

Ready to reach school business leaders who have purchasing power?

2026-2027 Advertising & Sponsorship Opportunities

The Pennsylvania Association of School Business Officials, or PASBO, is a statewide association, 4,200 members strong and growing. Our mission is to develop and support leaders in school business operations. We strive to fulfill our mission by providing members with professional development, networking opportunities, various opportunities to enhance their leadership skills, advocacy and timely access to legislative and policy news as well as business solutions that help them to meet the challenges of school operations.

Our school members are professionals working in finance, accounting, operations, facilities, transportation, food service, technology, communications, human resources, purchasing, payroll, and school safety management. While diverse in areas of specialty, all members share a common goal - to work towards providing a safe, healthy and state-of-the-art environment in which students across Pennsylvania can learn and grow. Our members build the foundation for learning.



Our advertising and sponsorship opportunities allow PASBO business members to showcase their products and services that help school business leaders do their jobs in a more effective and efficient way. Advertising in

PASBO Report and sponsoring events is a great way to initiate and develop relationships with decision-makers in LEAs throughout Pennsylvania!



ADVERTISING

During FY 26/27, PASBO will publish, print and mail ***PASBO Report*** to all 4,200+ members quarterly. (Fall, Winter, Spring & Summer)

PASBO Report will also be published digitally to the PASBO website and posted in the library of the CORE Community of pasbolink, our online community.

PASBO Report is a great channel to advertise your business and get your name and products and/or services noticed by school business leaders. Take a peek inside for details on opportunities, timelines and pricing.



SPONSORSHIPS

There is no better way to gain the attention of school business leaders and begin to build those all-important relationships than to sponsor PASBO and our learning and networking events.

Taking advantage of the benefits of sponsorship will allow business members face-to-face time with school leaders who are the decision-makers. Sponsors will have opportunities to learn their customer's needs and how they can work to best meet them.

Expand your REACH

PASBO Report

PASBO's full-color print and digital magazine is packed full of articles, examples of best practices in school business and practical 'tips' to assist school business professionals in meeting the challenges of their jobs. Many readers look to *PASBO Report* to find business partners to help them meet their needs in terms of products and services.

Market

One thing *PASBO Report* readers do have in common is the fact that they all play a critical role in purchasing decision-making. In total, Pennsylvania schools have a combined budget in excess of \$45 billion. Nearly \$5 billion statewide is utilized by schools for purchasing a vast array of products and services to meet the needs of students and employees. *PASBO Report* helps you reach these purchasers in schools all across Pennsylvania.

Editorial Focus

Each issue is focused on school business topics offering timely information and in-depth insights on methods and trends in the industry.

Association committee members, experienced school business professionals, and business experts offer technical articles and tips within their areas of expertise to share solutions to everyday school business challenges.

Mixed with the practical and insightful articles and tips about school business operations is association news about staff, regional chapter gatherings, upcoming professional education and networking opportunities. The magazine highlights innovative ways in which PASBO is working to support members and offer opportunities for them to enhance their careers, build their skills and knowledge base, increase their professional network and find business partners that can assist them in efficient and excellent school business operations.

PASBO Report is the Place to be Seen

It is estimated that each printed magazine will be shared among others at least 3 times, putting *PASBO Report* readership at about 12,000 readers per issue.

MPA, the Association of Magazine Media, states that magazine readership continues to grow long after publication date and that magazines maintain the ability to persuade readers to take action on ads and influence purchase decisions regardless of placement in the book.

Circulation & Readership

Each issue of *PASBO Report* will be distributed to about 4,200 school business professionals, state officials and other ASBO state affiliates. This translates to approximately, 12,000 readers each month, including superintendents and support staff in schools all across Pennsylvania. Other readers include administrators in school business management positions such as:

- Accounting
- Human Resources
- Communications
- Purchasing
- Facilities/Buildings and Grounds
- School Safety
- Finance
- Technology
- Food Service
- Transportation
- Payroll



**PASBO Report
Readership
12,000 per issue**

PASBO Report 2026/27 Ad Sizes & Rates

Full Page.....	8.5"x11
1/2 page Vertical	4.125 x 11
1/2 page Horizontal	8.5 x 5.375
1/4 page.....	4.125 x 5.375

	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Full Page	\$1425	\$1225	\$1125	\$1025
1/2 Page	\$800	\$750	\$700	\$625
1/4 Page	\$500	\$475	\$450	\$400

Enhance your RELATIONSHIPS

PASBO SPONSORSHIP

Enhance your customer relationships and expand your opportunities by joining PASBO as a Sponsor Partner. The PASBO Sponsorship Partner Program will allow for more flexibility and will add more value to your business membership throughout the year.

