ALLIANCE PARTNERSHIP OPPORTUNITIES
Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life grows.

- Ben Stein
We are PSBA, the only association in Pennsylvania dedicated to school boards

The Pennsylvania School Boards Association is the statewide association for public school boards. Our access is to a core member audience of 4,500 elected school officials and 500 superintendents who together oversee the 500 school districts that comprise our state’s public education system.

In the 2017-18 school year, Pennsylvania’s school districts and the locally elected school board directors who govern them, were responsible for a bit more than $30.2 billion in budget oversight.

WHO ARE THESE DECISION-MAKERS that participate in the direction of more than $30 BILLION in budgetary determinations?

Each school director takes on an enormous responsibility that is driven by passion and commitment. They are unpaid officials who work not as individuals, but as a collective authority. They are lay leaders from every walk of life and every or any professional background, who have a strong commitment to the communities they serve and whose driving motivation is the best public education outcomes for the students of Pennsylvania. They are regularly faced with decisions about technology, construction, curricula, staffing, facilities, security, food services, systems and solutions, along with the ongoing operations of the district.

Now that you know a little about what drives our members, HOW DO YOUR COMPANY AND YOUR BRAND FIT INTO THIS PICTURE?

Your relationship with PSBA is a conduit to this complex audience that also includes our extended membership audience of career and technology centers, intermediate units and community colleges. We work with partners we believe can provide top solutions in services and products for our members and their districts. Our commitment to our members runs as deep as their commitment to public education and their communities. Our goal is to help our school boards be successful in leading their districts. This includes introducing them to brands with which we are comfortable being aligned -- our Alliance Partners.
We invite you to have a conversation with us about our Alliance Partners program, but before that, please take a close look at the opportunities that exist and the channels through which you may reach our members.

**How We Can Help You Engage Our Audience**
Communication and content sponsorships is a strategic way to align your brand to one of our communication channels and meet our members where they are reading, viewing, hearing and consuming news from PSBA.

- *Bulletin* magazine advertising - discounted
- *Bulletin* magazine special conference issue, sponsored content - discounted
- *Keystone Education Radio* podcast sponsorship mention
- *VideoEDition* sponsorship mention
- Webcast sponsorship mention
- Logo presence on PSBA.org

**Sharing Your Expertise**
Subject matter expertise (SME): sourcing for editorial and content development
Subject matter expertise (SME): sourcing for education and training content development

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### ALLIANCE PARTNERSHIP LEVELS

#### Bronze | $750
- School Leadership Conference exhibit space – 20% discount
- *Bulletin* advertising – 10% discount
- PSBA content – 1 sponsorship callout
- PSBA.org – logo featured on partner page with backlink to sponsor site

#### Silver | $3,500
- School Leadership Conference exhibit space – 40% discount
- *Bulletin* advertising – 15% discount
- PSBA content – sponsorship mentions – 3
- Subject matter expertise (SME) – 1 custom opportunity
- PSBA.org – logo featured on partner page with backlink to sponsor site

#### Gold | $10,000
- School Leadership Conference exhibit space – 1 complimentary booth
- *Bulletin* advertising – 25% discount
- PSBA content – sponsorship mentions – 6 custom opportunities
- Subject matter expertise (SME) – 2 custom opportunities
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site

#### Platinum | $25,000+
- School Leadership Conference exhibit space – 1 complimentary booth
- *Bulletin* advertising – 50% discount
- PSBA content – sponsorship mentions – 10 custom opportunities
- Subject matter expertise (SME) – 3 custom opportunities
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site

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WWW.PSBA.ORG/ALLIANCE-PARTNERS/
EVENT SPONSORSHIP OPPORTUNITIES

Connecting In-Person
Event sponsorships is an effective and personal way to show members you are immersed in the public education space and dedicated to helping them succeed in leading their schools. You and your brand as part of a PSBA conference, symposium or workshop tells our members that you are committed to their professional development and connectivity to their peer community.

Sectional Meetings | March 18 - 31, 2020 | Hosted in 10 locations across the state.
School leaders come together at locations around the state for programming covering relevant topic matter presented by statewide experts and district practitioners. Also, part of the gathering — updates on legislative activities given by the PSBA government affairs team.

Event Benefactor $7,500
- Exclusive host sponsor of all 10 statewide meetings
- Provide 3-5-minute remarks at each location
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to display marketing materials near registration table(s)
- Social media sponsor shoutouts
- Brand exposure – PSBA.org, event webpage
- Opportunity to connect with PSBA members around the state, small group or one-to-one networking
- Social media shoutouts

A Focused Foundation: School Design + Construction Planning
March 31 - April 1, 2020 | Lancaster Marriott Hotel & Conference Center
A two-day joint conference, hosted by AIA Pennsylvania and PSBA, bringing architects and school leaders together.

