

## Gibbons, Randee

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**From:** Katie Bollegar <KBollegar@ascendintegratedmedia.com>  
**Sent:** Wednesday, August 31, 2016 11:44 AM  
**To:** Gibbons, Randee  
**Subject:** RE: ASPA 2016 Education Supplement -- too late to reserve?

You are not missing it at all! Its spread out throughout the media kit, which we are currently revamping as we speak. So, a 1/4 page ad in color is \$770 for a 1-2 time frequency however for black and white its discounted by \$310 so the total would be \$460 which I confirmed is what you all paid last year as well (for the same 1/4 side ad). Since I was new to the account around March/April I wanted to make sure I honored your previous pricing as well so in essence, the short answer is, a 1/4 page b/w ad would be **\$460**. I hope that helps! ☺

**Katie Bollegar**  
Phone: 913-344-1322  
Fax: 913-945-1942

**From:** Gibbons, Randee [mailto:gibbonsr@evergreen.edu]  
**Sent:** Wednesday, August 31, 2016 1:36 PM  
**To:** Katie Bollegar <KBollegar@ascendintegratedmedia.com>  
**Subject:** RE: ASPA 2016 Education Supplement -- too late to reserve?

Looks good, Katie – what is the size and cost? I may be missing it, but didn't see a black and white ad option on this particular form.

Once I have that info, I can get our Director's approval.

Thanks much,  
Randee

*Randee Gibbons, MPP, MA*  
Assistant MPA Director, Public & Nonprofit Administration and Public Policy Concentrations  
**The Evergreen State College**  
[gibbonsr@evergreen.edu](mailto:gibbonsr@evergreen.edu)  
360.867.6554  
[www.evergreen.edu/mpa](http://www.evergreen.edu/mpa)

*"Education is the most powerful weapon which you can use to change the world." ~ Nelson Mandela*

**From:** Katie Bollegar [mailto:KBollegar@ascendintegratedmedia.com]  
**Sent:** Wednesday, August 31, 2016 11:32 AM  
**To:** Gibbons, Randee  
**Subject:** RE: ASPA 2016 Education Supplement -- too late to reserve?

Hi Randee,

Here is the ad that I got from our prepress and production team. Is this the ad you'd like to run? If so, you can fill out the attached form and I'll get everything taken care of for you. I'll also make sure that you're added to all of the marketing promotions and will get Renata added as soon as her info is available as well. Let me know if you need anything else!

Katie ☺

The last ad that I can find is from 2014 and is a 5 x 5.5 black and white (attached). I think that was a ¼ page ad. It doesn't look like you support that size anymore.

If you don't have a usable size, would you let me know your copy deadline? Then I can see how fast our on-campus design folks can resize in-house.

Many thanks,  
Randee

*Randee Gibbons, MPP, MA*

Assistant MPA Director, Public & Nonprofit Administration and Public Policy Concentrations

**The Evergreen State College**

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*"Education is the most powerful weapon which you can use to change the world." ~ Nelson Mandela*

**From:** Katie Bollegar [<mailto:KBollegar@ascendintegratedmedia.com>]

**Sent:** Tuesday, August 30, 2016 3:23 PM

**To:** Gibbons, Randee

**Subject:** RE: ASPA 2016 Education Supplement -- too late to reserve?

Hi Randee,

My name is Katie Bollegar and I recently (well in March) took over the ASPA account because Tim retired, lucky guy ☺. I am more than happy to help you with your ad in the upcoming PA Times Fall/Education Issue and YES there is still time! I've attached the IO so if you want to fill it out, sign it and send it back I'll get your space reserved right away. Also, since you may have missed some marketing promotional opportunities I've attached a few for you here and would be happy to work with you on pricing if you'd like to do anything additional. Feel free to let me know anytime. Looking forward to working with you!

Katie ☺

**Katie Bollegar** | Account Manager, Media

Ascend Integrated Media on behalf of *ASPA 2016*

6710 W 121st Street, Suite 100, Overland Park, KS 66209

t: 913-344-1322 | f: 913-945-1942 | e: [kbollegar@ascendmedia.com](mailto:kbollegar@ascendmedia.com)



**From:** Gibbons, Randee [<mailto:gibbonsr@evergreen.edu>]

**Sent:** Tuesday, August 30, 2016 5:00 PM

**To:** Tim McCormack <[tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com)>

**Subject:** ASPA 2016 Education Supplement -- too late to reserve?

**Importance:** High

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC. All advertising subject to ASPA approval.

## AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION 2016



Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser Evergreen State College/MPA Agency (if applicable) \_\_\_\_\_

Billing Information ☐ Agency ☒ Advertiser Contact Name Randee Gibbons

Billing Address 2700 Evergreen Pkwy City, State, Zip OLYMPIA WA 98505

Phone 360 867 6554 Fax 360 867 5430 E-mail gibbonsR@evergreen.edu

Check the box to select the ads or bundles you wish to place.

### PA TIMES 2016 (All ads are four-color)

Size	One-Two times	Three-Four times
Full Page	<input type="checkbox"/> \$1,405	<input type="checkbox"/> \$1,290
1/2 Page	<input type="checkbox"/> \$995	<input type="checkbox"/> \$930
1/4 Page	<input checked="" type="checkbox"/> \$770	<input type="checkbox"/> \$720
1/8 page	<input type="checkbox"/> \$540	<input type="checkbox"/> \$515

Premium options (includes four-color)

Inside Back Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,170
Inside Front Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,170
Back Cover	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,500
Premium page placement (pages 3, 5, 7, 9)		<input type="checkbox"/> \$105

### Classified options

Classified Advertising Section	<input type="checkbox"/> \$0.99 per word
Display Ad	<input type="checkbox"/> \$10 border and/or logo

### ANNUAL CONFERENCE PROGRAM 2016 (All ads are four-color)

Size	Exhibitor	Nonexhibitor
Full Page	<input type="checkbox"/> \$1,510	<input type="checkbox"/> \$1,665
1/2 Page	<input type="checkbox"/> \$1,015	<input type="checkbox"/> \$1,120
1/4 Page	<input type="checkbox"/> \$805	<input type="checkbox"/> \$910

Premium options

Back Cover	<input type="checkbox"/> \$2,070	<input type="checkbox"/> \$2,340
Inside Front Cover	<input type="checkbox"/> \$1,735	<input type="checkbox"/> \$2,005
Inside Back Cover	<input type="checkbox"/> \$1,735	<input type="checkbox"/> \$2,005
Tab	<input type="checkbox"/> \$1,735	<input type="checkbox"/> \$2,005

### PA TIMES ONLINE 2016

Banner Ad - Weekly Email	<input type="checkbox"/> \$624 per week
Inset Ad - Weekly Email	<input type="checkbox"/> \$470 per week
Rectangle Ad - website 1st position	<input type="checkbox"/> \$260 per two weeks
Rectangle Ad - website 2nd position	<input type="checkbox"/> \$220 per two weeks
Banner Ad - website	<input type="checkbox"/> \$600 per week

### THE BRIDGE eNEWSLETTER 2016

Sponsorship	<input type="checkbox"/> \$780 per Issue
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### GOVMANAGEMENT eNEWSLETTER

Leaderboard Ad	<input type="checkbox"/> \$520 per week
Road Block Ad	<input type="checkbox"/> \$390 per week
Trailer Banner Ad	<input type="checkbox"/> \$310 per week
Text Banner Ad	<input type="checkbox"/> \$365 per week

### ASPA Website 2016 (entire site)

Rates for entire site/two weeks. Rotates among three advertisers, includes ROS	
Leaderboard Banner	<input type="checkbox"/> \$1,445 per two weeks
Vertical Skyscraper	<input type="checkbox"/> \$1,145 per two weeks
Bottom-Centered Horizontal Banner	<input type="checkbox"/> \$800 per two weeks

### Advertising/Digital Bundles

Discovery Bundle	<input type="checkbox"/> \$4,975
Integrated Bundle	<input type="checkbox"/> \$9,400
Public Administration Top 40 Bundle	<input type="checkbox"/> \$9,660
Government Bundle	<input type="checkbox"/> \$4,270

Total Amount Due

\$ 460

### Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

Sign and return to: Katie Bollegar

Tim McCormack

amccormack@ascendintegratedmedia.com

913-344-1367 Fax: 913-344-1417

1322 945-1992

Please remit payments to:

Ascend Integrated Media LLC

Attn: ASPA 2016

P.O. Box 870939, Kansas City, MO 64187-0939

ASCEND  
INTEGRATED MEDIA

K Bollegar@ascendintegratedmedia.com

I have read and agree to the terms as set forth on this document.

Randee Gibbons ASST MPA Director

Authorized Advertiser/Agency Signature & Title

PO# (if necessary)