



## PASBA INSIDER QUARTERLY E-NEWSLETTER

### 2022 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 14, 2022

Artwork due by January 28, 2022

##### Spring (Q4)

Commitment due by April 15, 2022

Artwork due by April 29, 2022

##### Summer (Q1)

Commitment due by July 15, 2022

Artwork due by July 29, 2022

##### Fall (Q2)

Commitment due by October 14, 2022

Artwork due by October 21, 2022

#### 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.



## PASBA INSIDER QUARTERLY E-NEWSLETTER

### 2022 ADVERTISING RESERVATION FORM

Please complete the reservation form and return to Mary Henderson at [mhenderson@dcj-kansascity.com](mailto: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](mailto:mhenderson@dcj-kansascity.com).