



ALLIANCE PARTNERSHIP **OPPORTUNITIES**

Get connected to Pennsylvania's public school leaders.





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 2020-21 school year, Pennsylvania's school districts and the locally elected school board directors who govern them were responsible for nearly \$33 billion in budget oversight.

Your relationship with PSBA is a conduit to the public school leaders and our extended membership audience of leaders in career and technology centers, intermediate units and community colleges.

We work with partners who 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.

To secure your Alliance Partnership, please contact Kelsey Carbaugh, PSBA's senior insurance and partnerships manager, at kelsey.carbaugh@PSBA.org or (717) 506-2450, ext. 3310.

PARTNERSHIP LEVELS

Bronze | \$750

- Complimentary subscription to *Daily Edition*, PSBA's daily e-newsletter and *Bulletin*, PSBA's bimonthly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – 20% discount
- *Bulletin* advertising – 10% discount
- PSBA content – one sponsorship mention*
- PSBA.org – logo featured on partner page with backlink to sponsor site
- Annual partnership report (December)

Silver | \$3,500 *Best Value*

- Complimentary subscription to *Daily Edition*, PSBA's daily e-newsletter and *Bulletin*, PSBA's bimonthly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – 40% discount
- *Bulletin* advertising – 15% discount
- PSBA content – two sponsorship mentions*
- Two *Daily Edition* advertisements – runs for a full week
- Subject matter expertise (SME) –
 - » Inclusion in one quarterly email blast with accompanying one-pager to members
 - » Opportunity to provide one LinkedIn article
- PSBA.org – logo featured on partner page with backlink to sponsor site
- Inclusion in the buyers guide – listing only
- Semiannual partnership report and check-in meeting (June)



Gold | \$10,000

- Complimentary subscription to *Daily Edition*, PSBA's daily e-newsletter and *Bulletin*, PSBA's bimonthly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – one complimentary booth
- *Bulletin* advertising – 25% discount
- PSBA content – sponsorship mentions – four custom opportunities*
- Two *Daily Edition* advertisements – runs for a full week
- Subject matter expertise (SME) –
 - » Inclusion in the second and third quarter email blasts with accompanying one-pager to members
 - » Opportunity to provide two LinkedIn articles
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Inclusion in the buyer's guide – listing and half-page advertisement
- Quarterly partnership report and check-in meeting

Platinum | \$25,000+

- Complimentary subscription to *Daily Edition*, PSBA's daily e-newsletter and *Bulletin*, PSBA's bimonthly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – one complimentary booth
- *Bulletin* advertising – 50% discount
- PSBA content – sponsorship mentions – eight custom opportunities* (two per quarter)
- Four *Daily Edition* advertisements – runs for a full week (one per quarter)
- Subject matter expertise (SME) –
 - » Inclusion in all four quarterly emails with accompanying one-pager to members
 - » Opportunity to provide four LinkedIn articles (one each quarter)
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Inclusion in the buyer's guide – listing and full-page advertisement
- Opportunity to sponsor a PSBA event at the Conference Supporter level (Excludes the School Leadership Conference)
- Quarterly partnership report and check-in meeting

*Includes opportunities such as social media shout-outs, logo placements on PSBA Alliance Partnership Program advertisement and *Video Edition* sponsorship mentions.

EVENT SPONSORSHIP OPPORTUNITIES

These sponsorship opportunities give you the chance to **align your brand** with Pennsylvania's **public school leaders and the solicitors** who support them.



New GREAT PA SCHOOLS DISTRICT VIDEO CONTEST

Sponsorship – \$2,000 (three available)

Launching January 2023, the Great PA Schools campaign is a PSBA-led initiative to revamp Success Starts Here. To kick off the campaign, districts are invited to participate in a video contest highlighting the successes in their schools and what makes them a Great PA School. The contest has two categories: a video that is less than one minute or a video that is less than three minutes. Prizes will be given to the top three submissions in each category to enhance the district's video equipment for students in audio/visual classes and clubs.

Benefits:

- Logo included on promotional content affiliated with contest marketing and advertising
- Logo included as sponsor of the video contest on the PA Great Schools website
- A seat on the voting committee to evaluate submissions
- Social media shout-out

SPRING LEGAL ROUNDUP SPONSORSHIP

April 2023

PSBA's Spring Legal Roundup is an engaging and interactive three-hour educational event that provides important updates on significant developments in school law. Attorneys and school directors are welcome to attend.

