

Texas Association of School Administrators
INSIGHT Advertising Contract

Advertiser: _____

Product/Service: _____

Agency (if applicable): _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ E-Mail: _____

Size (see dimensions on pg. 2):

1/4 page (vertical only)

1/3 page (vertical only)

1/2 page (horizontal only)

full page

Placement:

inside front cover

inside back cover

Issue/Year:

Spring _____

Summer _____

Fall _____

Winter _____

Additions to Base Rate (all charges are per insertion):

full page bleed (base rate + 10%)

Special requests: _____

Total number of insertions: _____ Beginning with: _____ Rate (per insertion): \$ _____

Payment enclosed

Bill advertiser/agency (with approved credit)

Terms and Conditions:

This contract represents cost for space only. Advertiser is liable for all costs incurred in the preparation of advertising. Production or design work for advertising not furnished in press-quality digital format will be billed to the advertiser. Advertiser assumes full responsibility for all material submitted, including, but not limited to, its accuracy. Advertiser does hereby agree to indemnify and hold TASA harmless with respect to any claims or actions against TASA for any cost, legal fees, or related expenses for claims made or judgments rendered against TASA resulting from publication of the advertising, including, but not limited to, claims for unauthorized use of photographs, names, maps, illustrations, etc.; or any claims for libel, slander, piracy, plagiarism, invasion of privacy, or infringement of copyright.

TASA's liability to advertiser on account of errors in or omissions of the advertising material described herein shall in no event exceed the amount of TASA's regular charges for insertion of the advertising that was omitted or in which the error occurred in the issue or issues of *INSIGHT* in which said advertisement was or was to have been printed.

THE TERMS AND CONDITIONS SET FORTH ON THE REVERSE SIDE OF THIS CONTRACT ARE INCORPORATED HEREIN BY REFERENCE AND MADE A PART HEREOF AS THOUGH SET OUT HEREIN FULLY. NONE OF THE TERMS AND CONDITIONS OF THIS CONTRACT MAY BE AMENDED OR ALTERED UNLESS AUTHORIZED IN WRITING AND SIGNED BY AN AUTHORIZED REPRESENTATIVE OF TASA.

Rates are subject to change on 90 days notice. Publisher will honor all contract rates in effect for the duration of the contract. Effective rates and other conditions are set out on the reverse side of this contract and control this contract. Execution of this contract indicates that the advertiser accepts the foregoing terms and rates.

Authorized Signature: _____ Date: _____

Title: _____

Please see reverse side of this contract for ad rates, insertion deadlines, and mechanical specifications. Send this contract to Ann Halstead, via e-mail to advertising@tasanet.org or fax to 512-719-4671. **Please retain a copy for your files.**

Texas Association of School Administrators
INSIGHT Advertising Contract
Rates and Specifications

INSIGHT is the official journal of the Texas Association of School Administrators. Published quarterly, *INSIGHT* provides association members with timely articles designed to foster professional development and give an in-depth understanding of issues pertinent to education and effective school administration. *INSIGHT* mails to nearly 3,000 leaders in the field of education, including superintendents, administrators in leadership positions ranging from curriculum and instruction to personnel and finance, professors of educational administration, students enrolled in educational administration programs, education service center directors and administrators, education agency staff, and other public education stakeholders. TASA members represent more than 95 percent of the school districts and public school students in Texas.

BASE RATES (per insertion): **1x** **2x** **3x** **4x**

All ads print full-color CMYK

| | | | | |
|--|---------|---------|---------|---------|
| <input type="checkbox"/> full page | \$1,200 | \$1,150 | \$1,100 | \$1,050 |
| <input type="checkbox"/> ½ page horizontal | \$800 | \$750 | \$700 | \$650 |
| <input type="checkbox"/> ⅓ page vertical | \$600 | \$550 | \$500 | \$450 |
| <input type="checkbox"/> ¼ page vertical | \$500 | \$450 | \$400 | \$350 |
| <input type="checkbox"/> inside cover | \$2,200 | \$1,900 | \$1,600 | \$1,200 |

BLEEDS: Available for full-page ads only @ 10% above base rate.

CALENDAR: *INSIGHT* is published quarterly

| Issue | Insertion order deadline | Artwork deadline | INSIGHT mails |
|--------|--------------------------|------------------|---------------|
| Spring | February 1 | March 1 | mid-April |
| Summer | May 1 | June 1 | mid-July |
| Fall | July 1 | August 1 | mid-September |
| Winter | October 1 | November 1 | mid-December |

Mechanical Specifications:

INSIGHT is printed CMYK offset, gloss coated paper, saddle stitched, trims 8½" wide x 11" high.

| | |
|--|--|
| full page ad 7.5" x 10" | half page horizontal 7.5" x 4.75" |
| full page with up to .25" bleed . . . 9" x 11.5" | one-third page vertical 2.25" x 9.5" |
| (recommended live area 8" x 10.5") | quarter page vertical 3.5" x 4.75" |
| back cover 7.5" x 5" | |

Digital File Format: high-res (press-quality preset) CMYK PDF. Please include crop marks and at least .125" (no more than .25") bleed on full bleed ads.

Filename Convention:

So that we can better track all advertisers' files please use the following naming convention: ad_your company name_insight_issue_year (for example: ad_shw_insight_fall_12.pdf)

Contact/Artwork Submission:

For questions about ad specifications and art preparation, or for general information about *INSIGHT* advertising, contact TASA at 512-477-6361 or advertising@tasanet.org. Submit artwork to advertising@tasanet.org.

COMMISSIONS:

Agencies must add fees to gross billing.

Content Guidelines:

All advertising is subject to approval by TASA, which reserves the right to reject any advertising that it feels is not in keeping with TASA's goals and objectives. Advertisers and advertising agencies assume responsibility for all content and for any claims arising from publication of the advertising. Advertising that simulates editorial content will be labeled "advertisement" or boxed, at the discretion of the editor. Political, alcohol, tobacco, and other related types of advertising will not be accepted.

Cancellation Policy:

Cancellations will be accepted up to thirty (30) days before artwork deadline for camera-ready copy. Back cover is non-cancelable.

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