

RATE CARD • Texas Lone Star magazine

As the membership publication of the Texas Association of School Boards (TASB), *Texas Lone Star* is read by more than 12,000 education leaders including:

- **School board members in every district**, who set policy for the district and have a wide range of fiscal responsibility
- **Superintendents of every district**, who are responsible for overseeing the day-to-day functions of their districts
- **Other administrators**, including risk management officers, public relations staff, and human resource personnel
- **Education Service Center directors across the state**
- **State and national lawmakers representing Texas**



Advertising Rates—Print Edition				
Size	1x	3x	6x	10x
Full page	\$1,770	\$1,595	\$1,415	\$1,240
2/3 page	\$1,265	\$1,140	\$1,010	\$885
1/2 page	\$1,000	\$900	\$800	\$700
1/4 page	\$760	\$685	\$610	\$530
Business card	\$360	\$325	\$290	\$250
Back cover	\$2,540	\$2,290	\$2,030	\$1,780
Inside front/back	\$2,220	\$2,000	\$1,775	\$1,555

Back cover not available for June or December editions.

Advertising Rates—Online Edition				
	Base rate	3x	6x	10x
Button ad		\$200	\$180	\$160

For more information about online advertising opportunities, contact Denise Schulz at ads@tasb.org.

Edition Deadlines for 2011-12

Texas Lone Star is published monthly except for January/February and August/September, which are combined editions. Please observe the following deadlines for reserving ad space and submitting final ad copy:

Edition	Ad Space Reservation Deadline	Artwork Deadline
September/October	June 15	July 1
November	August 15	September 1
December	September 15	October 3
January/February	October 14	November 1
March	December 15	January 3
April	January 13	February 1
May	February 15	March 1
June	March 15	April 2
July	April 13	May 1
August	May 15	June 1
September/October	June 15	July 2

Advertising in *Texas Lone Star* is a smart marketing move.

It can be challenging for your sales force to schedule personal sales calls with school board members and superintendents, but you can reach them and make your sale with TASB's flagship publication.

If you would like to inquire about advertising or would like a contract, contact Denise Schulz at ads@tasb.org or 512.467.0222.

Special Editions

For targeted marketing efforts, advertisers in *Texas Lone Star* should consider placing ads in the following special editions:

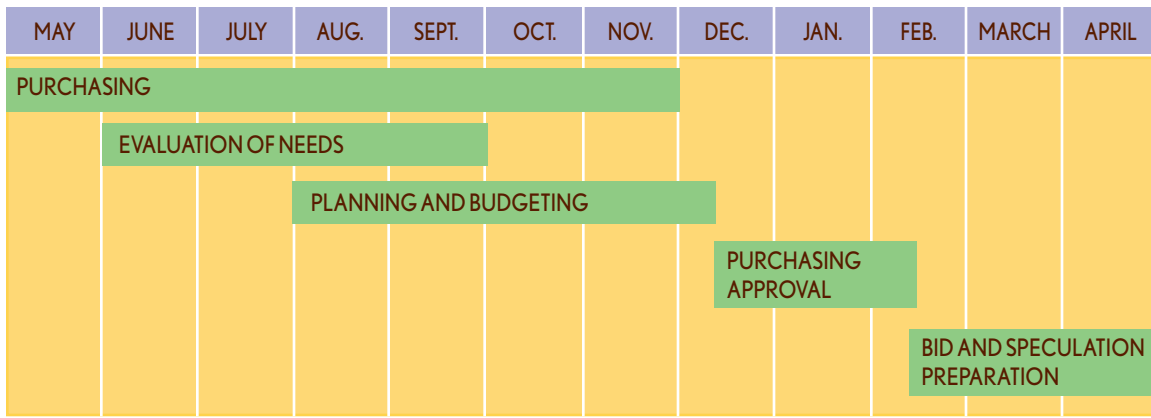
July	Good News in Texas Education (mailed to 30,000 readers)
September/October	TASB/TASA Convention
January/February	TASB Annual Report

Note:

We do not offer agency discounts. There is no extra color charge.



