

Texas Association of School Administrators  
**INSIGHT Advertising Contract**

Advertiser: \_\_\_\_\_

Product/Service: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

E-Mail: \_\_\_\_\_

- | <b>Size (see dimensions on pg. 2):</b>              | <b>Placement:</b>                           | <b>Issue/Year:</b>                    |
|---|---|---------------------------------------|
| <input type="checkbox"/> 1/4 page (vertical only)   | <input type="checkbox"/> inside front cover | <input type="checkbox"/> Spring _____ |
| <input type="checkbox"/> 1/3 page (vertical only)   | <input type="checkbox"/> inside back cover  | <input type="checkbox"/> Summer _____ |
| <input type="checkbox"/> 1/2 page (horizontal only) |   | <input type="checkbox"/> Fall _____   |
| <input type="checkbox"/> full page                  |   | <input type="checkbox"/> Winter _____ |

**Additions to Base Rate (all charges are per insertion):**

Special requests: \_\_\_\_\_

Total number of insertions: \_\_\_\_\_ Beginning with: \_\_\_\_\_ Rate (per insertion): \$ \_\_\_\_\_

- Payment enclosed  Bill advertiser/agency (with approved credit)

**Terms and Conditions:**

This contract represents cost for space only. Advertiser is liable for all costs incurred in the preparation of advertising. Production or design work for advertising will be billed to the advertiser. Advertiser assumes full responsibility for all material submitted, including, but not limited to, its accuracy. Advertiser does hereby agree to indemnify and hold TASA harmless with respect to any claims or actions against TASA for any cost, legal fees, or related expenses for claims made or judgments rendered against TASA resulting from publication of the advertising, including, but not limited to, claims for unauthorized use of photographs, names, maps, illustrations, etc.; or any claims for libel, slander, piracy, plagiarism, invasion of privacy, or infringement of copyright.

TASA's liability to advertiser on account of errors in or omissions of the advertising material described herein shall in no event exceed the amount of TASA's regular charges for insertion of the advertising that was omitted or in which the error occurred in the issue or issues of INSIGHT in which said advertisement was or was to have been printed.

THE TERMS AND CONDITIONS SET FORTH ON THE REVERSE SIDE OF THIS CONTRACT ARE INCORPORATED HEREIN BY REFERENCE AND MADE A PART HEREOF AS THOUGH SET OUT HEREIN FULLY. NONE OF THE TERMS AND CONDITIONS OF THIS CONTRACT MAY BE AMENDED OR ALTERED UNLESS AUTHORIZED IN WRITING AND SIGNED BY AN AUTHORIZED REPRESENTATIVE OF TASA.

Rates are subject to change on 90 days notice. Publisher will honor all contract rates in effect for the duration of the contract. Effective rates and other conditions are set out on the reverse side of this contract and control this contract. Execution of this contract indicates that the advertiser accepts the foregoing terms and rates.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Please see reverse side of this contract for ad rates, insertion deadlines, and mechanical specifications. Send this contract to Jennifer Garrido, via e-mail to [jgarrido@tasanet.org](mailto:jgarrido@tasanet.org) or fax to 512-719-4671. **Please retain a copy for your files.**

# INSIGHT Advertising Contract Rates and Specifications

Now exclusively online (easily accessible and readable in issue), INSIGHT is the official journal of the Texas Association of School Administrators. The journal provides association members with timely articles designed to foster professional development and give an in-depth understanding of issues pertinent to education and effective school administration. INSIGHT is emailed to 3,000+ leaders in the field of education, including superintendents, administrators in leadership positions ranging from curriculum and instruction to personnel and finance, professors of educational administration, students enrolled in educational administration programs, education service center directors and administrators, education agency staff, and other public education stakeholders. TASA members represent more than 95 percent of the school districts and public school students in Texas.

## BASE Rates (per insertion):      1x            2x            3x            4x

### All ads full color

o full page	\$1,500	\$1,400	\$1,300	\$1,200
o 1/2 page horizontal	\$1,000	\$900	\$800	\$700
o 1/3 page vertical	\$800	\$700	\$600	\$500
o 1/4 page vertical	\$600	\$550	\$500	\$450
o inside cover	\$2,500	\$2,200	\$1,900	\$1,600

### Commissions:

Agencies must add fees to gross billing.

### Content Guidelines:

All advertising is subject to approval by TASA, which reserves the right to reject any advertising that it feels is not in keeping with TASA's goals and objectives. Advertisers and advertising agencies assume responsibility for all content and for any claims arising from publication of the advertising. Advertising that simulates editorial content will be labeled "advertisement" or boxed, at the discretion of the editor. Political, alcohol, tobacco, and other related types of advertising will not be accepted.

### Cancellation Policy:

Cancellations will be accepted up to thirty (30) days before artwork deadline for camera-ready copy. Back cover is non-cancelable.

## Calendar: INSIGHT is published online quarterly

Issue	Insertion and artwork deadline	INSIGHT posts
Spring	March 2	mid-April
Summer	May 4	mid-June
Fall	September 19	mid-October
Winter	December 14	mid-February

### Mechanical Specifications:

full page ad . . . . . 7.5" x 10"	quarter page vertical . . . . . 3.5" x 4.75"
back cover . . . . . 7.5" x 5"	one-third page vertical . . . . . 2.25" x 9.5"
half page horizontal . . . . . 7.5" x 4.75"	

**Digital File Format:** high-res (press-quality preset) PDF.

### Filename Convention:

So that we can better track all advertisers' files please use the following naming convention:  
ad\_insight\_fall2019\_company.pdf

### Contact/Artwork Submission:

For questions about ad specifications and art preparation, or for general information about INSIGHT advertising, contact TASA at 512-477-6361 or [jgarrido@tasanet.org](mailto:jgarrido@tasanet.org). Submit artwork to [jgarrido@tasanet.org](mailto:jgarrido@tasanet.org).

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