

ADVERTISING OPPORTUNITIES WITH FASA

**FASA BAM members receive 15% discount	Price Per Ad	-10% x 3	-15% x 4	-25% x 5
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WEBSITE

Place Ads (One Month)

Banner Ad	\$500	\$450	\$425	\$375
Sidebar Ad	\$400	\$360	\$340	\$300
Rotating Sidebar Ad	\$100	\$90	\$85	\$75

Feature Sponsors (One Month)

Executive Director Page	\$1,200	\$1,080	\$1,020	\$900
NewsClips	\$900	\$810	\$765	\$675
Bits and Dits	\$600	\$540	\$510	\$450
Membership Page	\$500	\$450	\$425	\$375
Political Action Page	\$500	\$450	\$425	\$375

Video Updates (weekly during session) (rest of year is monthly)

	\$2,000	\$1,800	\$1,700	\$1,500
	\$2,000	\$1,800	\$1,700	\$1,500

Job Opportunity Ads (Per 2 week ad)

Job Opportunites (Employers/Job Seekers)	\$250
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FASA FRIDAY FACTS

Banner Ad	\$325	\$293	\$276	\$244
Content Ad	\$275	\$248	\$234	\$206

COMMUNICATOR-ONLINE MAGAZINE

Color				
Outside Back Cover	\$1,750	n/a	n/a	n/a
Inside Front Cover	\$1,500	n/a	n/a	n/a
Inside Back Cover	\$1,300	n/a	n/a	n/a
Full Page Center	\$1,100	n/a	n/a	n/a
Double Page Spread Center	\$1,800	n/a	n/a	n/a
Full Page - Random Placed	\$900	n/a	n/a	n/a
Half Page - Random Placed	\$750	n/a	n/a	n/a
Quarter Page - Random Placed	\$550	n/a	n/a	n/a
Black and White				
Full Page - Random Placed	\$700	n/a	n/a	n/a
Half Page - Random Placed	\$400	n/a	n/a	n/a
Quarter Page - Random Placed	\$300	n/a	n/a	n/a
Video Stream	\$1,500			

**Circle the ads above, fill out the information below and fax to 850-224-3892 or mail to 326 Williams Street
Tallahassee, FL 32303**

Company Name: _____

Contact Person: _____ Email Address: _____

Address: _____

Phone: _____ Fax: _____

Product/Services Description: _____

_____ I am a Business Alliance Member

_____ I am interested in becoming a Business Alliance Member

Payable to FASA

Payment Method: _____ Visa _____ Master Card _____ American Express _____ Check

Credit Card # _____ Exp Date _____

Name on Card _____

POSITION YOUR BUSINESS FOR SUCCESS

GRAPHIC SPECIFICATIONS FOR ADVERTISING MEDIA

WEBSITE – www.fasa.net

Banner Ad – 545 pixels wide x 65 pixels high

Sidebar Ad – 164 pixels wide x any height

Rotating Side Bar – 182 wide x any height

News Clips - 270 pixels wide x 65 pixels high

Bits and Dits – 270 pixels wide x 65 pixels high

All other Feature Sponsors – 545 pixels wide x 78 pixels high

Video Updates – Logo only

Job Opportunity Ads – Maximum 150 words + contact information and hyperlink to your website

Business Alliance Members require Logo in 160 x 50 pixels in gif or jpg format, with a company description including contact information and your website link

FASA FRIDAY FACTS

Banner Ad – 580 pixels wide x 78 pixels high

Content Ad - Maximum 150 words + contact information, company logo and hyperlink to your Website

COMMUNICATOR ONLINE MAGAZINE

Full Page – 8.5" x 11", including cover ads. ***For ad to bleed, extend dimensions ¼ of an inch***

Half Page – 4.5" x 7" NO BLEED

Quarter Page – 3.5" x 5" NO BLEED

Video Stream – Must be submitted in one of the following formats:

swf., avi., mpg., mov., wmv., mpeg., flv., mp3

- Submission of accurate camera-ready artwork in the following image file formats is the responsibility of the advertiser: **EPS, JPG, PDF OR TIFF. All artwork must be 300 dpi (high resolution).**
- On multiple insertion contracts, the copy from the last insertion will be run unless a new copy is received by the closing date
- If artwork submitted does not correspond to the given dimensions, FASA reserves the right to resize the ad and bill the advertiser accordingly
- All ad payments are due prior to publication
- In the unlikely event that an advertisement is not run as scheduled, the publisher's liability is limited to the cost of placing the ad.

