

2007 ASBO INTERNATIONAL PUBLICATIONS RATE CARD

	1x	3x	6x	11x	22x
SCHOOL BUSINESS AFFAIRS B/W ADS					
Full Page	\$2,020	\$1,915 ea.	\$1,860 ea.	\$1,740 ea.	\$1,590 ea.
1/2 Page Island	\$1,590	\$1,515 ea.	\$1,435 ea.	\$1,360 ea.	\$1,235 ea.
1/2 Page Horizontal	\$1,330	\$1,250 ea.	\$1,180 ea.	\$1,130 ea.	\$1,020 ea.
1/3 Page	\$1,010	\$960 ea.	\$910 ea.	\$860 ea.	\$780 ea.
1/4 Page	\$825	\$785 ea.	\$745 ea.	\$705 ea.	\$640 ea.

Add	
SCHOOL BUSINESS AFFAIRS COLOR ADS	
Matched Color	\$1,030 extra

	3x	6x	11x
SCHOOL BUSINESS AFFAIRS COVERS (4-COLOR ONLY)			
Cover 2 (Inside Front)	\$4,485 ea.	\$4,265 ea.	\$4,045 ea.
Cover 3 (Inside Back)	\$4,045 ea.	\$3,825 ea.	\$3,635 ea.
Cover 4 (Outside Back)	\$4,590 ea.	\$4,370 ea.	\$4,155 ea.

	B/W	2-Color	4-Color
SCHOOL BUSINESS AFFAIRS MARCH 2007 MEMBERSHIP DIRECTORY			
Full Page	\$2,020	\$2,550	\$3,080
1/2 Page Island	\$1,590	\$2,115	\$2,650
1/2 Page Horizontal	\$1,330	\$1,855	\$2,390
1/4 Page (Vertical Only)	\$800	\$1,325	\$1,860
Section Divider Tab (4-Color Only)			\$3,400

	B/W	4-Color
2007 ANNUAL MEETING PROGRAM BOOK		
Back Cover (4-Color Only)		\$5,670
Cover 2 or 3	\$4,090	\$5,275
Full Page	\$2,340	\$3,520
1/2 Page Island or Horizontal	\$1,680	\$2,860
1/3 Page Island or Horizontal	\$1,175	\$2,360
1/4 Page Horizontal	\$970	\$2,150

	B/W	4-Color
2007 ANNUAL MEETING DAILY NOTE: RATES LISTED INCLUDE YOUR AD INSERTION INTO ALL THREE ISSUES.		
Back Cover (4-Color Only)		\$5,400
Cover 2 or 3 (4-Color Only)		\$5,185
Front Page Banner Ad (4-Color Only)		\$1,700
Full Page	\$3,885	\$4,865
Junior Page	\$2,330	\$3,275
1/2 Page	\$1,995	\$3,275
1/4 Page	\$1,505	\$2,800

ALSO AVAILABLE:

- Inserts
 - Belly bands
 - Tabbed pages
- AND MORE!**

Contact Ascend Media for personalized rates.

Frequency Discount Policies:

3x and 6x frequency rates are earned by running ads in any 3 or 6 issues within a 12-month period. 11x rates are earned by running ads in 11 consecutive issues within a one-year period. To qualify for discounts, advertisers must submit reservations for all issues initially. Advertisers will be short-rated if they do not use the amount of space upon which the billing was based.