MASBVIP
Very Important Partner

2012 Advertising, Sponsorship and VIP Information

LeadStrong

MASB VIP
Very Important Partner

VIP Membership, Sponsorship & Advertising Benefits

Join MASB's VIP Membership Program and boost your influence on buying decisions and create goodwill among school decision makers. Your associate membership makes you a VIP (Very Important Partner) in public education in Michigan and in MASB's leadership development efforts. Your annual membership fee of $635 helps support development of school leaders across the state.

MASB's VIP program offers great opportunities to businesses that want to:

- Become more informed about Michigan education and how it works.
- Be more visible to those who make school purchasing decisions.
- Join the growing ranks of business firms that support public education.

VIP Membership Benefits

- Articles published in *VIP Focus*—a publication featuring VIP news, best practices and tips for board members. *VIP Focus* reaches more than 5,000 education leaders.
- Free listing on MASB's award-winning website.
- Special recognition at MASB activities.
- Handsome office plaque commemorating your support for public education.
- Free subscription to *Headlines* and *Between Headlines* newsletters.
- Advance notice and first choice at School Products & Services Exhibit Show.
- Ten percent discount off exhibit booths at School Products & Services Exhibit Show.
- Special listing in *Fall Conference Program & Exhibit Show Directory*.
- Opportunity to present an educational clinic session with a district partner at Fall Conference.
- Access to MASB conferences at member rates.
- Advance notice of opportunities to sponsor MASB events.
- Opportunities to network with MASB members and board of directors.

Return on Investment

- Reinvestment into public education and students—our most precious asset.
- Shows your commitment to social and corporate responsibility.
- Great return on investment of your marketing dollars with exclusive exposure opportunities and a low cost per reach.
- Be in the know about important developments and legislation concerning public education.
- Be part of a statewide network of like-minded individuals committed to public service.

Information

- Contact Angel Davis, project coordinator, 517.327.5926, adavis@masb.org.

Online Store—Easily purchase VIP membership, sponsorships and advertising.

MASB VIP
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VIP Application 2012

2012 (Jan. thru Dec.) VIP Associate Membership ...$635

Representative's Name _____

Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Description of Your Business _____

_____

Questions? Contact Angel Davis, project coordinator • 517.327.5904, adavis@masb.org

Your VIP membership entitles you and/or another member of your corporate marketing executive staff to free subscriptions to *Headlines* and *Between Headlines*, MASB's biweekly education news reports. Please list below a member of your business who should receive complimentary copies.

Name _____

Title _____

Department/Division _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Payment

❒ VISA ❒ MASTERCARD Exp. Date _____ 3-digit Code _____

Account Number _____

Signature _____

Date _____

Make check payable to:
Michigan Association of
School Boards

Amount Enclosed _____

Check Number _____

For Easier Payment & Checkout, Go To Our Online Store

MASB VIP
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Sponsorships 2012

Sponsorship of MASB conferences, events and workshops are great ways to be more visible to Michigan's school decision makers. What's more, it's a great way to show your support for public education. With your support, MASB is able to deliver quality programming to our members, enhancing their effectiveness and improving education. MASB offers several sponsorship levels to meet your needs.

Diamond Level: $12,000

- VIP membership benefits*
- Six complimentary conference registrations
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Complimentary premium exhibit booth (value $845)
- Three exclusive webinar sponsorships (value $1,500)
- Mailing labels of conference attendees
- Speaking opportunity at sponsored event (5-10 minutes to introduce your company)
- Marketing material placed in conference bags or hotel room of attendees* (hotel delivery fee extra)
- VIP membership for one calendar year when sponsoring an event at Fall Conference

Platinum Level: $5,500

- VIP membership benefits*
- Four complimentary conference registrations
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Complimentary regular exhibit booth (value $795)
- Two exclusive webinar sponsorships (value $1,000)
- Introduced at sponsored session (provide handouts at sponsored session)
- Mailing labels of conference attendees
- VIP membership for one calendar year when sponsoring an event at the Fall Conference

Gold Level: $4,000

- VIP membership benefits*
- Three complimentary conference registrations
- Acknowledgement in printed materials and signage
- Meals, including one lunch with MASB members
- Verbal recognition at sponsored event
- Table top display in registration area
- One exclusive webinar sponsorship (value $500)
- VIP membership for one calendar year when sponsoring an event at the Fall Conference

Silver Level: $3,000**

- VIP membership benefits*
- Two complimentary conference registrations
- Meals, including one lunch with MASB members
- Acknowledgement in printed materials and signage

Bronze Level: $2,000**

- VIP membership benefits*
- Complimentary registration
- Acknowledgement in printed materials and signage
- Conference bags/pens

Recognition Level: $1,500**

- Acknowledgement in printed materials and signage

VIP Membership: $635

- VIP membership is required to be eligible for sponsorship levels. One calendar year membership dues are included in sponsorships at the Gold Level and above.

