



PENNSYLVANIA SCHOOL BOARDS ASSOCIATION

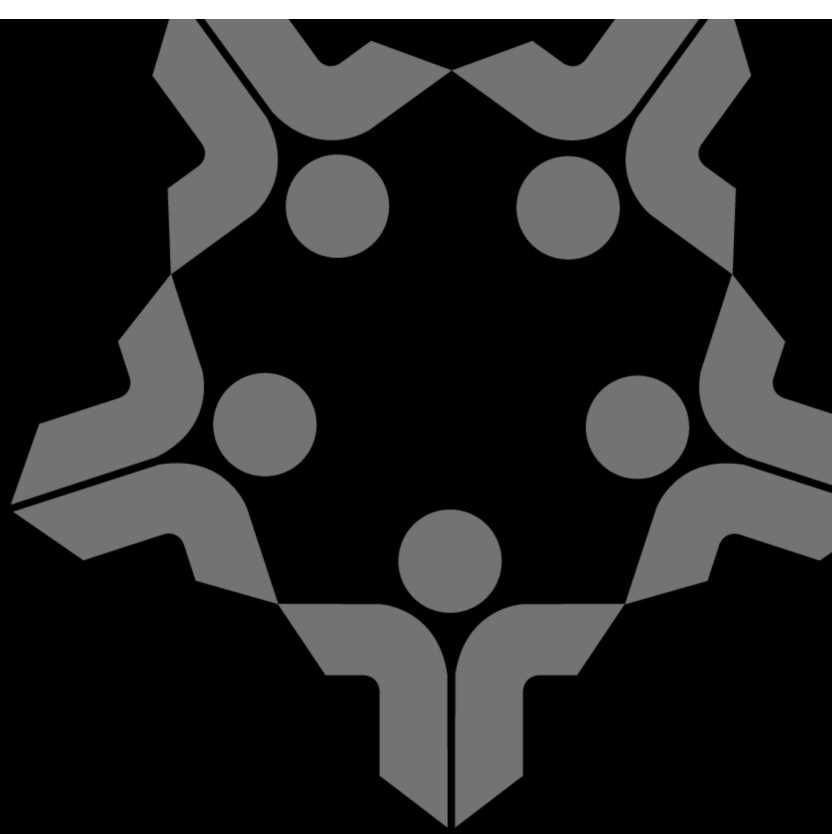
SCHOOL LEADER BULLETIN MAGAZINE

MEGAN OREHEK
CHIEF MEMBERSHIP OFFICER
MEGAN.OREHEK@PSBA.ORG

Media
KIT 20
26

ABOUT

PSBA's *School Leader Bulletin* magazine is a quarterly publication with issues in February, May, August and November. The *Bulletin* covers state and national governmental issues affecting public education, legal developments, education research, feature stories, opinion pieces, bright ideas and public education standouts. Topics support school directors in their role, providing insight, information and inspiration.



ARE YOU A PSBA ALLIANCE PARTNER?

Great news, your partnership comes with perks! Enjoy exclusive discounts on all *Bulletin* advertising. Don't miss out on this valuable opportunity to amplify your message while saving!

- Bronze 10%
- Silver 15%
- Sapphire 25%
- Gold 35%
- Platinum 50%

If you aren't an Alliance Partner but you are interested in learning more, visit www.psba.org/alliance-partners.

MEDIA STATISTICS



PRINT & DIGITAL PUBLICATION

4X

PRODUCED QUARTERLY



MULTI-AWARD WINNING

27K⁺ READERSHIP

INSERTION ORDER & ADVERTISING CONTRACT

Company _____

Contact Person _____ Email _____

Address _____

City _____ State _____ Zip Code _____

Phone (____) _____

AD SIZE	AD POSITION/SIZE	ISSUE
Please indicate your desired ad(s) size		
<input type="checkbox"/> Inside Front Cover 8.5" x 11"	<input type="checkbox"/> Winter	please indicate which issues you want your ad(s) placed (check all that apply)
<input type="checkbox"/> Inside Back Cover 8.5" x 11"	<input type="checkbox"/> Spring	
<input type="checkbox"/> Back Cover 8.5" x 11"	<input type="checkbox"/> Summer	
<input type="checkbox"/> Full page, 8.5" x 11"	<input type="checkbox"/> Fall	
<input type="checkbox"/> Half page, 7" x 5" H or 4.5" x 7"		
<input type="checkbox"/> Center Spread		
<input type="checkbox"/> Inside Spread		
<input type="checkbox"/> Advertorial (full page)		

PAYMENT METHOD:

Total Amount _____

Please make checks payable to Pennsylvania School Boards Association.

Credit card: VISA MasterCard American Express

Card # _____

Expiration date _____ CW2/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) _____

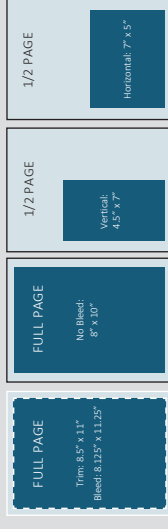
Date _____

MAKE A COPY OF THIS CONTRACT FOR YOUR RECORDS

SEND A COMPLETED INSERTION CONTRACT AND PAYMENT TO: Megan Orehek, Chief Membership Officer at megan.orehek@psba.org

ADVERTISING SPECIFICATIONS

- 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



2026 EDITORIAL CALENDAR

ISSUE	THEME	AD DEADLINE
Winter	School board basics	11/22/25
Spring	Student-centric	2/23/26
Summer	Educational hot topics and trends	5/18/26
Fall	Technology and innovation	8/24/26
Winter	School Board Basics	11/16/26

Please note: editorial calendar is subject to change.

ADVERTISING RATES

SIZE	NUMBER OF ISSUES	COVERS
Full page	1-2	\$2,000
1/2 page	3-4	\$1,500
Inside front		\$2,500
Inside back		\$2,500
Back		\$2,500
Center spread		\$4,840
Inside spread		\$3,850
Full page		\$5,500
		\$5,250

TERMS & CONDITIONS: The advertiser has read and agrees to abide by the current PSBA School Leader 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 School Leader 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