



PASBA INSIDER QUARTERLY E-NEWSLETTER

2021 ADVERTISING SPECIFICATIONS

Share your services with PASBA members through advertising in the *PASBA Insider* newsletter. Our quarterly e-newsletter is distributed to all PASBA members, prospective members, Associate members and advertising vendors. All ads must be confirmed by a signed Advertising Reservation Form (see page 2). Placement of ads in the newsletter will be at the discretion of *PASBA Insider* publisher.

PUBLICATION DATES

Winter (Q3)

Commitment due by January 15, 2021
Artwork due by January 29, 2021

Spring (Q4)

Commitment due by April 16, 2021
Artwork due by April 30, 2021

Summer (Q1)

Commitment due by July 16, 2021
Artwork due by July 30, 2021

Fall (Q2)

Commitment due by October 15, 2021
Artwork due by October 29, 2021

ADVERTISING RATES

Member Rates*

1/8 page: \$85
1/4 page: \$110
1/2 page: \$215
Full page: \$425

Non-Member Rates

1/8 page: \$100
1/4 page: \$125
1/2 page: \$250
Full page: \$500

*By joining PASBA as an Associate Member you will receive 15% off of all *PASBA Insider* advertising.

Click here for more information about Associate Membership.

AD SIZES

1/8 page Vertical: 1.688" W x 4.875" H
1/8 page Horizontal: 3.625" W x 2.313" H
1/4 page: 3.625" W x 4.875" H
1/2 page: 7.25" W x 4.875" H
Full page: 8.5" W x 11" H

For bleeds, add 0.125" on all sides.

ARTWORK SPECIFICATIONS

The preferred file format is a high resolution PDF file with crop marks and 0.125" bleeds. Files may also be submitted as a .jpg or .png file format. (No RGB images please.) File resolution should be 300 dpi.

Unaccepted formats: Microsoft Publisher and Microsoft Word.



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2021 ADVERTISING RESERVATION FORM

Please complete the reservation form and return to Mary Henderson at mhenderson@dcj-kansascity.com.

DATE:

COMPANY NAME:

CONTACT NAME:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

PHONE:

PAYMENT TYPE: CHECK* CREDIT CARD**

AD SIZE: 1/8 PAGE 1/4 PAGE 1/2 PAGE FULL PAGE

ISSUE: WINTER (Q3) SPRING (Q4) SUMMER (Q1) FALL (Q2)

SPECIAL INSTRUCTIONS:

*Please make checks payable to PASBA. Mail to: PASBA Central Office, 4919 Lamar Avenue, Mission, KS 66202

**To pay by credit card, please call the PASBA Central Office at 866-296-0001.

For further information, please contact Mary Henderson at mhenderson@dcj-kansascity.com.