



Advertise

in *CASE in Point*, the newsletter of
the Colorado Association of School Executives

Advertise in CASE publications and reach more than 2,000 school leaders!

The Colorado Association of School Executives' *CASE in Point* newsletter is distributed to over 2,000 public and private school principals, superintendents and administrators semi-annually. It provides news on industry trends, legislative and management issues, and local events. It is published in a six-page, two-color format.

Economical rates include discounts for advertising in multiple issues and special rates for CASE Commercial Members.

Place your company's ad by completing the form on the back and returning it to

Colorado Association of School Executives

Attn: Susan Schoenthal

4101 S. Bannock St., Englewood, CO 80110

phone: 303.762.8762 • fax: 303.762.8697

E-mail: sschoenthal@co-case.org

Non-Member Advertising Rates
cost per issue

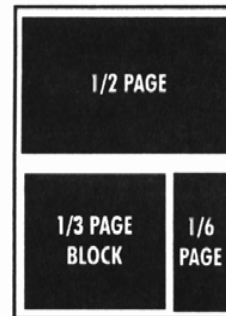
| | 1 x per year | 2 x per year |
|------------------|--------------|--------------|
| Full page insert | \$1,250 | \$1,190 |
| 1/2 page ad | \$720 | \$685 |
| 1/3 page ad | \$590 | \$550 |
| 1/6 page ad | \$335 | \$320 |

Ad size

CASE Member Advertising Rates
cost per issue

| | 1 x per year | 2 x per year |
|------------------|--------------|--------------|
| Full page insert | \$1,000 | \$955 |
| 1/2 page ad | \$575 | \$550 |
| 1/3 page ad | \$475 | \$440 |
| 1/6 page ad | \$270 | \$255 |

Ad size



1/2 Page - 7.75" x 5"
1/3 Page - 5" x 4.5"
1/6 Page - 2.45" x 4.5"

20%
Discount

Additional Advertising Opportunities

CASE in Point

CASE in Point newsletter is published in *CASE Leadership Series*, and issue brief visit www.co-case.org and click on Publications.

E-bulletins

CASE e-bulletins are published approximately 18 times per year. They are e-mailed to all 2,000+ CASE members. Members often forward them to other school leaders.

Ad Size

700 pixels wide x 125 pixels high

To view a sample e-bulletin, visit www.co-case.org and click on Publications.

E-bulletin ads should be submitted as jpg files, 72 dpi, and should be e-mailed to Susan Schoenthal at sschoenthal@co-case.org.

Issue Brief

This publication addresses timely topics in Colorado public education.

E-bulletin Advertising Rates

| | 9 x per year | 18 x per year |
|--------------|--------------|---------------|
| CASE Members | \$500 | \$ 850 |
| Non-Members | \$600 | \$1,000 |

I would like to place an advertisement in *CASE in Point* or the *Ebulletin*.

Company _____

Contact Person _____

Signature _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

E-mail _____

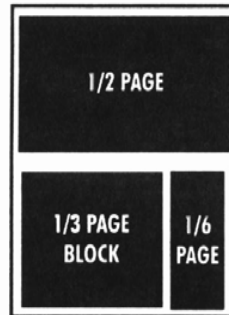
Size of Ad

____ Full Page insert flier (8.5 x 11")

____ 1/2 page (7.75 x 5")

____ 1/3 page (5 x 4.5")

____ 1/6 page (2.45 x 4.5")



Check which issues in which to place your ad

____ Spring 2010 (mails in April)

____ Fall 2010 (mails in October)

Submission Deadline

March 12, 2010

August 20, 2010

Please make a copy of this form for your records.

Payment for ads must be made prior to publication.

Payment Amount \$ _____

Check

Credit Card: Visa MC AmExpress

Name Printed on Credit Card

Credit Card Number

_____/_____
Exp. Date

Signature

Important:

You may submit your ad as electronic tif or pdf file (PC format) at 300 dpi. **Ads should be emailed to sschoenthal@co-case.org**

We suggest you incorporate your fonts as part of the graphic. Missing fonts will be replaced by the editor.

A full page insert flier is printed with black ink on colored paper. It is printed separately from the newsletter and inserted before mailing.

Unless notified by each issue deadline, the same artwork will be used for all of your ads.

All attempts will be made by CASE to give your advertisement an premium placement in the *CASE in Point*. However, due to content, placement of the ad will be made at the discretion of the editor.

Advertising space is limited, and space will be scheduled as contracts are received.

Please return form to:
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