SUMMER LEADERSHIP CONFERENCE PROGRAM

The program will be 5.5" wide by 8.5" tall – Full Color Ads

Full Page – 28.5 picas wide and 44 picas tall

Half Page – 26 picas wide and 21 picas tall

All artwork should be full color CMYK, high resolution, 300 dpi.

Acceptable file types are high resolution JPG or PDF

Sponsor Signage – Logo in full color CMYK, high res 300 dpi, eps file format

Please email all ads to Tricia Arnold at tarnold@fasa.net. If the file size of your ad is too large to submit via email, please allow an appropriate amount of time to send the ad by mail to be received before or by the ad submission deadline.

Design fees will apply if FASA is required or asked to resize/design ad

Member - \$75/hr

Non-member - \$150/hr



FLORIDA ASSOCIATION OF SCHOOL ADMINISTRATORS SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP - \$15,000

- ❖ Networking connections through the FASA Executive Director
- ❖ One year Business Alliance Membership (BAM!)
- ❖ Highlighted sponsorship in the FASA Friday Facts including live link to company website for one year (26 Fridays total)
- ❖ Company recognition on the FASA website within the sponsor banner rotation on the homepage 4 weeks per year
- ❖ One full-page color advertisement in either the summer or winter edition of the *FASA Communicator*
- ❖ Attend general or concurrent summer conference sessions free of charge
- ❖ Prime exhibit location including two booths at the FASA conference
- ❖ One full-page advertisement in the FASA conference program
- ❖ Named sponsorship of a FASA event during the FASA conference with signage
- ❖ Display company logo or banner at the FASA conference
- ❖ Optional hospitality suite at the FASA conference (paid for by sponsor)
- ❖ Vendor session provided at FASA's summer conference
- ❖ Registrations to attend FASA Legislative Days Event

GOLD SPONSORSHIP - \$10,000

- ❖ One year Business Alliance Membership (BAM!)
- ❖ Highlighted sponsorship in the FASA Friday Facts including live link to company website one Friday per month for one year (12 Fridays total)
- ❖ One full-page color advertisement in either the summer or winter edition of the *FASA Communicator*
- ❖ Attend general or concurrent summer conference sessions free of charge
- ❖ Prime exhibit location including two booths at the FASA conference
- ❖ One full-page advertisement in the FASA conference program
- ❖ Named sponsorship of a FASA event during the FASA conference with signage
- ❖ Registrations to attend FASA Legislative Days Event

SILVER SPONSORSHIP - \$5,000

- ❖ One year Business Alliance Membership (BAM!)
- ❖ Highlighted sponsorship in the FASA Friday Facts including live link to company website each Friday for one month (4 Fridays total)
- ❖ One half-page advertisement in either the summer or winter edition of the *FASA Communicator*
- ❖ Attend general or concurrent summer conference sessions free of charge
- ❖ Prime exhibit location including one booth at the FASA conference
- ❖ Co-sponsorship of a continental breakfast with appropriate signage
- ❖ Recognition in the *FASA Communicator*
- ❖ Registrations to attend FASA Legislative Days Event

BRONZE SPONSORSHIP - \$2,500

- ❖ Attend general or concurrent summer conference sessions free of charge
- ❖ Prime exhibit location including one booth at the FASA conference
- ❖ One quarter-page advertisement in the FASA conference program
- ❖ Recognition on signage during a refreshment break
- ❖ Registrations to attend FASA Legislative Days Event