



MARKET YOUR MESSAGE AND EXTEND YOUR REACH WITH OSBA

2025

OSBA Media Kit

Connect with your target market.
Get noticed.
Get results.



OHIO SCHOOL BOARDS
ASSOCIATION

Print Advertising

Choose from an array of high-impact opportunities to make your advertising and marketing more cost- and reach-effective when you deliver your message in print with OSBA.

The Journal magazine

Align your brand with the official OSBA publication, the only education-related magazine tailored to Ohio school leaders. The Journal features industry and legislative updates, member information, student and district achievement and more.

Key highlights:

- Full-color publication
- Published six times each year
- Print and digital issues reach over 5,500 subscribers

Readership includes:

- School board members
- Superintendents and treasurers
- Curriculum directors
- Principals



The OSBA Journal is provided as a member benefit. Our readers — the education leaders and decisionmakers in Ohio — purchase millions of dollars' worth of school products and services each year.

2025 OSBA Journal Editorial Calendar

Issue	Ad deadline	Focus
February	Jan. 24	Student wellbeing for every school
April	March 19	The power of play: experiential & game-based learning
June	May 14	Build the team your district needs
August	July 11	The arts for life
October	Sept. 11	STEM pathways
December	Dec. 11	Capital Conference in review



2025 OSBA Journal Advertising Rates

Size	1x	3x	6x
Inside front cover	\$1,640	\$1,505	\$1,370
Inside back cover	\$1,505	\$1,460	\$1,290
Outside back cover	\$1,505	\$1,460	\$1,290
Full page	\$1,430	\$1,275	\$1,205
2/3 page	\$1,090	\$980	\$920
1/2 page	\$885	\$830	\$755
1/3 page	\$615	\$545	\$520
1/6 page	\$385	\$355	\$310

OSBA Capital Conference and Trade Show exhibitors receive a 5% discount on the listed pricing.

OSBA VendorBook

Maximize your visibility with OSBA’s official directory of goods and services for schools. This annual publication is a “go-to” reference for members throughout the year.

Key highlights:

- Included in the August Journal
- Listings appear under categories of your choice
- Read by over 5,700 Ohio educational leaders
- Readers include school board members, superintendents and other district administrators, including treasurers and business managers

Advertisers purchasing display ads receive a five-line listing in two categories that includes the company name, address, phone and website or email address.

2025 OSBA VendorBook Advertising Rates

Outside back cover	\$1,425	1/3 page	\$555
Inside front cover	\$1,375	1/6 page	\$390
Inside back cover	\$1,375	Business card	\$225
Full page	\$1,155	Five-line listing in two categories	\$85
1/2 page	\$800	Additional categories	\$25



OSBA VendorBook category listings

Appraisal services
Architects
Association/foundations
Athletic equipment/surfaces
Athletic surfaces
Awards/recognition
Bleachers/grandstands
Bonds
Building products
Cafeteria software
Classrooms (modular)
Colleges/universities
Communications
Computer products
Construction managers
Consultants
COVID-19 safety
Curriculum
Disaster recovery
Disinfecting services
Education employment
Educational consulting
Educational equipment
Electricity purchasing
Employee benefit plans
Energy conservation
Energy services
Engineering
Environmental safety
Facilities equipment/services
Facilities management
Financial consulting
Financial institutions/consulting
Fitness equipment
Flooring
Flooring/ceiling
Food services
Fundraising
Furniture
General contractors
Grant writing
Group term life insurance
Grounds care
Health services
HVAC
Human resources
Insurance
Janitorial services
Janitorial supplies/equipment
Laboratories
Legal assistance
Levy consulting
Lighting
Lockers/cabinets
Management support systems
Masonry products
Meeting facilities
Office supplies
Office supplies/equipment
Office/classroom supplies
Online payment
Online purchasing cooperative
Paint
Persistent sanitizers and disinfectants
Playground equipment/surfaces
Plumbing supplies/services
Professional development
Promotional products
Publications
Records management
Roofing
Safety
Safety and health
School bus sales/service
Scoreboards
Security
Security systems
Signs
Software
Stage/theater equipment
Student achievement
Technology
Telecommunications
Transportation services
Utilities
Windows/glass

Print requirements

Magazine trim size:

8.5" x 11"

Full bleed:

9" x 11.5"

Journal and VendorBook Ad Sizes	
Full page, including inside front and back covers	7.5" x 9.5" without bleed 9" x 11.5" with bleed
Outside back cover	7.5" x 8.125"
2/3 page horizontal	7.5" x 6.25"
1/2 page horizontal	7.5" x 4.75"
1/3 page horizontal	7.5" x 3.25"
1/6 page horizontal	4.875" x 2.39"
1/6 page vertical	2.39" x 4.75"
Business card (VendorBook only)	3.5" x 2"

Submit art files as 300-dpi PDF with fonts embedded. Use CMYK mode for any colors used, including spot colors. Ads that do not meet the size specifications will be returned for resizing. A \$50 fee may be charged for ads that are not grayscale or CMYK.

All dimensions are width by height. Please include crop marks to ensure proper ad dimensions. Specify if full-page ads include bleeds.