There is no better way to gain the attention of school business leaders and begin to build those all-important relationships than to sponsor PASBO. It's a great way to get to know your customer's needs and let them know you are ready to meet or even surpass their business needs. There are many opportunities for you to get involved in PASBO. Our sponsorship programs are very flexible, so if you are interested, please contact Karen Rogers at kr Rogers@pasbo.org, and let her put together a package that is just right for you.

ANNUAL SPONSOR PARTNERSHIPS

The Annual Sponsor Partnerships offers many benefits to PASBO business members. Choose a level of sponsorship in your comfort zone and start enjoying these benefits today!

PASBO PRINCIPAL (\$40K per year)

- Annual PASBO business membership.
- PASBO website listing with logo & link.
- Access to school membership list with email addresses.
- PASBO Sponsor logo to post on your website.
- Signage at onsite PASBO conferences.
- Slide with logo on webcasts.
- Online Buyers' Guide Priority Placement.
- 5 Complimentary registrations for a PASBO webcast or workshop.
- 4 Annual Conference Registrations.
- Booth at the PASBO Annual Conference.
- 2 Annual Conference Presentations.
- 2 Webcasts/Web Forum presentations per year.
- 2 Full-page ads in *PASBO Report*.
- 3 PASBO Report articles contributed per year.
- Introduction and participation at 1 board dinner per year.
- Introduction, signage, and attendance for 2, at PASBO Bootcamp, School Operations Academy, Steel Eagle Leadership Institute, and specialty conferences.

PASBO AMBASSADOR (\$30K per year)

- Annual PASBO business membership.
- PASBO website listing with logo & link.
- Access to school membership list with email addresses.
- PASBO Sponsor logo to post on your website.
- Signage at onsite PASBO conferences.
- Slide with logo on webcasts.
- Online Buyers' Guide Priority Placement.
- 4 Complimentary registrations for a PASBO webcast or workshop.
- 3 Annual Conference Registrations.
- Booth at the PASBO Annual Conference.
- 1 Annual Conference Presentation.
- 2 Webcasts/Web Forum presentations per year.
- 1 Full-page ad in *PASBO Report*.
- 2 *PASBO Report* articles contributed per year.
- Introduction and participation at 1 board dinner.
- Introduction, signage, and attendance for 2, at PASBO Bootcamp, School Operations Academy, and specialty conferences.

PASBO SCHOLAR (\$20K per year)

- Annual PASBO business membership.
- PASBO website listing with logo & link.
- Access to school membership list with email addresses.
- PASBO Sponsor logo to post on your website.
- Signage at onsite PASBO conferences.
- Slide with logo on webcasts.
- Online Buyers' Guide Priority Placement.
- 3 Complimentary registrations for a PASBO webcast or workshop.
- 2 Annual Conference Registrations.
- Booth at the PASBO Annual Conference.
- 1 Annual Conference Presentation.
- 1 Webcasts/Web Forum presentation per year.
- 2 Half-page ads in *PASBO Report*.
- 2 *PASBO Report* articles contributed per year.
- Introduction and participation at 1 board dinner.

GROW your RELATIONSHIPS



PASBO PATRON (\$10K per year)

- Annual PASBO business membership.
- PASBO website listing with logo & link.
- Access to school membership list with email addresses.
- PASBO Sponsor logo to post on your website.
- Signage at onsite PASBO conferences.
- Slide with logo on webcasts.
- Online Buyers' Guide Priority Placement.
- 2 Complimentary registrations for a PASBO webcast or workshop.
- 1 Annual Conference Registration.
- Booth at the PASBO Annual Conference.
- 1 Webcasts/Web Forum presentation per year.
- 1 Half-page ad in *PASBO Report*.
- 1 article in *PASBO Report* contributed per year.