Conference Booster $3,500
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to provide marketing materials, tables dedicated to display area(s)
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
- Social media shoutouts
- Opportunity to connect with school leaders, small group or one-to-one networking

Conference Supporter $1,500
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Brand exposure – PSBA.org, event webpage, with link to company website
- Social media shoutouts
- Opportunity to connect with school leaders, small group or one-to-one networking

School Board Secretaries Conference | July 29-30, 2020 | Kalahari Resort
This annual event is designed specifically to meet the networking and training needs of school board secretaries.

Conference Booster $3,500
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to provide marketing materials, tables dedicated to display area(s)
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
- Social media shoutouts
- Opportunity to connect with school leaders, small group or one-to-one networking

Conference Supporter $1,500
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Brand exposure – PSBA.org, event webpage, with link to company website
- Social media shoutouts
- Opportunity to connect with school leaders, small group or one-to-one networking
**PASA - PSBA School Leadership Conference**

**October 14-16, 2020 | Hershey Lodge & Convention Center**

This is a multi-day annual conference hosted by the Pennsylvania Association of School Administrators (PASA) and the Pennsylvania School Boards Association (PSBA), which draws school leaders from across the state. Live programming, peer learning and networking opportunities comprise the event, designed to inform and inspire. A significant element of the attendee experience is the exhibit hall, where decision-makers come to find out about the latest and greatest products and services to help equip them for the decisions they’ll be faced with throughout the year. PASchoolLeaders.org: for more information.

### STEAM Scholarship $500

(Three available)

- **Benefits:**
  - Signage and recognition in the Education Excellence Fair
  - Brand exposure – PaSchoolLeaders.org, the dedicated conference website
  - Company listing in conference program

### Conference Booster $3,500

(choice of one)

- Hydration Stations
- Door Hangers (three available)
- Snacks and Refreshments in the Exhibit Hall
- Conference Wi-Fi
- Hotel Room Key

- **Benefits:**
  - Access to attendee list two weeks out
  - Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
  - Brand exposure – PaSchoolLeaders.org, the dedicated conference website
  - Special sponsor signage attached to booth space
  - Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
  - Social media sponsor shoutouts
  - Company listing in conference program

### Conference Benefactor $10,000

(choice of one)

- Conference Attendee Totebag
- Conference Mobile App
- Energy Break
- Exhibit Hall Reception
- Attendee Boxed Lunches

- **Benefits:**
  - Exhibit hall challenge – company/booth incorporated into challenge series
  - One Learning Lab presentation opportunity (non-sales talk, topic-based)
  - Access to attendee list four weeks out
  - Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
  - Brand exposure – PaSchoolLeaders.org, the dedicated conference website
  - Special sponsor signage attached to booth space
  - Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
  - Social media sponsor shoutouts
  - Company listing in conference program

### Conference Champion $20,000+

(choice of one)

- General Session Speakers (three available)
- Continental Breakfast
- Coffee Breaks (three available)
- Learning Lab

- **Benefits:**
  - Opportunity to provide keynote speaker introduction
  - Banner ad on PaSchoolLeaders.org and link to sponsor website
  - Brand/logo exposure on back cover of pocket guide
  - Exhibit hall challenge – company/booth incorporated into challenge series
  - One Learning Lab presentation opportunity (non-sales talk, topic-based)
  - Access to attendee list four weeks out
  - Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
  - Brand exposure – PaSchoolLeaders.org, the dedicated conference website
  - Special sponsor signage attached to booth space
  - Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
  - Social media sponsor shoutouts
  - Company listing in conference program
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 offer content and value to our members. Topics support school directors in their role, providing insight, information and inspiration. The Bulletin reaches more than 35,000 school board directors, 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 LOVE OUR ADVERTISERS
Each issue of the Bulletin includes an advertiser index with contact information for all companies and an e-magazine, doubling your visability. The 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.

2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topic</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan./Feb.</td>
<td>New school directors</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Mar./Apr.</td>
<td>Advocating today and educating future advocates</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>May/June</td>
<td>Budgeting and finance</td>
<td>Apr. 1</td>
</tr>
<tr>
<td>Sept./Oct.</td>
<td>Raising healthy kids</td>
<td>Aug. 1</td>
</tr>
<tr>
<td>Nov./Dec.</td>
<td>Diversity in leadership</td>
<td>Oct. 1</td>
</tr>
<tr>
<td>SLC Special Issue</td>
<td>School Leadership Conference highlights</td>
<td>Aug. 15</td>
</tr>
</tbody>
</table>

Note: subject to change.

