



PASBA INSIDER QUARTERLY E-NEWSLETTER

2023 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 13, 2023

Artwork due by January 27, 2023

Spring (Q4)

Commitment due by April 14, 2023

Artwork due by April 28, 2023

Summer (Q1)

Commitment due by July 14, 2023

Artwork due by July 28, 2023

Fall (Q2)

Commitment due by October 13, 2023

Artwork due by October 20, 2023

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.



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2023 ADVERTISING RESERVATION FORM

Please complete the reservation form and return to Mary Henderson at mhenderson@dc-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 contact the PASBA Central Office at 866-296-0001 or email at pasbaco@dc-kansascity.com.

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