

SSDA NEWSLETTER

Schedule, Rate and Application



2017 - 2018

925 L Street, Suite 1200 • Sacramento, CA 95814
Tel: (916) 662-7213 • Fax: (916) 443-7468

www.ssda.org
shelly@ssda.org

Advertisement Benefits

The Small School Districts' Association (SSDA) is comprised of hundred of members including school district, county office of education and associated business members.

Approximately 60% of districts in California with fewer that 2,500 students are members. The Association also includes school districts.

By becoming an SSDA Associate Member, your company gains direct access to the superintendents and trustees in these districts--through advertising, participation at conferences, regional meetings and various sponsorship opportunities.

SSDA works continuously to provide new, innovative opportunities that are beneficial to both our district and business members. These range from assisting member districts to find products and services to expanding our website to include links to company sites. Our staff looks forward to working with you to expand your business marketing success with small school districts.

The Small School Districts' Association publishes a newsletter five times per year. The newsletter is posted on the SSDA website and emailed to all district and county offices. It includes special notifications, educational news, legislative and updates, and SSDA Community news.

Limited advertising space is available in the newsletter on a first-come, first-serve basis. Therefore, it is very important to reserve space in the issue you desire well ahead of the publishing schedule (below) to coincide with your marketing efforts.

2017 - 2018 Publishing Deadlines

The SSDA Newsletter is published 5 times per-year, every other month as follows:
September - October, November - December, January - February, March - April, May - June

Submission and publication deadlines appear below:

September - October Issue:

Article/Ad Submission Date: August 19, 2017
Publication Date: August 31, 2017

November - December Issue:

Article/Ad Submission Date: October 21, 2017
Publication Date: October 31, 2017

January - February Issue:

Article/Ad Submission Date: December 23, 2017
Publication Date: December 31, 2017

March - April Issue:

Article/Ad Submission Date: February 16, 2018
Publication Date: February 28, 2018

May - June Issue:

Article/Ad Submission Date: April 13, 2018
Publication Date: April 30, 2018

(publishing dates are subject to change)

Newsletter Advertising Rates



Advertising space in the newsletter is very limited and available on a first-come, first-serve basis until all ads for the targeted issue are sold. Special insertion rates are available but limited to one special insert (single or double sided) per issue, full page only.

Advertising in the SSDA Newsletter or any other publication of SSDA is limited to members only. Please use the following guidelines when submitting an advertisement:

- Ads must be *camera-ready* by the publication deadline for that month's issue (.jpeg or .pdf).
- Full payment is required prior to publication.
- Ad position is not guaranteed; we reserve the right to place and position the advertisement.
- Ads may identify specific services only and may not include specific prices for such services.

Advertisement Sizes	Black & White Ad	Full Color Ad
Full Page - 8 5/8" w x 11 1/8" h 51p9 x 66p9	\$450.00	\$650.00
1/2 Page (hz) - 7" w x 4 5/8" h 42p x 27p6	\$375.00	\$575.00
1/4 Page (hz) - 4 5/8" w x 3 3/8" h 27p6 x 20p	\$250.00	\$450.00
1/8 Page (hz) - 3 3/8" w x 2 1/8" h 20p x 13p	\$125.00	\$325.00
Banner Ad - 7" w x 2 1/8" h 42p x 13p	\$200.00	\$400.00

Allow 1p6 [1/4, .25"] for a perfect bound book

Please email your articles (750 words or less in a Word document) or advertisements (.jpeg or .pdf files only) to:
shelly@ssda.org

SSDA Newsletter Reservation Form

Name: _____ Title: _____

Company Name: _____

Address: _____

Phone Number: _____ Fax Number: _____

E-Mail: _____

Issue for Advertisement Placement: (pricing may vary due to membership levels)

- September - October November - December January - February
 March - April May - June

Ad Size & Pricing:	<u>B & W</u>	<u>Color</u>		<u>B & W</u>	<u>Color</u>
<input type="checkbox"/> Full Page	\$450.00	\$650.00	<input type="checkbox"/> 1/2 Page	\$375.00	\$575.00
<input type="checkbox"/> 1/4 Page	\$250.00	\$450.00	<input type="checkbox"/> 1/8 Page	\$125.00	\$325.00
<input type="checkbox"/> Banner Ad	\$200.00	\$400.00			

Please send advertisements and/or articles to: shelly@ssda.org

Payment Amount: _____

*Credit Card Type American Express MasterCard Visa

Credit Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

Billing Address: _____

Signature of Cardholder: _____

**Credit card payments will incur a 3% processing fee*

Please return this application with your payment to:

Small School Districts' Association

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Sacramento, CA 95814

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