/> Sept./Oct	August 1
<input type="checkbox"/> Nov./Dec.	October 1

AD POSITION/SIZE

- Please indicate your desired ad size
- Inside Front Cover 8 1/2" x 11"
(include .25" for bleeds)
 - Inside Back Cover 8 1/2" x 11"
(include .25" for bleeds)
 - Back Cover 8 1/2" x 11"
(include .25" for bleeds)
 - Page 1 8 1/2" x 11"
(include .25" for bleeds)
 - Page 2 8 1/2" x 11"
(include .25" for bleeds)
 - Full Page 8 1/2" x 11"
(include .25" for bleeds)
 - 1/2 Page 7" x 5" H or 4 1/2 x 7" (island)
 - 1/3 Page 7" x 3 1/4" H or 2 1/4" x 10" V
 - 1/4 Page 7" x 2 1/2" H
 - 1/8 Page 3 1/2" x 2" H
 - Professional Card 3 1/4" x 2 1/4" H

ADVERTISING RATES

SIZE	1-2 ISSUES	3-4 ISSUES	5 ISSUES
DISPLAY ADS - Pricing per issue			
Pages 1 & 2	\$2,200	\$2,145	\$2,070
Full Page	\$1,510	\$1,435	\$1,380
1/2 Page	\$1,155	\$1,100	\$1,050
1/3 Page	\$1,125	\$1,045	\$965
1/4 Page	\$1,070	\$990	\$940
1/8 Page	\$920	\$865	\$815
Professional Cards	\$735 a year, paid in advance		
COVERS - Pricing per issue			
Inside Front	\$2,200	\$2,145	\$2,070
Inside Back	\$2,200	\$2,145	\$2,070
Back	\$2,200	\$2,145	\$2,070

PAYMENT METHOD:

Total Amount _____

Check (make check payable to Pennsylvania School Boards Association)

VISA MasterCard Exp. Date _____ CVV2/CVC2 _____

Card # _____

Name on Card _____

Phone: (____) _____

Billing ZIP Code _____

Bill my card for the full year of advertising now

Bill my card for each month my ad runs when you do the billing for that month

Invoice each month my ad runs

I hereby authorize the Pennsylvania School Boards Association to publish the PSBA Bulletin advertising indicated above.

Signed _____

Title _____

Name (printed) _____

Date _____



PSBA BULLETIN

2018 ADVERTISING INFORMATION

TERMS AND CONDITIONS

The advertiser has read and agrees to abide by the current *PSBA Bulletin* Advertising Rates and Terms and Conditions set forth in this contract. Editorial and advertising policy below. All new advertisers must prepay first three advertisements.

EDITORIAL & ADVERTISING POLICY

The granting of PSBA Partners and the acceptance of advertising in this publication do not necessarily constitute an endorsement by the Pennsylvania School Boards Association for products and services offered by the advertisers. Official positions and services endorsed by PSBA will be clearly stated and noted in this publication. Opinions by authors do not necessarily reflect positions of PSBA. The association reserves the right to reject any advertisement deemed inappropriate for publication in the *PSBA Bulletin*.

PLEASE READ CAREFULLY

The following terms and conditions are deemed to be a part of and incorporated in this agreement between PSBA and the advertisers and/or advertising agencies:

1. All payments are due 30 days after the date of invoice; no agency commission discount granted.
2. To establish credit, all new advertisers must prepay their first three insertions by the material deadline for each issue.
3. If an advertiser fails to make timely payments, prepayment will be required for three additional insertions to regain credit privileges.
4. All author's corrections on advertisement copy shall be billed as an additional charge to the advertiser or ad agency.
5. Rates are subject to change without notice.
6. The publisher accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement.
7. The advertiser and ad agency agree to indemnify and hold the publisher harmless from any and all claims, including but not limited to the costs of defending such claims and attorneys' fees arising from a claim.
8. The publisher's liability for any error shall not exceed the cost of the space in which the error appeared.
9. Cancellations will not be accepted after the closing date for an issue. Cancellation fee of 20% of advertising cost will be assessed for any cancellations post contract signing. Any rate discounts based on issue frequency will be readjusted to remove discount, if appropriate.
10. The publisher reserves the right to reject an advertisement for reasons including but not limited to the following: the advertisement, whether through its grammar, layout, artwork or otherwise, fails to meet editorial standards of the publication; the advertisement advertises or otherwise promotes a product that PSBA, as a matter of practice or policy, has decided not to advertise; the advertisement makes untrue or misleading claims, or otherwise disparages a competing product; the advertisement is in poor taste.
11. The publisher reserves the right to cancel an advertisement prior to its publication advertising run for any reason it deems appropriate.
12. As used throughout this contract, the term "publisher" shall refer to the Pennsylvania School Boards Association.
13. Other than Premium Positions, special position requests cannot be guaranteed.

Note: Subject to change

SEND A COMPLETED INSERTION CONTRACT AND PAYMENT TO:

Deb Harrington
 Marketing Specialist
 Pennsylvania School Boards Association
 400 Bent Creek Blvd., Mechanicsburg, PA 17050
 phone: (717) 506-2450, ext. 3326 fax: (717) 506-2451 email: deb.harrington@psba.org



Audio/Video Production

Audio, Video, Podcasting and Live Web Conferencing

VIDEO PRODUCTION

Daily / Hourly Rates

Partners \$1,500/day - \$187.50/hr
 Non-Partner \$2,250/day - \$281.25/hr
 Four-hour minimum, hourly after the initial four hours.

AUDIO PRODUCTION

Daily / Hourly Rates

Partners \$1,000/day - \$125/hr
 Non-Partner \$1,750/day - \$218.75/hr
 Four-hour minimum, hourly after the initial four hours.

ABOUT AUDIO/VIDEO PRODUCTION

At PSBA, we develop a variety of videos for our members. *Video EDition* is an informative member-specific production that offers timely news and promotes our events. We broadcast our webinars from the production room, providing our members with a visible connection to content experts instead of voice-over PowerPoint presentations. Also, we produce a podcast called Keystone Education Radio, sharing broad educational information that reinforces our Success Starts Here campaign. Finally, we create our own commercials and short, timely spots for our affiliated groups.

We are pleased to be offering these services to outside groups. With competitive hourly rates for audio and video production, we are extending our services to help our partners extend their message in a new and engaging format.

PSBA on YouTube - www.youtube.com/psbavideo
 Keystone Education Radio - www.keyedradio.org

Note: Subject to change

COMPANY INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Phone () _____ Fax () _____ Email _____

Name of Representative in Charge _____

Requested Date for Production _____
 Video Production or Broadcast Audio Production

COMPLETE THE FORM AND RETURN TO: Lucas Mace, digital content manager, Pennsylvania School Boards Association
 400 Bent Creek Blvd., Mechanicsburg, PA 17050, phone: (717) 506-2450, ext. 3386 fax: (717) 506-2451 email: lucas.mace@psba.org

PSBA USE ONLY APPROVED DATE/TIME ASSIGNED _____