



SSDA NEWSLETTER

Schedule, Rate and Application

2011 - 2012

455 Capitol Mall, Suite 315 • Sacramento, CA 95814
Toll Free: (866) 443-7732 • Tel: (916) 444-9335 • Fax: (916) 441-4851
Website: www.ssda.org

Advertisement Benefits

The Small School Districts' Association (SSDA) is comprised of over 600 members including school district, county office of education and associated business members.

Approximately 60% of districts in California with fewer than 2,500 students are members. The Association also includes school districts up to 5,000 students.

By becoming an SSDA Associate Member, your company gains direct access to the superintendents and trustees in these districts--through advertising, participation at conferences, regional meetings and various sponsorship opportunities.

SSDA works continuously to provide new, innovative opportunities that are beneficial to both our district and business members. These range from assisting member districts to find products and services to expanding our website to include links to company sites. Our staff looks forward to working with you to expand your business marketing success with small school districts.

The Small School Districts' Association publishes a newsletter five times per year. The newsletter is posted on the SSDA website and mailed to the SSDA District Members/Non-Members and Associate Members. It includes special notifications, educational news pertinent to small school districts, legislative updates, news about new members and the SSDA Community, legislative watch, and updates about our Superintendent Help Desk.

Limited advertising space is available in the newsletter on a first-come, first-serve basis. Therefore, it is very important to reserve space in the issue you desire well ahead of the publishing schedule (below) to

2011 - 2012 Publishing Deadlines

SSDA Newsletter is published 5 times per-year, every other month as follows: September - October, November - December, January - February, March - April, May - June.

Submission and publication deadlines appear below:

September - October Issue:

Article/Ad Submission Date: August 12, 2011
Publication Date: September 1, 2011

November - December Issue:

Article/Ad Submission Date: October 14, 2011
Publication Date: November 1, 2011

January - February Issue:

Article/Ad Submission Date: December 16, 2011
Publication Date: January 1, 2012

March - April Issue:

Article/Ad Submission Date: February 17, 2012
Publication Date: March 11, 2012

May - June Issue:

Article/Ad Submission Date: April 20, 2012
Publication Date: May 1, 2012

(publishing dates may change)

SSDA NEWSLETTER ADVERTISING RATES



Advertising space in the newsletter is very limited and available on a first-come, first-serve basis until all ads for the targeted issue are sold. Special insertion rates are available but limited to one special insert (single or double sided) per issue, full page only.

Advertising in the SSDA Newsletter or any other publication of SSDA is limited to members only. Please use the following guidelines when submitting an advertisement:

- Ads must be *camera-ready* by the publication deadline for that month's issue (.jpeg or .pdf).
- Full payment is required prior to publication.
- Ad position is not guaranteed; we reserve the right to place and position the advertisement.
- Ads may identify specific services only and may not include specific prices for such services.

Ad Size	Black & White Ad	Black & White Insert	Color Ad	Color Insert
Full Page - 8 1/2"w x 11"h	\$450.00	\$550.00 per side	\$650.00	\$750.00 per side
Half Page - 8"w x 5 1/2"h	\$375.00	n/a	\$575.00	n/a
Quarter Page - 4"w x 5 1/2"h	\$250.00	n/a	\$450.00	n/a
1/2 Column - 2"w x 5 1/2"h	\$125.00	n/a	\$325.00	n/a
Banner Ad - 8 1/2"w x 1/2"h	\$200.00	n/a	\$400.00	n/a

Advertisement sizes are approximate - Please account for bleed

SSDA Newsletter Reservation Form

Name: _____ Title: _____

Company Name: _____

Address: _____

Phone Number: _____ Fax Number: _____

E-Mail: _____

Issue of Ad Placement:

- September - October November - December January - February
 March - April May - June

Ad Size & Pricing:

	<u>B & W</u>	<u>Color</u>		<u>B & W</u>	<u>Color</u>
<input type="checkbox"/> Full Page	\$450.00	\$650.00	<input type="checkbox"/> Half Page	\$375.00	\$575.00
<input type="checkbox"/> Quarter Page	\$250.00	\$450.00	<input type="checkbox"/> 1/2 Column	\$125.00	\$325.00
<input type="checkbox"/> Banner Ad	\$200.00	\$400.00	<input type="checkbox"/> Insert	\$550.00	\$750.00

Credit Card Type: American Express MasterCard Visa

Payment Amount: _____

Credit Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

Billing Address: _____

Signature of Cardholder: _____

Please return this application with your payment to:

Small School Districts' Association

455 Capitol Mall, Suite 315

Sacramento, CA 95814

FAX: (916) 441-4851

Please contact SSDA at (916) 444-9335 or toll free (866) 443-7732 with any questions or concerns.