

WASBO

Partners, Associates and Friends Program

Partner

\$3490 in value – only \$1200 for a one year commitment
This program is limited to 16 partners

Your Partnership Includes:

1. Recognition as a WASBO Partner on the WASBO homepage (first page!) for one year. This includes your company logo, with a hyperlink to your website. A \$1,000 value.
2. An additional logo placement, with hyperlink, on a second tier page of WASBO's website. A \$500 value.
3. A ¼ page advertisement in all four issues of our newsletter, The Reporter. A \$540 value. Credit for the cost of the advertisement can be applied to a larger size ad.
4. Recognition as a WASBO Partner in every issue of the Reporter. A \$300 value.
5. Complimentary affiliate membership to WASBO for one person. A \$150 value.
6. Recognition on signage displayed at the Annual Conference. A \$100 value.
7. A listing on the Partners, Associates, Friends and Sponsors Program page on the WASBO website. A \$900 value.

Plus additional discounts are available, including a:

8. Ten percent discount on additional ads placed in the Reporter.
9. Ten percent discount on exhibit fees or sponsorship fees for the WASBO annual conference.

Associate

\$2000 in value – only \$750 for a one-year commitment
Unlimited opportunities are available

Associates Receive:

1. Two ¼ page ads in the WASBO Reporter. A \$300 value.
2. Their logo placed on second or third tier page of WASBO's website with a hyper link to your website. A \$500 value.
3. Recognition in the Associate Program one quarter page ad in the WASBO Reporter. A \$150 value.
4. Complimentary affiliate membership to WASBO for one person. A \$150 value.
5. A listing on the Partner, Associates, Friends and Sponsors Program page on the WASBO website. A \$900 value.

Friend

\$1650 in value – only \$500 for a one-year commitment
Unlimited opportunities available

Friends Receive:

1. Their logo placed on second or third tier page of the WASBO website with a hyperlink to your website . A \$500 value.
2. Complimentary affiliate membership to WASBO for one person. A \$150 value.
3. A listing on the Partner, Associates, Friends and Sponsors Program page on the WASBO Website. A \$900 value.

WASBO Event Sponsorships

Event	Number of Presenting Sponsorships Available	Number of Executive Level Sponsorships Available	Number of Corporate Level Sponsorships Available
Business Manager Conference <i>July 21 - 24, 2008</i>	1 Sponsorship should be confirmed by April 15 for logo to be placed on promotional materials.	2	Unlimited
Leadership Conference <i>January 24 - 25, 2008</i>	1 Sponsorship should be confirmed by November 1 for logo to be placed on promotional materials.	2	Unlimited
Legislative Workshop <i>February 4, 2008</i>	1 Sponsorship should be confirmed by December 1 for logo to be placed on promotional materials.	2	Unlimited
Risk Management Conference <i>(date to be determined)</i>	1 Contact the WASBO office for date confirmation.	2	Unlimited
Purchasing Conference <i>February 19, 2008</i>	1 Contact the WASBO office for date confirmation	2	Unlimited
Payroll Conference <i>November 1 and 7, 2007</i>	1 Sponsorship should be confirmed by October 1 for logo to be placed on promotional materials.	2	Unlimited
Accounts Payable Conference <i>July, 2008</i>	1 Sponsorship should be confirmed by April 15 for logo to be placed on promotional materials.	2	Unlimited
Records Management Conference <i>(date to be determined)</i>	1 Contact the WASBO office for date confirmation	2	Unlimited

Sponsorships will be awarded on a first come first served basis.

Benefits of Sponsorship:

Presenting Sponsor.....\$1,000

- Your company's name and/or logo are included on print and electronic promotional pieces.
- Your company's logo is included on the WASBO sponsor recognition website for three months with a link to your website or e-mail address.
- Your company's name and logo are included on the program and signage.
- You may provide guests with give-aways.
- Admission for two guests (if it pertains to the event) is included.

Executive Level Sponsor.....\$500

- Your company's logo is included on the WASBO sponsor recognition website for three months with a link to your website or email address.
- Your company's logo is included on signage.
- You may provide guests with giveaways.
- Admission for one guest (if it pertains to the event) is included.

Corporate Level Sponsor.....\$250

- Your company's logo is included on the WASBO sponsor recognition website for three months with a link to your website or email address.
- Your company's name is included on signage.