Benefits:

- Brand/logo exposure on promotional content affiliated with lead-up, on-site and post-event marketing collateral
- Logo placement on PSBA's website as an event sponsor
- Recognition in Pennsylvania School Board Solicitors Association's (PSBSA) bi-weekly newsletter to school solicitors
- Logo placement on event PowerPoint
- On-site signage recognizing the sponsorship at the event
- Invitation/opportunity to provide swag or giveaway item that's included in distributed meeting materials to each attendee
- Social media shout-outs
- Access to attendee list – two weeks out

SCHOOL LAW WORKSHOP SPONSORSHIP

October 2023

The Pennsylvania School Board Solicitors Association's (PSBSA) annual School Law Workshop is a multitopic, expert-level seminar designed for Pennsylvania school law practitioners, reviewing current issues arising in representing public school entities and offering ideas for practical approaches and solutions.

Benefits:

- Brand/logo exposure on promotional content affiliated with lead-up, on-site and post-event marketing collateral
- Logo placement on PSBA's website as an event sponsor
- Recognition in Pennsylvania School Board Solicitors Association's (PSBSA) bi-weekly newsletter to school solicitors
- Logo placement on event PowerPoint
- On-site signage recognizing the sponsorship at the event
- Invitation/opportunity to provide swag or giveaway item that's included in distributed meeting materials to each attendee
- Social media shout-outs
- Access to attendee list – two weeks out

BULLETIN ADVERTISING OPPORTUNITIES

DIGITAL & PRINT

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.

VIDEO ADVERTISEMENTS

PSBA's award-winning magazine, the *Bulletin*, is also accessible digitally! The electronic version of the *Bulletin* is housed on www.myPSBA.org. Engage readers with a video ad from your company, embedded in our interactive publication. Your ad also will be linked to your company's website, providing instant information to potential clients. Please note video ads only appear in the digital version and space is limited to three video ads per issue.

SPECIAL CONFERENCE ISSUE

Connect with potential clients by advertising in PSBA's special edition of *Bulletin*, released exclusively at the 2023 annual School Leadership Conference. This offer is available only to PSBA Alliance partners, conference sponsors and exhibitors.

Want to stand out among the pages of our award-winning magazine? A spread in the center, front or back of the book is the way to be fully present and prominent! Position your business as an industry-leading partner to schools and do it in a way that visually holds our readership, your targeted audience. For creative ways to use a spread, contact us today — we're happy to help brainstorm!

WE LOVE OUR ADVERTISERS

Each issue of the *Bulletin* includes an advertiser index with contact information for all companies. The PSBA *Bulletin* is available to members online at www.myPSBA.org. The online magazine platform contains enhanced interactivity and resources, including videos and links to webpages and publications.

SEND A COMPLETED INSERTION CONTRACT AND PAYMENT TO:

Kelsey Carbaugh, senior insurance & partnerships manager
 Pennsylvania School Boards Association
 400 Bent Creek Blvd., Mechanicsburg, PA 17050
kelsey.carbaugh@PSBA.org

PRINT ADVERTISING OPTIONS

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 8.125" x 10.75")
- Please name file: `companyname_issuemonth.pdf`

2023 EDITORIAL CALENDAR

| Issue | Featured Topic | Ad Deadline |
|-----------|--|-------------|
| Jan./Feb. | Budgeting and financial decisions | October 24 |
| Mar./Apr. | Advocacy | January 10 |
| May/June | Literacy/ESL/World languages | March 2 |
| Sep./Oct. | Student-centric | July 5 |
| Nov./Dec. | Innovation addressing students with disabilities | August 21 |
| SLC Issue | School Leadership Conference highlights | August 8 |

Please note: editorial calendar is subject to change.

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? _____

ALLIANCE PARTNER DISCOUNTS

Bronze - 10% | Silver- 15% | Gold - 25% | Platinum - 50%

ADVERTISING RATES

| SIZE | 1-2 | 3-4 | 5-6 |
|--------------------------|---------|---------|---------|
| Pages 1 & 2 | \$2,420 | \$2,360 | \$2,277 |
| Full Page | \$1,661 | \$1,579 | \$1,518 |
| 1/2 Page | \$1,271 | \$1,210 | \$1,155 |
| 1/4 Page | \$1,177 | \$1,089 | \$1,034 |
| COVERS | | | |
| Inside Front | \$2,420 | \$2,360 | \$2,277 |
| Inside Back | \$2,420 | \$2,360 | \$2,277 |
| Back | \$2,420 | \$2,360 | \$2,277 |
| VIDEO ADS | | | |
| Full Page Ad with video* | \$2,970 | \$2,910 | \$2,827 |
| SPREADS | | | |
| Center Spread | \$4,840 | \$4,719 | \$4,554 |
| Inside Spread | \$3,850 | \$3,729 | \$3,564 |