PASBO SUPPORTER (\$5K per year)

- Annual PASBO business membership.
- PASBO website listing with logo & link.
- Access to school membership list with email addresses.
- PASBO Sponsor logo to post on your website.
- Signage at onsite PASBO conferences.
- Slide with logo on webcasts.
- Online Buyers' Guide Priority Placement.
- 2 Complimentary registrations for a PASBO webcast or workshop.
- 1 Quarter-page ad in *PASBO Report*.

OTHER SPONSORSHIP OPPORTUNITIES

Customizable benefits are also available to add value to your sponsorship. Let us know and we can help customize a sponsorship program that is right for your company. Some of the benefits you might consider are:

- Complimentary Registration to event.
- Sponsorship listing with logo on event website page.
- Listing in event materials.
- Listing in *PASBO Report*.
- Signage at event.
- Slide with logo within any relevant presentations.
- Opportunity to speak at event - limit 2 minutes.
- Access to list of event attendees.
- PASBO Sponsor logo to post on your website.
- Space for sponsor table at event.

ANNUAL CONFERENCE SPONSORSHIPS

We know that sometimes, you just want to be present and have a presence at the PASBO Annual Conference, so we've developed a sponsorship program that is just right for you! While some of the Annual Conference sponsorships are limited, others are wide open and waiting for you to attach your company's name to our premiere annual event. Below is an outline of the Annual Conference sponsorship opportunities available to all PASBO business members.

- First General Session Sponsor (1) \$5,000
- Pre-Conference Workshop Sponsor (2) \$3,000
- Thursday Night Event Sponsor (unlimited) \$5,000
- Scholarship Breakfast Sponsor (1) \$20,000
- Regional Chapter Lunch (2) \$3,500
- First-Timers Reception (1) \$4,000
- Networking Lounge (6) \$3,500
- Continental Breakfast (unlimited) \$3,000
- Refreshment Break (8) \$2,500
- Attendee Lunch (unlimited) \$3,000

See the chart on the following page for a complete list of AC sponsorship benefits.

Annual Conference Sponsorship Benefits

	First General Session (1)	Thursday Night Event	Pre Conference Workshop (2)	Scholarship & Breakfast (1)	Regional Chapter Lunch (2)	First Timers Reception (1)	Net-working Lounge (6)	Continental Breakfast	Refreshment Break (8)	Attendee Lunch
Signage at event	\$5,000	\$5,000	\$3,000	\$20,000	\$3,500	\$4,000	\$3,500	\$3,000	\$2,500	\$3,000
Introduction at event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to speak at event (limit 1-2 minutes)	Yes	Yes	Yes	Yes	Yes	Yes	X	X	X	X
Complimentary Conference registrations	2	2	2	2	1	1	2	1	1	1
Logo on conference website page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor listing in PASBO Report	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Included in mobile app	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Receipt of annual conference attendee registration list	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Advanced booth notice for next year	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Showcase your SERVICES

AWARD SPONSORS

PASBO recognizes the great work our members do on an annual basis by awarding schools and their PASBO members various awards, including:

- Gary E. Reeser Memorial Award
- School Operations Impact Award
- Award of Excellence in School Facilities
- Award of Excellence in School Food Service
- Award of Excellence in School Procurement
- Award of Excellence in School Transportation
- David L. Nett Regional Chapter Leadership Award

Sponsoring these recognition awards gives businesses a list of benefits including:

- Introduction and recognition at Presentation of Award (Annual Conference).
- Logo and information on award application.
- Recognition in award communications to full membership.
- Recognition in *PASBO Report*.

Sponsorship amounts start at \$500 and vary depending on which award you want to sponsor. For more information or to sign-up to sponsor an award, please contact Stephanie Stehman at sstehman@pasbo.org or (717) 540-9551, ext. 250.