OSBA reserves the right to bump or postpone ads to later issues, delete ads as necessary or move ad positions within an issue. OSBA is not responsible for errors contained within copy that the advertiser or its agency supplies.

Submit art to:

Wanda Bloch
wbloch@ohioschoolboards.org

For questions about art requirements, contact:

Angela Penquite
(614) 540-4000
apenquite@ohioschoolboards.org

Digital Advertising

In today's business climate, selling your products and services requires a higher level of creativity, reach and cost efficiency. It demands your brand stands out from the competition. This is where online advertising benefits your company.

OSBA VendorLink

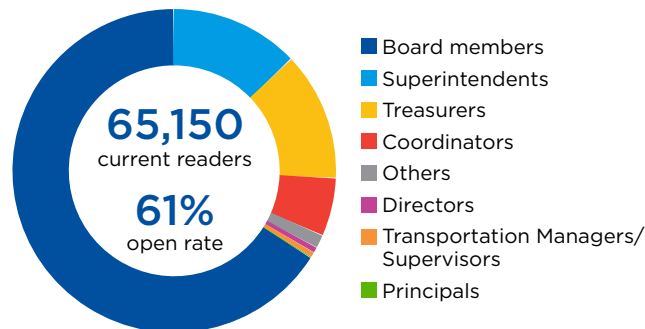
The go-to site for all OSBA information, industry and legislative updates and resources, upcoming event details and more. The VendorLink is your chance to be "plugged in" to Ohio school leaders.

- Thousands of monthly visitors
- Low investment of \$150 includes company name, website address and description
- Yearly subscription
- Visit www.ohioschoolboards.org/vendorlink to view current listings

OSBA Update e-newsletter

Keep your brand front and center in a monthly e-newsletter that notifies members of what is new and happening in the education industry. For \$250 per email, your logo will be featured with a link to your website. Limited to one vendor per month.

OSBA Update e-newsletter audience

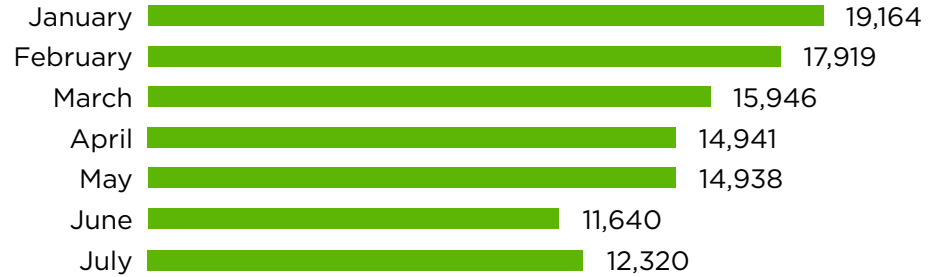


Digital Advertising

OSBA website banner ad

Place a banner ad on the OSBA website homepage. A one-month listing costs \$400.

www.ohioschoolboards.org visitors per month in 2024



OSBA Facebook post

Reach OSBA members in two posts per month on the OSBA Facebook page. A six-month investment costs \$775.

Ohio School Boards Association social media followers





Sponsorship Opportunities

Develop brand recognition and maximize visibility by taking advantage of OSBA's sponsorship offerings.

OSBA Capital Conference and Trade Show

Maximize your visibility with key Ohio public school decision-makers by participating in the annual Conference. Your company will have the opportunity to share information, acquire new customers and establish new markets with OSBA. To learn more and reserve your space, visit conference.ohioschoolboards.org/2024/exhibit-capital-conference.

OSBA Board Leadership Institute

Opportunities to sponsor OSBA's annual professional development event designed by board members for board members, include breakfast, on-site signage, exposure in promotional materials and networking time with attendees. Event is limited to four sponsors.

OSBA Leading the Way podcast

Subscribers listen to OSBA's podcast to stay informed about association news and the issues impacting public education. Choose from an exclusive sponsorship of eight podcast episodes, sponsor recognition during the beginning and end of each podcast including acknowledgement of sponsorship on OSBA website and the opportunity to appear as a guest speaker on one episode.

Educational webinar

Get in front of a captive audience by sponsoring and presenting a 60-minute live session webinar presented to our members. This opportunity is limited to one vendor per month.

OSBA Regional conferences

Sponsor a Spring or Fall conference for the opportunity to network with attendees and receive recognition during welcoming, space to exhibit a tabletop display and brand recognition on the event program.

Consortium of State School Boards Associations

Don't miss out on this amazing opportunity! COSSBA draws school board members and administrators from across the country. Sponsor one of Ohio's networking events held in conjunction with the annual conference.



Connect with your target market. Get noticed. Get results.

Your OSBA connection to leaders in the education industry is direct, powerful and effective. When you advertise with us, you are putting your products and services in the spotlight of key educational leaders.

Just imagine the impact you can have!

For more information and to customize a marketing plan to meet your needs, contact:

Wanda Bloch

senior marketing and trade show manager

(614) 540-4000

wbloch@ohioschoolboards.org



**OHIO SCHOOL BOARDS
ASSOCIATION**

www.ohioschoolboards.org

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