AD POSITION/SIZE

| Ad Size: please indicate your desired ad size | Insertion (select one) | Issue | Closing Date |
|---|---|--|--------------|
| <input type="checkbox"/> Inside Front Cover 8.5" x 11" | <input type="checkbox"/> One time (1x) | <input type="checkbox"/> Jan./Feb. | October 24 |
| <input type="checkbox"/> Inside Back Cover 8.5" x 11" | <input type="checkbox"/> Two times (2x) | <input type="checkbox"/> Mar./Apr. | January 10 |
| <input type="checkbox"/> Back Cover 8.5" x 11" | <input type="checkbox"/> Three times (3x) | <input type="checkbox"/> May/June | March 2 |
| <input type="checkbox"/> Page 1, 8.5" x 11" | <input type="checkbox"/> Four times (4x) | <input type="checkbox"/> SLC Special Issue | August 8 |
| <input type="checkbox"/> Page 2, 8.5" x 11" | <input type="checkbox"/> Five times (5x) | <input type="checkbox"/> Sep./Oct. | July 5 |
| <input type="checkbox"/> Full page, 8.5" x 11" | <input type="checkbox"/> Six times (6x) | <input type="checkbox"/> Nov./Dec. | August 21 |
| <input type="checkbox"/> Half page, 7" x 5" H or 4.5" x 7" (island) | | | |
| <input type="checkbox"/> 1/4 Page 7" x 2.5" H | | | |
| <input type="checkbox"/> Full page 8.5" x 11" with video* | | | |
| <input type="checkbox"/> Center Spread | | | |
| <input type="checkbox"/> Inside Spread | | | |

*Video ads only appear in the digital version of the Bulletin.

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

Total Amount _____ Card # _____

Check (make check payable to Pennsylvania School Boards Association)

VISA MasterCard American Express Exp. Date _____ CVV2/CVC2 _____

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

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

Signed _____

Title _____

Name (printed) _____ Date _____

TERMS & CONDITIONS: The advertiser has read and agrees to abide by the current PSBA *Bulletin* Advertising Rates and Terms & Conditions set forth in this contract. Editorial & 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:

- You will be invoiced 30 days prior to the publication date. All payments are due 30 days after the date of invoice; no agency commission discount granted.
- To establish credit, all new advertisers must prepay their first three insertions by the material deadline for each issue.
- If an advertiser fails to make timely payments, prepayment will be required for three additional insertions to regain credit privileges.
- All author's corrections on advertisement copy shall be billed as an additional charge to the advertiser or ad agency.
- Rates are subject to change without notice.
- The publisher accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement.
- 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.
- The publisher's liability for any error shall not exceed the cost of the space in which the error appeared.
- 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.
- 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.
- The publisher reserves the right to cancel an advertisement prior to its publication advertising run for any reason it deems appropriate.
- As used throughout this contract, the term "publisher" shall refer to the Pennsylvania School Boards Association.
- Other than Premium Positions, special position requests cannot be guaranteed.
- Note: Subject to change**

Alliance Partner ADVISORY COUNCIL

The purpose of the Alliance Partner Advisory Council is to foster ethical and mutually supportive projects, programs and services among educational enterprises offering goods and services to the membership of the Pennsylvania School Boards Association (PSBA). Below is a list of the current council:

- **BRETT EATER**
CM Regent Insurance Company
- **WILLIAM (TED) HOPKINS**
FVHD Architects-Planners
- **MARK CAROLLA**
Keystone Purchasing Network (KPN)
- **RAJESH CHAINANI**
PA School District Liquid Asset Fund (PSDLAF)
- **ROSE FETTER**
SitelogIQ
- **CRAIG NELSON**
Tremco Roofing & Building Maintenance

Interested in joining?

Your participation is welcomed. Currently, there are seats available on the council. For more information, please contact Kelsey Carbaugh, PSBA's senior insurance and partnerships manager, at kelsey.carbaugh@PSBA.org or (717) 506-2450, ext. 3310.



