



ONLINE RESOURCES

HELPING ADMINISTRATORS DO MORE AND DO IT FASTER

E-MEDIA ADVERTISING OPPORTUNITIES

AASA is excited to announce powerful new methods for helping you reach a school leadership audience while engaging in online research at AASA.org and while reading regular news and updates in our e-mail newsletter publications!

AASA.ORG

AASA.org provides coverage of hot topics, legislative updates, an online edition of *The School Administrator*, a job marketplace and much more, including unique tools for school system decision makers.

AASA unveiled a new and improved AASA.org in July 2009.

Drawing upon in-depth research with our readers and advertisers, our redesigned site includes:

- enhanced look and feel
- dramatically improved search
- intuitive navigation
- advanced multimedia capabilities
- more effective, higher-impact advertising opportunities! Integrated campaigns can be aligned with appropriate content and include:
 - e-newsletter and e-blast advertising
 - embedded video and multimedia widget ad opportunities
 - hosting your editorial content (advertorials)
 - multimedia banner advertising
 - sponsored content sections on your product/service category
 - surveys of the readers of AASA publications
 - webinar sponsorships aligned with your topics!

Our relaunch aspirations allow more exclusive ad placements, more prominent creative units and enhanced ad effectiveness – so that we'll have more readers than ever before, returning more often and spending more time viewing your product/service messaging aligned with quality AASA content.

AASA ONLINE

AASA Online is a resource library to which school districts may purchase a subscription and allow anyone on their staff to access short “how-to” videos, download articles, listen to podcasts, etc. This is a one-stop-shop for school system leaders to quickly find ideas, opinions or the latest information on a “hot topic”.

NEWS OF THE NATION

A popular e-newsletter with concise and timely reports providing one-stop access to top education stories from around the country. Including your messaging in this publication sent directly to school administrators is a powerful way to reach this audience!

Frequency: Once Per Week

THE LEADER'S EDGE

The Leader's Edge offers practical “how-to” information, leadership tips, policy and advocacy news, research updates, member news and links to multimedia content on the AASA website. This represents another great opportunity to reach the AASA readers while reading about the products and services your company offers!

Frequency: Twice Monthly

AASA SCHOOL BUSINESS SMARTBRIEF

Unique short news summaries regarding school finance, operations and business management.

Frequency: Three Days Per Week

NEW SUPERINTENDENTS E-JOURNAL

See the Publications section beginning on page 12 for more information.

For e-media advertising, please contact:

Lee Horowitz
HotChalk Media Group
Toll-free at 888-468-2336, ext. 502
Lee@HotChalk.com

THE LEADER'S EDGE



AASA.ORG



TOOLKITS

Toolkits provide pertinent information for the most pressing issues; templates to plan, prepare and budget; presentations to school boards, the press and community forums; and generalized aids to otherwise respond to the many documentation and reporting demands placed on school system leaders. These toolkits are primarily available as online downloads. AASA members consistently rate toolkits as a key benefit of membership in the association. Sponsors will receive recognition in all related materials.

Upcoming toolkits include:

- **INDOOR AIR QUALITY TOOLKIT** — A one-stop resource for communicating about indoor air quality management in schools with staff, parents, the community and the media.
- **BACK-TO-SCHOOL TOOLKIT FOR SCHOOL LEADERS** — Designed to help school leaders engage in positive communications at the start of school and all year with key audiences.
- **LEGISLATIVE ADVOCACY TOOLKIT** — Tools to help school leaders support AASA's "All Children Will Learn" legislative agenda for the reauthorization of the Elementary and Secondary Education Act, the law currently known as No Child Left Behind.
- **SUPPORTING THE MILITARY CHILD TOOLKIT** — Designed to help educators support children whose parents or other family members are experiencing military deployment, separation and/or transition.

Past toolkits have included:

- Making the School—Community Connection Work
- Asthma Communications
- After School Programs: Bureaucratic Barriers and Strategies for Success
- Blueprints: A Guide to Public School Plans 403(b) and 457(b)
- Public Schools: The Bedrock of Our Democracy
- Systems Thinking for School System Leaders

Sponsorship rates vary. Please contact Kay Ferris at 703-875-0761 or kferris@aasa.org for more information.