



WISCONSIN ASSOCIATION OF SCHOOL BUSINESS OFFICIALS

4797 Hayes Road, Suite 101, Madison, WI 53704

Phone (608) 249-8588 Fax (608) 249-3163 wasbo@wasbo.com www.WASBO.com

TAKING CARE OF BUSINESS

Bi-Monthly Publication of WASBO available to over 1200 WASBO members and affiliates in both print and online at www.WASBO.com.

**ADVERTISING RATES, PUBLICATION SCHEDULE AND ADDITIONAL TERMS AND CONDITIONS
2009-10 Publication Year**

| Advertising Rates Color subject to availability. | | |
|---|------------------|-------------------------------|
| | Per Issue | 6 Issues with 10% discount |
| Full Page | \$380.00 | \$2,052.00 |
| 7 ¼" wide x 9" deep | \$695.00 w/color | \$3,753.00 w/color |
| Half Page | \$205.00 | \$1,107.00 |
| 3 ½" wide x 9" deep or | \$380.00 w/color | \$2052.00 w/color |
| 7 ¼" wide x 4 ½" deep | | |
| Quarter Page | \$140.00 | \$756.00 |
| 3 ½" wide x 4 ½" deep or | \$260.00 w/color | \$1,404.00 w/color |
| 7¼" wide x 2 ¼" deep | | |

| Publication Deadlines | |
|-----------------------|---------------------|
| Issue | Ad copy Deadline |
| Aug 2009 | July 15, 2009 |
| Oct 2009 | Sept 15, 2009 |
| Dec 2009 | Nov 15, 2009 |
| Feb 2010 | Jan 15, 2010 |
| April 2010 | March 15, 2010 |
| June 2010 | May 15, 2010 |

Ads accepted only for sizes indicated above. Ads must be provided electronically as a PDF document.

Please indicate issues and ad size:

| ISSUE | AD SIZE | COLOR OR B/W | COST |
|---------------|---------|--------------|------|
| August 2009 | | | |
| October 2009 | | | |
| December 2009 | | | |
| February 2010 | | | |
| April 2010 | | | |
| June 2010 | | | |

_____ Amount Due \$ _____
 _____ Less 10% for 6 Issue Request \$ _____
 _____ Total Amount Due \$ _____
 _____ Payment Enclosed _____ Bill me _____
 _____ Charge to MasterCard _____ VISA _____ Am Exp _____ Discover _____
 Card # _____
 Name on Card _____ Exp. Date _____
 Billing Address _____ Signature _____
 DATE _____

ADVERTISER _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 PHONE _____ FAX _____
 E-MAIL _____

NAME OF PERSON COMPLETING THE CONTRACT: (Please type or print) _____

I have read and I understand the terms and conditions of this contract, and I agree to be bound by those same terms and conditions, including the advertising rates, publication schedule, and additional terms and conditions that are provided. I recognize that this contract is not binding on the parties until it is accepted by the Wisconsin Association of School Business Officials as provided below.

SIGNED _____ TITLE _____
 DATE SIGNED _____

(A copy of the signed contract will be returned to the Advertiser.)
Contract accepted by The Wisconsin Association of School Business Officials

BY: _____
 Woody Wiedenhoef, Executive Director, WASBO Date _____



ADVERTISING CONTRACT

TAKING CARE OF BUSINESS

A bi-monthly publication of the Wisconsin Association of School Business Officials

The Wisconsin Association of School Business Officials, 4797 Hayes Road, Suite 101, Madison, WI 53704, publishes a bi-monthly newsletter known as *Taking Care of Business*. The following terms and conditions constitute the contract that is used for advertising in *Taking Care of Business*.

1. This contract includes a reference document entitled WASBO – TAKING CARE OF BUSINESS: ADVERTISING RATES, PUBLICATION SCHEDULE AND ADDITIONAL TERMS AND CONDITIONS that may be revised and updated from time to time by the Wisconsin Association of School Business Officials.
2. All advertising copy should be mailed to the Executive Director as provided in the publication schedule that is incorporated into this contract, and shall be provided electronically as a PDF document.
3. All checks are to be payable to the order of the Wisconsin Association of School Business Officials (WASBO).
4. Payment in full must accompany the contract.
5. Advertisers contracting for six (6) issues will receive a discount of ten percent (10%) of the total amount that would have been due under the terms of the rate schedule.
6. Once the publisher has begun work on the layout of the newsletter, or once the advertising copy that has been submitted along with this contract has been modified by the publisher, the advertiser will not have the right, as a matter of course, to cancel the terms of this contract or to avoid payment of the amount that is due under the terms of this contract.
7. The advertiser agrees to waive any legal rights that may arise due to an error or mistake on the part of the publisher concerning the inclusion, exclusion, placement, or appearance of any advertisement that is submitted for publication under the terms of this contract.

This includes an agreement not to hold the publisher, the Wisconsin Association of School Business Officials, any employees, agents, or independent contractors, or any other individuals or organizations liable for any incidental or consequential damages that may arise concerning the advertising submitted under the terms and conditions of this contract.

8. Should the terms of this contract become impossible for the publisher to meet for any reason, the advertiser agrees to waive any legal rights that may otherwise be present.
9. The advertiser agrees to be solely responsible for any problems arising out of the submission and publication of any material that is in violation of any state or federal laws or regulations. This includes an agreement to reimburse the publisher for any legal fees and expenses that may arise due to the submission of advertising copy by the advertiser.
10. Publisher (WASBO) reserves the right to reject or cancel any advertisement at any time. It is the policy of WASBO not to publish any advertisement that discriminates against anyone on the basis of sex, race, color, creed, physical condition, developmental disability, sexual orientation, national origin or ancestry in violation of Wisconsin Statutes 942.04. Further, it is the policy of WASBO not to publish any false and unauthorized advertisement nor any advertisement containing any libelous matter, remarks or comments.

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