*For specific monetary amounts ($500 minimum) contact Angel Davis, 517.327.5926. * See page two for detailed list of VIP benefits. ** Complimentary one year VIP membership not included. VIP membership must be purchased separately.*

MASBVIP Very Important Partner VIP

Sponsorship Form 2012

1. Fill in your sponsorship contact information.

Name of company

Contact person

Phone Fax

Email

Address

City State Zip code

2. Select your sponsorship level for the year.

- ❒ Diamond Level $12,000
- ❒ Platinum Level $5,500
- ❒ Gold Level $4,000

(Sponsor an event at the Annual Fall Conference at any of the above levels and receive a VIP membership for one calendar year.)

- ❒ Silver Level $3,000
- ❒ Bronze Level $2,000
- ❒ Recognition Level $1,500

(Complimentary one year VIP membership isn't included for the Silver, Bronze or Recognition Levels.)

- ❒ VIP Membership $635
- ❒ Sponsor Specific Amount _____

(Minimum $500 required; contact Angel Davis, 517.327.5926)

Event Sponsorships

- ❒ Board Leadership Workshops
- ❒ CBA Weekends
- ❒ New Board Member Institute
- ❒ NSBA Michigan Reception
- ❒ Fall Conference, Nov. 8-11, 2012, Detroit
- ❒ Fall Conference, Oct. 24-27, 2013, Lansing

3. Fill in your payment information and fax or mail.

Credit Card

For Easier Payment & Checkout, Go To Our Online Store

❒ VISA ❒ MASTERCARD Exp. Date_____ 3-digit Code _____

Account Number

Signature

Check

❒ Check enclosed made payable to MASB

Check# _____

❒ Check to follow. Sponsorship form faxed in advance.

Fax form to Angel Davis at 517.327.0776. Mail completed form and payment to MASB Business Office, 1001 Centennial Way, Ste. 400, Lansing, MI 48917-8249

LeadStrong

MASB Headlines

A News Report for Michigan Education Leaders

Advertiser Information

Company _____

Primary Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

2012 & 2013 Publication Schedule

Headlines is a biweekly publication that's emailed to members every other Tuesday.

Ads are due the Friday prior to deadline Tuesday.

For available space and to review schedule, please contact Jennifer Rogers, 517.327.5908, jrogers@masb.org.

Headlines Rates for 2012

Ad Size (Please indicate desired size)	Number of ads per year/ price per ad: 1	3	6	12	24
❒ Inside Front Cover	$900	$875	$850	$825	$800
❒ Full page	$850	$825	$800	$775	$750
❒ Back Cover Half page	$600	$575	$550	$525	$500
❒ Half page	$550	$525	$500	$475	$450
❒ Quarter page (horizontal or vertical)	$350	$325	$300	$375	$250

* Non-VIP advertisers, add 30 percent.

Cost

Cost per ad $ _____ x

Number of insertions _____ =

Total amount due $ _____

Make checks payable to:
Michigan Association of School Boards

❒ Visa ❒ MasterCard

Name: _____

Card #: _____

Exp. Date: _____ 3-digit Code: _____

Signature: _____

For Easier Payment & Checkout, Go To Our Online Store

The Michigan Association of School Boards (MASB) reserves the right to reject any advertisement that doesn't meet the standards approved by the MASB board. All advertising is subject to the editor's approval. Advertising that simulates editorial content may be labeled as "advertising" and/or boxed at the discretion of the editor. Further, MASB reserves the right to close advertising for any particular issue.

In addition, ads may be rejected for any of the following reasons:

(a) It's potentially libelous or defamatory; false, misleading, deceptive, or fraudulent; obscene; or unlawful.
(b) It's contrary to the purpose of MASB.
(c) It's political in nature.
(d) It discriminates on the basis of religion, race, color, national origin, age, sex or marital status.

Authorized Signature _____ Date _____

MASB Headlines

A News Report for Michigan Education Leaders

Headlines is a biweekly digital publication that reaches nearly 6,000 school board members, superintendents, business VIPs and other education stakeholders. The new digital format offers many new benefits for advertisers. What's more, research shows that ads in digital publications outperform static ads by as much as 70 percent—readers are more engaged, giving your message further reach.

