

# Illinois Association of School Business Officials



## Reach the decision makers in Illinois' \$8.6 billion education industry.

With members responsible for approving contracts, recommending vendors and overseeing purchases in their school systems, the Illinois Association of School Business Officials (IASBO) represents the \$8.6 billion education industry throughout the state. Network with these key decision makers by placing your company's advertisement in our biannual magazine, *The Journal of School Business Management*.

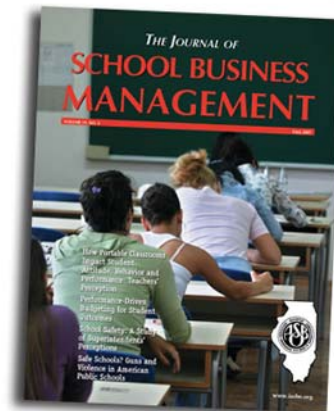
With more than 80 percent of our members involved in the purchasing process when it comes to goods and services in Illinois schools, you can be sure your company will reach your target market.

### Confident, cost-effective advertising.

Every Illinois Association of School Business Officials member receives a copy of *The Journal of School Business Management*, offering your business exposure to business managers, superintendents and assistant superintendents of school districts, along with legislators, the governor's office and more than 100 university libraries and departments of education.

### Show your support for the IASBO.

Supporting the Illinois Association of School Business Officials helps promote the advancement of your industry as you invest advertising dollars in a group dedicated to improving the environment of Illinois' classrooms.



### New! Digital edition:

An exact replica of *The Journal of School Business Management* will be made available on IASBO's Web site. Ask your Naylor account representative about digital edition opportunities.

### Enhance Visibility:

All advertisers receive a free custom listing in our *Index of Advertisers*. Your company will be listed under the category of your choice along with the page number of your ad.

### Drive Traffic:

Increase the number of visitors to your Web site with a free listing in our *Advertiser.com* cross-reference feature.

### For more information, visit:

[www.iasbo.org](http://www.iasbo.org).

WE ARE THE INDUSTRY.

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CONTACT:

## Print Advertising Specs (Magazine – 8.375" x 10.875")

### The Publication

*The Journal of School Business Management*: An 8.375" x 10.875", saddle-stitched, biannual publication.

Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date.

Invoices issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of *The Journal of School Business Management*.

### Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full-Page Bleed	8.625"	11.125"
Full-Page Trim	8.375"	10.875"
Full-Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

### Artwork Requirements

**All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.**

**IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.**

All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor Web site at [www.naylor.com](http://www.naylor.com) and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.



## Digital Edition

In addition to print, *The Journal of School Business Management* is also available to members in a fully interactive digital version.

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

eSponsorship and eToolbar opportunities are exclusive and awarded on a first-come, first-served basis. Contact your Naylor account executive today to secure your spot.



### eToolbar

**JPG or GIF (no animation): 250 x 50 pixels**

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

### With the digital edition, you can:

- Read the issue online or download it for later.
- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- E-mail articles of interest to colleagues.
- Click on ads to go directly to an advertiser's Web site.

### eSponsorship

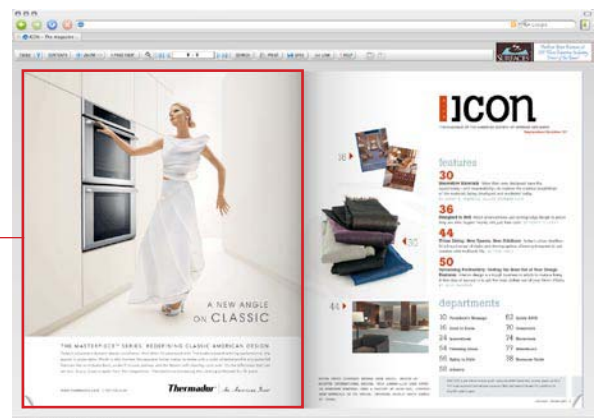
**JPG, GIF or Flash: 645 x 465 pixels**

**Video: 431 x 277 pixels**

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine.

### eLink

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. All of our advertising options include this upgrade.



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