



PASBA INSIDER QUARTERLY E-NEWSLETTER

2026 ADVERTISING SPECIFICATIONS

Reach PASBA members and industry partners by advertising in the *PASBA Insider*. Our quarterly e-newsletter is shared with members, prospective members, Associate members and vendors – keeping your business in front of the entire PASBA community.

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)

Artwork deadline: January 9, 2026

Publication: February 2026

Spring (Q4)

Artwork deadline: April 17, 2026

Publication: May 2026 (after conference)

Summer (Q1)

Artwork deadline: July 10, 2026

Publication: August 2026

Fall (Q2)

Artwork deadline: October 16, 2026

Publication: November 2026 (after conference)

ADVERTISING RATES

Member Rates*

1/8 page: \$100

1/4 page: \$125

1/2 page: \$250

Full page: \$495

Non-Member Rates

1/8 page: \$110

1/4 page: \$140

1/2 page: \$275

Full page: \$550

*By joining PASBA as an Associate Member you will receive 10% 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.



PASBA INSIDER QUARTERLY E-NEWSLETTER

2026 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 and mail to: PASBA Central Office, 4919 Lamar Avenue, Mission, KS 66202.

**To pay by credit card, please submit this form to the PASBA Central Office at pasbaco@dc-kansascity.com and an invoice will be sent with payment link.

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