

About TASB

Created in 1949, the Texas Association of School Boards (TASB) is a voluntary, nonprofit, statewide public education association that serves and represents local Texas school districts. TASB's membership includes all Texas school districts, all regional education service centers, all community colleges, tax appraisal districts, and shared service arrangements.

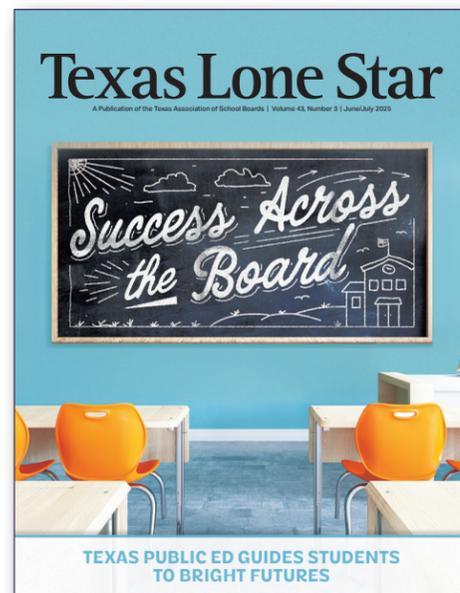
The Association represents the largest group of publicly elected officials in the state (more than 7,000 school board members) that serves more than 5.4 million Texas students.



Edition Deadlines for 2025–26

Texas Lone Star is published six times a year. Please observe the following deadlines for reserving ad space and submitting final ad copy:

Edition	Ad Space Reservation Deadline	Artwork Deadline
October/November	August 18	September 19
December	October 1	October 22
February/March	November 17	December 22
April/May	February 3	February 24
June/July	April 6	May 12
August/September	June 5	July 15



Special Editions

For targeted marketing efforts, advertisers in *Texas Lone Star* should consider placing ads in the following special editions:

June/July	Good News in Texas Education (mailed to 30,000 readers)
September/October	txEDCON
December	Annual Report

Texas Lone Star

A Publication of the Texas Association of School Boards

Advertising Rate Card

Reach more than 10,000 education leaders:

- School board members
- Superintendents
- Business managers
- Other administrators



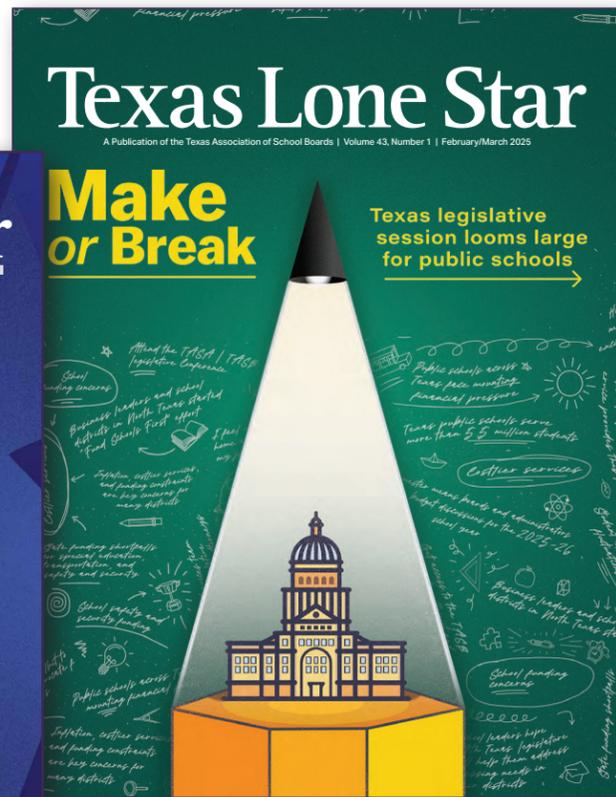
tasb.org/texaslonestar

As the membership publication of the Texas Association of School Boards (TASB), Texas Lone Star is read in print and online by more than 10,000 education leaders including:

- **School board members of every district**, who set policy for the district and have a wide range of fiscal responsibility
- **Superintendents and business managers of every district**, who are responsible for overseeing the day-to-day functions of their districts
- **Other administrators**, including risk management officers, public relations staff, human resources personnel, and communications departments
- **Education service center directors and board members** across the state
- **Presidents/chancellors** of statewide colleges and universities

Texas Lone Star is provided as a member benefit to the thousands of members of the Texas Association of School Boards. Our readers—the local education leaders and decision makers of Texas—purchase millions of dollars' worth of school products and services every year. Such products and services include:

- Curriculum materials
- Computer hardware and software
- Technology products and services
- Classroom and office equipment
- Gym, playground, and sports equipment
- Contract services
- Food service and related equipment
- School buses and transportation equipment/services
- Security systems/programs
- Environment and climate control systems
- Administrative systems and equipment
- Much more!



Print Advertising Rates			
Size	1x	3x	6x
Back cover*	\$2,540	\$2,290	\$2,030
Inside back	\$2,220	\$2,000	\$1,775
Full page	\$1,770	\$1,595	\$1,415
Junior spread**	\$1,770	\$1,595	\$1,415
2/3 page	\$1,265	\$1,140	\$1,010
1/2 page	\$1,000	\$900	\$800
1/3 page	\$875	\$775	\$700
1/6 page	\$360	\$325	\$290

*Back cover not available for June/July or December editions. **Limit one per issue.

Note: We do not offer agency discounts.

Mechanical Requirements for Print

Ad Size	Dimensions
Back cover	7.5" x 6.25"
Full page	7.5" x 10"
Junior Spread	16" x 3.125"
2/3 page horizontal	7.5" x 6.5"
2/3 page vertical	4.875" x 9.875"
1/2 page horizontal	7.5" x 4.8125"
1/3 page horizontal	7.5" x 3.125"
1/3 page vertical	2.375" x 9.875"
1/3 page square	4.875" x 4.875"
1/6 page vertical	2.375" x 4.8125"

Ads should be e-mailed to ads@tasb.org as a 300-dpi PDF with fonts embedded. Please use the following naming convention for your ad: yourcompany_tls_issue_year (e.g., firstpublic_tls_septoct_11).

The publisher reserves the right to "bump" or postpone ads to later editions, delete ads as necessary, or move ad positions within an edition. The publisher is not responsible for errors contained within copy that the advertiser or its agency supplies.

Questions? E-mail ads@tasb.org.