

## acsa jobboard (job announcements)

The EdCal JobBoard is the most thorough resource for school administration job openings in the state. Employers who have job openings in the education field post ads that are seen by more than 55,000 EdCal readers. Job announcements for the weekly JobBoard section of the EdCal newspaper must be submitted via the Web at <http://careers.acsa.org>.

### deadline

JobBoard ads are due by 9 a.m. Monday for the following Monday's publication. Between 9 a.m. and 1 p.m., a \$50 late fee will be charged. No ads are accepted after 1 p.m.

### cost & sizes

JobBoard ads are paid listings and/or box advertisements for job openings. Paid listings are **\$65** for a maximum of six lines (5 inches wide by 1 inch deep) and will include only position, contact, salary and closing date. All box ads must be 5 inches wide and must be at least 2 inches deep.

JobBoard ads are billed at the rate of **\$65 per vertical inch**. Volume discounts are not available. JobBoard ads are grayscale. Ads can be typeset by ACSA for a one-time fee of \$25 and up.

### non-publish dates

EdCal is published weekly except for the following dates in 2011-12: July 11 & 25, Aug. 1, 15 & 29, Sept. 12, Oct. 10 & 24, Nov. 7 & 28, Dec. 5, 12 & 26, Jan. 2, April 9, June 4.

### payment

JobBoard display ads must be pre-paid, paid by credit or be accompanied by a purchase order. We accept VISA and MasterCard.

### conditions

All advertising copy is subject to approval by the Association of California School Administrators. EdCal reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever.

- The deadline for submittal of JobBoard ads is 9 a.m. Monday, one week prior to publication. Between 9 a.m. and 1 p.m. late ads may be submitted for an additional fee. No ads are accepted after 1 p.m. (In the case of Monday holidays, the deadline is Tuesday at 9 a.m.; 1 p.m. with late fee)
- Ads may be cancelled within 24 hours of final submission deadline. Cancellations are not accepted after 24 hours (Tuesday 1 p.m.). Advertisers may request that ads do not run, but payment for ad will not be refunded after 24 hours past submission deadline.
- Additional charges will be incurred for ads requiring typesetting or other production work. EdCal reserves the right to edit content submitted for typesetting to fit the space allotted. Changes to ads are not accepted after 24 hours of final submission deadline (Tuesday at 1 p.m.). An additional fee may apply to content changes.
- Ads not conforming to EdCal's standard column widths will be re-bordered or reduced in size to fit.
- EdCal does not accept political advertising, advertising simulating editorial content, advertising deemed misleading or offensive to members, advertising inconsistent with the programs and purposes of the association or in conflict with association-sponsored programs.
- EdCal reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- Rates are subject to changes on 30 days written notice from publisher.
- Publisher's liability for error will not exceed the cost of space occupied by such error.
- The publisher reserves the right to hold an advertiser and/or an advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The agency and advertiser warrant that they possess the full rights to publish the contents of the advertising copy. The advertiser and agency agree to defend, indemnify, hold harmless ACSA from any claim against ACSA arising out of the publication of such advertisements, including those resulting from libel, violation of rights of privacy, plagiarism or copyright infringement.

### ad placement

To place an ad, go to [www.acsa.org](http://www.acsa.org) and click on **Career Center**, or go directly to <http://careers.acsa.org>. Here you can select the size of your ad, download your ad artwork to avoid a typesetting fee, request typesetting and upload your district logo, and review and submit your ads. Find detailed instructions at [www.acsa.org/jobboard](http://www.acsa.org/jobboard).

For more information, call the JobBoard at 916.329.3829 (toll free 800.608.ACSA ext. 3829) or e-mail [jobboard@acsa.org](mailto:jobboard@acsa.org)

### typesetting rates (based on vertical size)

to scan logo	\$10	7 inches	\$75
2 inches	\$25	8 inches	\$85
3 inches	\$35	9 inches	\$95
4 inches	\$45	10 inches	\$105
5 inches	\$55	11-14 inches	\$110
6 inches	\$65		

### jobboard ad sizes

(add typesetting charges, if applicable)

Sizes range from 5x2" to 5x14" in whole-inch increments.

**ALL JobBoard ads are 5" wide.**

← 5" →	← 5" →
<b>5x2" \$130</b>	<b>5x3" \$195</b>
<b>5x5" \$325</b>	<b>5x4" \$260</b>
<b>5x6" \$390</b>	<b>5x7" \$455</b>