EXHIBITS

Advertising and sponsoring PASBO events are both great ways to get to know our school members with purchasing power. If you are looking for a way to showcase your products and services, why not think about exhibiting at a PASBO event?

PASBO offers exhibit booths at our Annual Conference, held each year in March, at the Facilities and Transportation Conference held annually in October, and at the Food Service Conference held in November of each year.

If you are interested in showcasing your products and services at a conference, please reach out to Karen Rogers at krogers@pasbo.org.



PASBO ADVERTISING PLACEMENT ORDER 2026-2027

(YOUR COMPANY MUST BE A CURRENT MEMBER IN ORDER TO ADVERTISE)

Contact Name

Company

Address

City State Zip

Phone Email

Size of Ad Rate

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature

Date

Please email your ad artwork in a high resolution pdf format to Lynn Bubb at lbubb@pasbo.org. Advertising questions: contact Lynn Bubb at 717.540.9551, ext 228.

If you prefer to fill in the space reservation form online, please scan the QR code to fill out the form and submit digitally.

2026-27 PASBO REPORT NET ADVERTISING RATES MONTHS TO RUN:

___ SUMMER (Sept 26) ___ FALL (Nov. 26)
___ WINTER (Jan. 27) ___ SPRING (Apr. 27)

PAYMENT:

- ___ Please invoice me for the full amount.
- ___ Please invoice me per issue.

You can pay with a credit card online right within your PASBO Portal once your invoice is issued.

Deadlines for Submitting Ads

Summer Issue: August 21, 2026

Fall Issue: October 23, 2026

Winter Issue: December 14, 2026

Spring Issue: April 2, 2027

PAYMENT POLICY: Advertisers are responsible for payment of all insertions. PASBO will invoice the advertising company when the publication has been published online and sent to the membership. Payment must be received within 30 days of invoice.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is deemed to be not acceptable in keeping with standards of the publication.

I understand that PASBO does not guarantee the order and page location of advertisements. Payment is due within 30 days of invoice date.



PASBO SPONSORSHIPS

- If you think a sponsorship might be the right way for you to get your company and services in front of your target audience, please fill out the PASBO Sponsorship Form on the following page.
- Any questions about sponsorships can be directed to Karen Rogers at krogers@pasbo.org.
- To inquire about exhibit booths at PASBO events, please also contact Karen Rogers at 717-540-9551 ext. 246 or via email at krogers@pasbo.org.

PASBO SPONSORSHIP FORM 2026-2027

Become a Sponsor Partner with PASBO.

Custom Benefit Options to be Considered (optional)

Contact Name

Company

Address

City

State

Zip

Contact Phone

Contact Email

Website URL

Sponsorship Level

Rate/year

2026-27 SPONSORSHIP LEVELS

Choose Sponsorship level below:

_____ PASBO Principal (\$40,000)

_____ PASBO Ambassador (\$30,000)

_____ PASBO Scholar (\$20,000)

_____ PASBO Patron (\$10,000)

_____ PASBO Supporter (\$5,000)

Thank you for your support and we look forward to working with you to promote your business and PASBO throughout the 2026-2027 FY.

For questions or further details about sponsorships and/or exhibit booths at PASBO events, please contact Karen Rogers at 717-540-9551 ext. 246 or via email at krogers@pasbo.org

If you prefer to fill in the Sponsor Partner Form online, please scan the QR code to fill out the form and submit digitally.



PAYMENT:

Check - make payable to: **PASBO** and mail to: **PASBO, 2608 Market Place, Harrisburg, PA 17110**

Check Amount Enclosed \$ _____

Invoice

___ Please invoice me for the full amount.

You can also pay with a credit card online right within your PASBO Portal once your invoice is issued.

Sponsorship benefits include an ad in PASBO Report. Issue placement will be at the discretion of the PASBO Report editor as space allows. When submitting your sponsorship form, please send your company logo in an EPS format and your included ad in a high resolution PDF to Lynn Bubb at lbubb@pasbo.org. If your sponsorship level includes an article for PASBO Report, we ask that your article content is informational in nature, not sales, and limited to 500 words or less. Please forward to Lynn at lbubb@pasbo.org.