PRINT ADVERTISING OPTIONS

- **FULL PAGE**
  - Trim: 8.5” x 11”
  - Bleed: 8.625” x 11.25”
  - Vertical: 4.5” x 7”
  - Horizontal: 7” x 5”

- **1/2 PAGE** (Vertical and Horizontal)
  - 1/3 PAGE (Vertical and Horizontal)
  - 1/4 PAGE (Horizontal: 7” x 2.5”)

Publication Specifications:
- Trim size: 8.5” x 11”
- Bleeds: All bleeds must be set for .25”
- Safety: All live matter should be 3/8” from the trim (live area is 8 1/8” x 10 6/8”)

Please name file: companyname_issuemonth.pdf

SEND A COMPLETED INSERTION CONTRACT & PAYMENT TO:
Deb Harrington, Partnerships Manager
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

WWW.PSBA.ORG/ALLIANCE-PARTNERS/
# INSERTION ORDER & ADVERTISING CONTRACT

**Advertiser**  
__________________________

**Contact Person or Agency**
__________________________

**Bill to**  
__________________________

**Address**
__________________________

**City**  ___________  **State**  ___________  **Zip Code**  ___________

**Phone** (_____)  ___________  **Fax** (_____)  ___________

**Email**  ________________________

**PAYMENT METHOD:**  **MAKE A COPY OF THIS CONTRACT FOR YOUR RECORDS**

<table>
<thead>
<tr>
<th>Total Amount</th>
<th>Card #</th>
</tr>
</thead>
<tbody>
<tr>
<td>____________</td>
<td>______</td>
</tr>
</tbody>
</table>

Check (make check payable to Pennsylvania School Boards Association)

- **Visa**  
- **MasterCard**  
- **American Express**  
- **Exp. Date**  ___________
- **CVV2/CVC2**  ___________

**Name on Card**  ________________________  **Phone** (_____)  ___________

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**  ________________________  **Date**  ___________

**Title**  ________________________

**Name (printed)**  ________________________

**TERMS & 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 does 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 competing product; the advertisement is in poor taste. 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.
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12. The publisher reserves the right to cancel an advertisement prior to its publication advertising run for any reason it deems appropriate.
13. Other than Premium Positions, special position requests cannot be guaranteed.

Note: Subject to change
PSBA BULLETIN – SPECIAL CONFERENCE ISSUE
Connect with potential clients by advertising in PSBA special edition of Bulletin, released exclusively at the 2020 annual School Leadership Conference. This offer is available only to PSBA Alliance partners, conference sponsors and exhibitors.

DISTRIBUTION & REACH
Each year, the Pennsylvania Association of School Administrators (PASA) and the Pennsylvania School Boards Association (PSBA) host a joint multiday conference for school leaders from across the commonwealth. Serving and supporting the role of school administrators and school board directors, the live programming and gatherings that comprise the event are designed to inform and inspire. The purpose of the event is to equip education leaders for the challenges of their roles by bringing learning opportunities, product and service offerings, along with networking to one place at one time for a maximized attendee experience.

WE LOVE OUR ADVERTISERS
Don’t miss this unique opportunity to provide conference attendees an insider’s look into your company and the services you provide to improve the overall success of their school districts.

IMPORTANT DATES & REMINDERS
- This is our special anniversary year conference. Ads should include a shoutout to PSBA celebrating 125 years. We invite you to incorporate topic-based advertorial that will highlight your company’s expertise.
- August 15, 2020 – ad deadline
- October 14 - 16, 2020 – 2020 PASA-PSBA School Leadership Conference
- Publication Specifications: Trim size: 8.5” x 11”
- Bleeds: All bleeds must be set for .25”
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Contact Person or Agency ____________________________________________

Bill to _____________________________________________________________

Address ___________________________________________________________

City __________________________ State ____________ Zip Code ___________

Phone ( ) __________________ Fax ( ) __________________ Email ___________

Will you be using insertion or purchase order?

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**ALLIANCE PARTNERS DISCOUNTS**

Bronze - 10%  Gold - 25%

Silver - 15%  Platinum - 50%

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**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 1 &amp; 2</td>
<td>$2,200</td>
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<tr>
<td>Full Page</td>
<td>$1,510</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,155</td>
</tr>
</tbody>
</table>

**COVERS**

| Inside Front   | $2,200 |
| Inside Back    | $2,200 |
| Back           | $2,200 |

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Name on Card __________________________ Phone: (_____) ____________________ Billing ZIP Code __________

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Note: Subject to change
To secure your custom Alliance Partnership contract highlighting the opportunities most beneficial to your organization, please contact Megan Strausbaugh, PSBA’s director of marketing at megan.strausbaugh@psba.org or 717-506-2450 ext. 3500, or Deb Harrington, PSBA’s partnerships manager at deb.harrington@psba.org or 717-506-2450 ext. 3326.