New Benefits for *Headlines* Advertisers

- Embed audio and/or video in your ad to enhance your message.
- Contemporary, four color ads drive traffic to your website with live links and email addresses.
- Improved timeliness of your message.
- Shareable—the digital version can be easily shared, further expanding the reach of your message.
- Extends the shelf life of your ad as issues can be easily archived and searched.
- VIPs can choose from *Headlines* advertising or exclusive website advertising.
- Only outlet to exclusively reach Michigan school board members and superintendents.
- Full-page *Headlines* advertising is about 14¢ per reach; website advertising is less than 6¢ per reach.

Headlines Ad Specifications

- Submit ads as one, two or four-color. Ads submitted with Pantone colors and CMYK will be changed to RGB.
- Accepted file formats are PDF, EPS, Tiff and JPG. EPS files should have text converted to outlines and images embedded into the file. Resolution must be 150 dpi.

Ad Sizes

Quarter page horizontal	7½" w × 2½" h
Quarter page vertical	2½" w × 7½" h
Half page	7½" w × 4¾" h
Full page	7½" w × 10" h

Advertising space is limited in each issue. Reserve your space early in order to ensure you receive the issue you want. Further, no advertisements will be placed on the front cover; space is assigned based on editorial content. MASB reserves the right to close advertising for any given issue.

To Become an Advertiser

Return completed form to: Michigan Association of School Boards, 1001 Centennial Way, Ste. 400, Lansing, MI 48917; Attention: Jennifer Rogers, Phone: 517.327.5908; Email: jrogers@masb.org; Fax 517.327.0775.

Purchase Advertising via Online Store

MASB LeadStrong
Michigan Association of School Boards

Website Advertising 2012

MASB's website targets school board members, superintendents, school administrators, legislators, policy makers, media and other stakeholders.

Website Advertising Exclusive Opportunities

Advertising on the MASB website (**www.masb.org** and **www.SuperProMatch.org**) are great opportunities to have your company logo featured on our home page with a link directly to your website. Both advertising opportunities are exclusive to VIPs.

www.masb.org
Placement on our home page is in a rotating box where your company is featured for one month.* The rotating box allows for up to five different frames highlighting your company and how it can help school governance teams and public schools.
The reach of www.masb.org:

- Average monthly hits: 9,000
- Average monthly page views: 26,000
- Cost per thousand reached: less than $55
- Cost per reach: less than 6 cents

www.SuperProMatch.org
Advertising on the home page of MASB's new national superintendent search portal targets superintendents and superintendent candidates from around the country. Feature your company with a logo and description of your services, products, accolades and achievements.

Only one VIP advertiser per month. Reserve your space today for this exclusive opportunity!

- $500 per month
- Full color available
- All art/logos must be submitted as GIF or JPG

2012 Advertising Schedule

Check the month(s) for your advertising to appear:

❒ April ❒ September
❒ May ❒ October
❒ June ❒ November
❒ July ❒ December
❒ August

Advertiser Information

Company

Primary Contact

Address

City

State Zip

Phone Fax

Email

Cost

For Easier Payment & Checkout, Go To Our Online Store

❒ masb.org ❒ SuperProMatch.org

Cost per month $ 500 X

Number of months _____ =

Total amount due $_____

Make checks payable to:

Michigan Association of School Boards

❒ Visa ❒ MasterCard

Name: _____

Card #: _____

Exp. Date:_____ 3-digit Code: _____

Signature: _____

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(a) It's potentially libelous or defamatory; false, misleading, deceptive, or fraudulent; obscene; or unlawful.
(b) It's contrary to the purpose of MASB.
(c) It's political in nature.
(d) It discriminates on the basis of religion, race, color, national origin, age, sex or marital status.

Authorized Signature Date

To Become an Advertiser:
Return completed form to: Michigan Association of School Boards, 1001 Centennial Way, Ste. 400 • Lansing, MI 48917
Attention: Jennifer Rogers Phone: 517.327.5908; Email: jrogers@masb.org; Fax 517.327.0775.
* Vips can only purchase two, non-consecutive months per year.

Mission

MASB provides quality educational leadership services to all Michigan boards of education and advocates for student achievement and public education.

Contact

Michigan Association of School Boards
1001 Centennial Way, Suite 400
Lansing, MI 48917
800.968.4627
www.masb.org