

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 2023–24

Texas Lone Star is published monthly except for January/February and September/October, which are combined editions. Please observe the following deadlines for reserving ad space and submitting final ad copy:

Edition	Ad Space Reservation Deadline	Artwork Deadline
September/October	July 28	August 18
November	September 11	October 2
December	October 6	October 27
January/February	November 8	December 1
March	January 5	January 26
April	February 8	March 4
May	March 11	April 1
June	April 11	May 2
July	May 3	May 24
August	June 3	July 1



Special Editions

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

July	Good News in Texas Education (mailed to 30,000 readers)
September/October	TASA/TASB Convention
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	10x
Back cover*	\$2,540	\$2,290	\$2,030	\$1,780
Inside back	\$2,220	\$2,000	\$1,775	\$1,555
Full page	\$1,770	\$1,595	\$1,415	\$1,240
Junior spread**	\$1,770	\$1,595	\$1,415	\$1,240
2/3 page	\$1,265	\$1,140	\$1,010	\$885
1/2 page	\$1,000	\$900	\$800	\$700
1/3 page	\$875	\$775	\$700	\$625
1/6 page	\$360	\$325	\$290	\$250

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

Note: We do not offer agency discounts.

Mechanical Requirements for Print

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.