

The Association

The Connecticut Association of Boards of Education (CABE) is a not-for-profit association serving local and regional boards of education. CABE is dedicated to improving public education throughout the state and nation. We offer a wide array of information and management services to boards of education and their administrative teams. We also provide legal and negotiations services to boards and advocate on their behalf in Hartford and Washington, D.C., through a very active government relations program.

The Journal

The *CABE Journal* is the Association's primary publication. It is a "must read" for board members, superintendents, business managers, other administrators and other education leaders in Connecticut. It is published 11 times a year and is designed to encompass all material in an easy-to-read fashion. Available to members both in print and digitally, readers of the *CABE Journal* find a wide range of educational topics covered in each issue. All CABE members receive the *Journal* as part of their membership.

Why advertise in the CABE Journal?

Advertising in the *CABE Journal* offers you the best opportunity to get your message directly to the people who make the financial decisions for our schools and our students. It is the **ONLY** publication in the state that reaches board members, superintendents and their administrative staffs regularly.

Facts:

- Connecticut public schools spend over \$5 billion a year.
- Connecticut school districts employ 45,000 certified staff members.
- Connecticut school districts serve over 550,000 students.
- Connecticut school boards control over 1,000 schools, more than any other employer in the state.
- The Connecticut school districts are run by approximately 1,450 local school board members who control how the school district's money is spent.

The *CABE Journal* will be **printed 6** times per year beginning with the September 2023 issue.

We will continue to distribute a **digital CABE Journal 11** times per year with a combined July/August edition.

Note: Ads in the digital issues will be linked to the advertisers' website.



2023-2024 CABE Journal Distribution Schedule

Print & Digital Journal	Digital Only Journal
September	July/August
December	October
February	November
March	January
April	May
June	

Advertising Insertion Contract

Please complete and return to: **CABE, 81 Wolcott Hill Road, Wethersfield, CT 06109.**

You are hereby authorized to insert the following series of advertisements in the *CABE Journal*:

Date: _____ Size of Ad: _____

Times of Insertion: _____

Rate: _____

Instructions or Comments: _____

We shall furnish photo-ready advertisement by:

(If no new copy is forthcoming you may reprint the last ad published.)

(Name of Company)

(Street Address)

(City/State/Zip)

(Phone)

(email)

(Print name clearly)

(Signature)

(Title)

Advertising Rates and Mechanical Specifications

(distributed monthly)

Size (incl. dimensions)	1x	3x	6x
Full page (width 10" x length 13 1/4")	\$625	\$525	\$425
1/2 page (width 10" x length 6 1/2")	\$425	\$375	\$325
1/4 page (width 4 7/8" x length 6 1/2")	\$275	\$225	\$175
1/8 page (width 4 7/8" x length 3 1/4")	\$180	\$160	\$140

Additional discounts for full year (11x) contracts. Please contact Lisa Steimer at 860-571-7446 or lsteimer@cabe.org for more information.

Business and Education Affiliate Members receive a 10% discount on advertising.

Prices effective: July 1, 2023

Circulation: 2,000 copies statewide, to local and regional boards of education members, superintendents, assistant superintendents, business officials, other administrators and related state and national education leaders.

Frequency: Published 11 times a year. The *CABE Journal* will be published digitally 11 times in 2022-2023. Six will be printed in 2023-2024. For more information, contact Lisa Steimer at 860-571-7446.

Full page

Half page

Quarter page

Eighth page

The Connecticut Association of Boards of Education, publisher of the *CABE Journal*, reserves the right to reject advertising which it deems unsuitable, and to refuse acceptance of advertisements from advertisers of questionable credit or trade standing. Publisher reserves the right to enclose any advertisement in a 1 pt. rule, add the word "advertisement" in the upper left hand corner of the advertisement, or otherwise identify display as advertising matter. Rates are subject to change upon thirty days notice. A contracted rate will hold until contract terminates. No cancellations will be accepted by the publisher after the closing date. Protective agreement — the advertiser and/or advertising agency agree to indemnify and protect the publisher from any claims or actions based upon the unauthorized use of names or illustrations, copyright infringements, libelous or false statements contained in their advertisement.