WASBO Reporter Newsletter Advertising

The Reporter, the official newsletter published by the Washington Association of School Business Officials (WASBO), provides association members with information relevant to school business professionals. It includes legislative news, leadership articles, and information about technical issues and advances in Washington State. The Reporter readers include school business officials in fields such as business management, accounting, retirement, payroll, personnel, purchasing, warehouse, records management, risk management, transportation, and food service at all levels of the profession.

Publication Frequency: Quarterly

Circulation: 1200

Deadline for placement and payment:

June 15 for the July issue

September 15 for the October Issue

December 15 for the January Issue

Number of Issues	1/6 page w x h: 3 1/2 x 2 7/8" (with border)	1/4 page w x h: 3 1/2 x 4 7/8" (with border)	1/3 page w x h: 3 1/2 x 6" (with border)	1/2 page wxh 3 1/2" x 9" (vertical) (with border)	1/2 page wxh 7 1/2" x 4 3/8" (horizontal) (with border)	Full page wxh: 7 1/8" x 9" (live area)	Insert wxh: 8 1/2" x 11" (call WASBO)
1	\$125	\$150	\$175	\$200	\$250	\$300	\$400
2	\$250	\$300	\$350	\$400	\$500	\$600	\$800
3	\$338	\$405	\$473	\$540	\$675	\$810	\$1080
4	\$450	\$540	\$630	\$720	\$900	\$1080	\$1440

The rates reflect a 10% discount for 3 or 4 ads paid in full in advance.

You may order display advertising online at www.wasbo.org. Rates are effective 9/1/07-8/31/08. All display ads must be camera-ready. WASBO does not provide typesetting or design services for display ads, but can recommend a vendor to provide assistance. All display ads (except full-page ads) must have a border set to the specified dimensions. Provide black and white ads and artwork only.

One complimentary copy of the issue in which your ad runs will be sent to you (one to each Advertiser/Client and Advertising Agency), if applicable.



Washington Association of School Business Officials
Partners, Associates and Friends Program
Order Form

(Or order online at www.wasbo.org)
 Rates are effective 9/1/2007 - 8/31/2008

Company/Client Name as it should appear on signs and acknowledgments:

Contact Name: _____

Mailing Address (Street/PO Box): _____

City: _____ State/Province: _____ Zip Code: _____

Phone: () _____ Fax: () _____

Email: _____ Web Address: _____

Advertising Agency (if applicable) _____

Contact Name: _____

Mailing Address (Street/PO Box): _____

City: _____ State/Province: _____ Zip Code: _____

Phone () _____ Fax: () _____

Email: _____ Web Address: _____

*One complimentary copy of the issue in which your ad runs will be sent to you
 (one to each Advertiser/Client and Advertising Agency, if applicable).*

To order, please choose from the following options:

Partner.....\$1200 (limited to 16 spots)
 Logo enclosed or sent by email.

Associate.....\$ 750
 Logo enclosed or sent by email.

Friend.....\$500
 Logo enclosed or sent by email.

Total Cost \$ _____

Check Enclosed – payable to WASBO

Credit card authorization completed below:

VISA or Master Card No. _____ Expires _____

Total Authorized Amount \$ _____

Cardholder's Name (please print) _____

Signature (required) _____

Guidelines:

Email (jpg or gif preferred) or mail (camera-ready) your black and white company logo for your company recognition. WASBO will automatically recognize Partners, Associates and Friends in our newsletter, *The Reporter* and on the WASBO website and will recognize Partners on WASBO Annual Conference signage. WASBO will automatically sign up participants for a complimentary copy of our newsletter, *The Reporter*. Partners, Associates and Friends are responsible for requesting discounts associated with program benefits. Program agreement will run one year from the date payment is received. All advertising, including inserts, must conform to the standards and policies of WASBO. WASBO's staff reserve the right to decline any advertisement considered contrary or conflicting with WASBO policy or purpose. An advertisement appearing in WASBO publications does not imply or constitute endorsement of those products or service by WASBO.