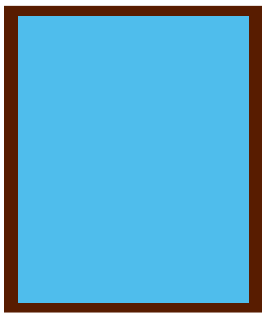
Purchasing Cycle in Education



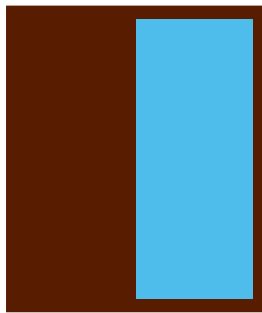
More than half of all education orders are approved by school board members and other administrators between March and August—or as a result of the spring season.

Source: School Market Research Institute, Inc.

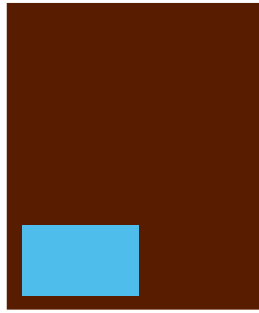
Mechanical Requirements



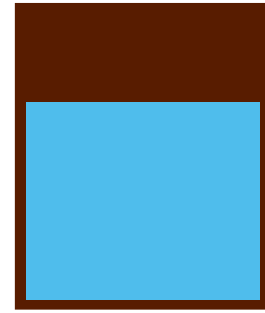
Full page • 7.5" x 10"



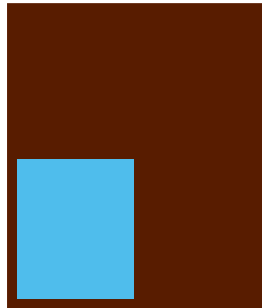
1/2 page vertical • 3.625" x 9.875"



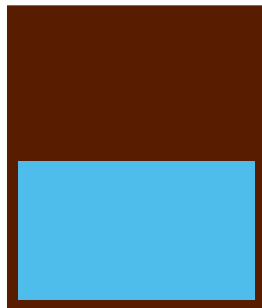
Business card • 3.5" x 2"



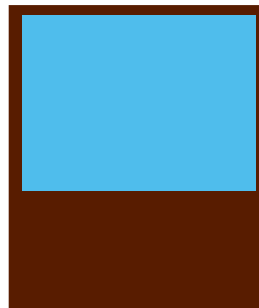
2/3 page • 7.5" x 6.875"



1/4 page • 3.625" x 4.8125"



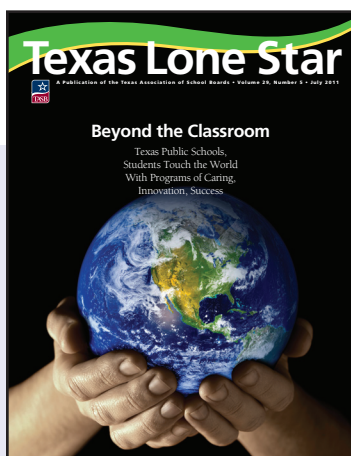
1/2 page horizontal • 7.5" x 4.8125"



Back cover • 7.5" x 6.25"

Ads should be e-mailed to ads@tasb.org as a 300-dpi PDF with fonts embedded or supplied on compact disc. Please use the following naming convention for your ad: yourcompany_tls_issue_year (e.g., firstpublic_tls_septoct_11).

For questions regarding mechanical requirements, call Kristie Robles at 512.467.0222. Per the Texas Association of School Boards' fiscal policy regarding *Texas Lone Star* magazine, the publisher reserves the right to "bump" or postpone ads to later editions, delete ads as necessary, or move ad positions within an edition. The publisher is not responsible for errors contained within copy that the advertiser or its agency supplies.



About TASB

Created in 1949, TASB is a voluntary, nonprofit, statewide public education association that serves and represents local Texas school districts. TASB's membership includes all 1,034 Texas school districts and county school boards, all 20 regional Education Service Centers, 49 community colleges, 34 tax appraisal districts, and 146 educational cooperatives.

The Association represents the largest group of publicly elected officials in the state (more than 7,000 school board members), who preside over combined expenditures of more than \$43 billion annually, employ more than 600,000 people, and serve more than 4.7 million Texas students.