

# WASB Service Associates Program

## Reaching Your Market?

Each year in Wisconsin, 3,600 school board members and administrators spend nearly \$6 billion to equip more than 2,000 school buildings and sustain classroom education for more than 875,000 schoolchildren. Are you reaching these key educational leaders? By joining the **WASB Service Associates**, you will have an ongoing line of communication with the people who make the purchasing decisions for their school districts. You will also create goodwill among your target audience.

## Benefits

- ★ **Mailing List Access:** Up to three mailings per year to our membership. You provide the materials and pay the postage, plus a handling fee of 10 cents per piece. Our staff handles the mailing.
- ★ **Magazine Listing:** A highlighted listing in the *Wisconsin School News*, the association's monthly magazine, circulated to 5,400 school board members, district administrators, business officials, principals and other education professionals in Wisconsin.
- ★ **Advertising Discount:** A 10 percent discount on advertising in the *Wisconsin School News*.
- ★ **Complimentary Subscription:** Two copies of the *Wisconsin School News* each month.
- ★ **Web site Listing:** Your company highlighted on the WASB Web site.
- ★ **Complimentary Upgrade at Convention:** A complimentary upgrade in the printed convention guide and in the online exhibitor list and floorplan.
- ★ **Service Associate Designation** for display in your booth.

## Eligibility

The WASB is committed to having only the highest quality companies as Service Associates. As such, Service Associates are companies of reputable standing who have conducted business within the state of Wisconsin for at least one year and who can provide written recommendation from three Wisconsin school districts. Applicants must be approved by the WASB Board of Directors, which reserves the right to use its discretion in granting affiliation. The Service Associates' affiliation is offered at an annual fee of \$800. For more information, contact Dorreen Dembski at 608.257.2622 or [ddembski@wasb.org](mailto:ddembski@wasb.org).