Washington Association of School Business Officials

Event Sponsorship Order Form

(Or order online at www.wasbo.org)
Rates are effective 9/1/2007 - 8/31/2008

Company/Client Name as it should appear on signs and acknowledgments:

Contact Name: _____

Mailing Address (Street/PO Box): _____

City: _____ State/Province: _____ Zip Code: _____

Phone: () _____ Fax: () _____

Email: _____ Web Address: _____

Advertising Agency (if applicable) _____

Contact Name: _____

Mailing Address (Street/PO Box): _____

City: _____ State/Province: _____ Zip Code: _____

Phone () _____ Fax: () _____

Email: _____ Web Address: _____

To participate, please choose from the following options:

Business Managers Conference	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Leadership Conference	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Legislative Workshop	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Risk Management Workshop	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Purchasing Workshop	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Payroll Workshop	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Accounts Payable Conference	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship
Records Management Workshop	<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Corporate Sponsorship

Check Enclosed – payable to WASBO

Credit card authorization completed below

VISA or Master Card No. _____ Expires _____

Total Authorized Amount \$ _____

Cardholder's Name (please print) _____

Signature (required) _____

Guidelines:

Email (jpg or gif preferred) or mail (camera-ready) your black and white company logo for your company recognition. WASBO will automatically recognize Partners, Associates and Friends in our newsletter, *The Reporter* and on the WASBO website and will recognize Partners on WASBO Annual Conference signage. WASBO will automatically sign up participants for a complimentary copy of our newsletter, *The Reporter*. Partners, Associates and Friends are responsible for requesting discounts associated with program benefits. Program agreement will run one year from the date payment is received. All advertising, including inserts, must conform to the standards and policies of WASBO. WASBO's staff reserve the right to decline any advertisement considered contrary or conflicting with WASBO policy or purpose. An advertisement appearing in WASBO publications does not imply or constitute endorsement of those products or service by WASBO.



Washington Association of School Business Officials Newsletter Advertising Order Form

(Or order online at www.wasbo.org)
Rates are effective 9/1/2007 - 8/31/2008

Company/Client Name as it should appear on signs and acknowledgments:

Contact Name: _____

Mailing Address (Street/PO Box): _____

City _____ State/Province: _____ Zip Code: _____

Phone: () _____ Fax: () _____

Email: _____ Web Address: _____

Advertising Agency (if applicable) _____

Contact Name: _____

Mailing Address (Street/PO Box): _____

City: _____ State/Province: _____ Zip Code: _____ Phone() _____ Fax () _____

Email: _____ Web Address: _____

One complimentary copy of the issue in which your ad runs will be sent to you (one to each Advertiser/Client and Advertising Agency, if applicable).

To order, please choose from the following options:

Ad Size	Dimensions (with border)	Rate
<input type="checkbox"/> Full Page	w x h 7 1/2" x 9"	\$400
<input type="checkbox"/> 1/2 Page (Horizontal)	w x h 7 1/2" x 4 1/8"	\$250
<input type="checkbox"/> 1/2 Page (Vertical)	w x h 3 1/2" x 9"	\$250
<input type="checkbox"/> 1/3 Page	w x h 3 1/2" x 6"	\$175
<input type="checkbox"/> 1/4 Page	w x h 3 1/2" x 4 1/8"	\$150
<input type="checkbox"/> 1/6 Page	w x h 3 1/2" x 2 7/8"	\$125

Month of Newsletter Issue

<input type="checkbox"/>	October 2007	January 2008	April 2008	July 2008
	October 2008	January 2009	April 2009	July 2009

Discount used (multiple issues or Partners, Associates, Friends Program – see marketing packet)

Total Cost \$ _____

Check Enclosed (payable to WASBO)

Credit card authorization completed below:

VISA or Master Card No. _____ Expires _____ Total Authorized Amount \$ _____

Cardholder's Name (please print) _____ Signature (required) _____

Deadline: June 15 for the July issue; September 15 for the October issue; December 15 for the January issue; March 15 for the April issue. Ads may be accepted after the closing date at the discretion of the newsletter staff based on space and time availability.

Cancellation: A service charge of \$25 will apply to newsletter ads cancelled on or before the closing date. No cancellations after the closing date.

Order form: A complete order form must accompany each advertising placement. All ad placements must be submitted in writing. No advertisement orders will be accepted over the phone.

Newsletter advertising artwork: All display ads must be submitted as camera ready or in digital format and ads smaller than a full page must have a border. Faxed copy will be accepted as camera-ready artwork. Do not fold artwork. WASBO does not typeset display advertisements, but can provide a referral.

Preferred digital format: All digital ads must include a B&W proof (fax is acceptable). WASBO is not responsible for accuracy of an ad if a hardcopy is not submitted. Preferred file format is PDF.

All fliers must be 8 1/2" by 11" text-weight paper. Advertiser must provide the total number of printed fliers, ready for insertion. Contact the WASBO office for details.

Advertising including inserts, must conform to the ethical standards and policies of WASBO. WASBO reserves the right to decline any advertisement. Publication of advertisements does not imply or constitute endorsement of these products, or services