

SCHOOL BUSINESS AFFAIRS PRODUCTION SPECIFICATIONS

MATERIAL SPECIFICATIONS

Delivery:

- Send all files to Ascend Media for pre-flight.
- CDs are preferred; Zip disks are acceptable.
- Include matchprint proof for 4-Color ads or laser copy for B/W ads.

Acceptable file formats:

- QuarkXpress 4.0 or 5.0 files with "Collect for Output" report.
- Adobe Illustrator, Adobe Photoshop files.
- Ads in TIFF, EPS, or print-optimized PDF format are acceptable.
- Postscript fonts and all graphics must be included in delivery.

Art and Colors:

- 300 dpi minimum.
- CMYK files only. Pantones not converted to CMYK will be treated as spot colors.
- Please convert B/W files to grayscale.

Screens:

- 133-Line Screen Recommended.
- 120-Line Screen Minimum.
- 150-Line Screen Maximum.

Policies:

- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.
- ASBO and Ascend Media reserve the right to request new files whenever necessary.
- Art is returned only upon request. Otherwise, materials are stored by printer for 12 months and are then destroyed.

PUBLISHER'S STATEMENT

Statement of Ownership, Management, and Circulation

1. Publication Title: *School Business Affairs*. 2. Publication Number: 0036-651X. 3. Filing Date: August 5, 2005. 4. Issue Frequency: Monthly. 5. No. of Issues Published Annually: 11. 6. Annual Subscription Price: \$55. 7. Mailing Address of Known Office of Publication: 11401 North Shore Drive, Reston, VA 20190. 8. Mailing Address of Headquarters: 11401 North Shore Drive, Reston, VA 20190. 9. Names and Mailing Addresses of Publisher, Editor, and Managing Editor: Publisher: John D. Musso, RSBA, Association of School Business Officials International, 11401 North Shore Drive, Reston, VA 20190. Editor: Patricia George, 37864 Alberts Farm Drive, Purcellville, VA 20132. Managing Editor: Siobhan McMahon, Association of School Business Officials, International, 11401 North Shore Drive, Reston, VA 20190. 10. Owner: Association of School Business Officials, International, 11401 North Shore Drive, Reston, VA 20190. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. Tax Status: The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during the preceding 12 months. 13. Publication Title: *School Business Affairs*. 14. Issue Date for Circulation Data Below: September 2006.

15. Extent and Nature of Circulation

| | Average No. Copies Each Issue During Preceding 12 Months | No. Copies of Single Issue Published Nearest to Filing Date |
|--|--|---|
| A. Total number of copies (net press run) | 5800 | 5900 |
| 1. Paid and/or requested circulation paid/requested outside country | 5400 | 5500 |
| 2. Mail Subscriptions Stated on Form 3541 | 0 | 0 |
| 3. Paid In-County Subscriptions as Stated on Form 3541 | 0 | 0 |
| 4. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution | 0 | 0 |
| C. Total Paid and/or Requested Circulation | 5400 | 5500 |
| D. Free Distribution by Mail | | |
| 1. Outside County as Stated on Form 3541 | 0 | 0 |
| 2. In County as Stated on Form 3541 | 0 | 0 |
| 3. Other Classes Mailed Through the USPS | 0 | 0 |
| E. Free Distribution Outside the Mail | 0 | 0 |
| F. Total Free Distribution | 0 | 0 |
| G. Total Distribution | 5400 | 5500 |
| H. Copies Not Distributed | 400 | 400 |
| I. Total | 5800 | 5900 |
| J. Percent Paid and/or Requested Circulation | 100% | 100% |

16. This Statement of Ownership will be printed in the October 2006 issue of SBA.

17. I certify that all information furnished above is true and complete. Siobhan McMahon.

PRINT SPECIFICATIONS

Printing: Web Offset

Binding: Saddle-stitched

| | Width | Depth |
|------------|--------|---------|
| Page Trim: | 8.125" | 10.875" |

Please keep vital copy at least .25" from final trim.

| | | |
|------------|----|-----|
| Live Area: | 7" | 10" |
|------------|----|-----|

AD SIZE SPECIFICATIONS

| | Width | Depth |
|--|--------|---------|
| A. Full Page Bleed Size (Bleed pages available only with full-page ads) | 8.375" | 11.125" |
| B. Full Page Ad, no bleed | 7" | 10" |
| C. 1/2 Page Island | 4.625" | 7" |
| D. 1/2 Page Horizontal | 7" | 4.625" |
| E. 1/3 Page Vertical (column) | 2.25" | 10" |
| F. 1/3 Page Horizontal | 4.625" | 4.875" |
| G. 1/4 Page Vertical | 3.5" | 4.625" |
| H. 1/4 Page Horizontal | 4.625" | 3.5" |

PAYMENT POLICIES

- Recognized agencies are given 15% commission.
- Payments are made on a "Net 30-day" schedule.

ILLUSTRATION OF AD SIZES



A. Full Page Bleed
8.375" x 11.125"



B. Full Page, no bleed
7" x 10"



C. 1/2 Page Island
4.625" x 7"



D. 1/2 Page Horizontal
7" x 4.625"



E. 1/3 Page Vertical
2.25" x 10"



F. 1/3 Page Horizontal
4.625" x 4.875"



G. 1/4 Page Vertical
3.5" x 4.625"



H. 1/4 Page Horizontal
4.625" x 3.5"

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