AASA THE SCHOOL SUPERINTENDENTS ASSOCIATION

2027 MEDIA KIT

SCHOOL ADMINISTRATOR / WEBSITE / E-NEWSLETTERS / DEDICATED E-BLASTS

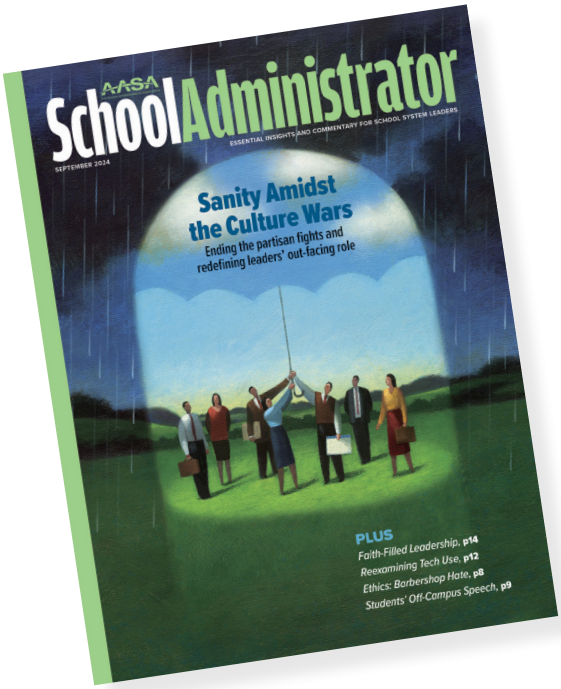


AASA CONTACTS

KATHY SVEEN
VP of Sales
ksveen@smithbucklin.com
312-673-5635

KRISHIA EXAMEN
Fulfillment Lead
kexamen@smithbucklin.com
202-367-2475

SUZANNE BOUFFARD
Managing Editor
sbouffard@aasa.org



BUILD YOUR BUSINESS WITH AASA

PRINT CIRCULATION
20,000

E-NEWSLETTER CIRCULATION
8,500 Average

WEBSITE
~960,000 Views Per Year

Reaching Superintendents and District Educators Nationwide

SchoolAdministrator

Reach Top-Level Decision Makers with Buying Power and Budgets!

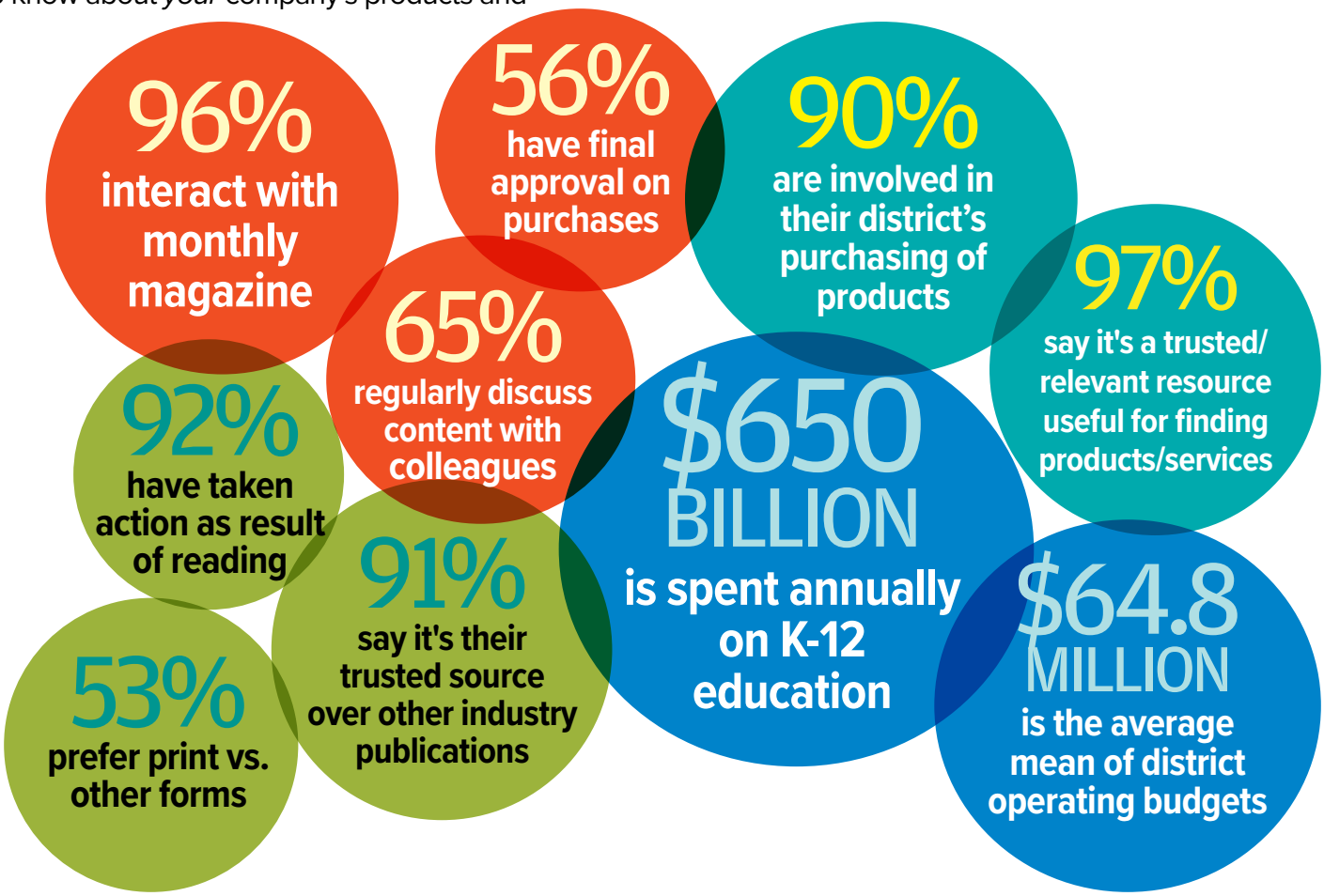
Circulation: 20,000
Total Readership: 42,000

School Administrator magazine puts you in direct contact with 20,000 educators nationwide who specify, recommend or have the final say in their school district's purchasing decisions. 90% of our readers are involved in the purchasing of products/services within this $650 billion dollar K-12 Industry. These buyers ask to get *School Administrator* to help them do their jobs better. For this reason, you won't find a more highly engaged audience of buyers anywhere else.

Advertise and Speak Directly to Superintendents!
School Administrator magazine readers need to know about *your* company's products and services to help them be more educated and do their jobs better.

The world is changing; new challenges face them every day. You can help be that positive change by making sure they are aware of their opportunities.

School Administrator **magazine readership has you covered!**
Superintendents, Assistant Superintendents, K-12 Curriculum and Instruction Directors and Digital Learning Directors have relied on us for accurate information for over 30 years. No better decision-maker profile exists.



Sources: *"Readership Survey: Print and Electronic Publications," Readex Research,* and National Center for Education Statistics Report, "Projections of Education Statistics to 2026."

SchoolAdministrator

2027 Editorial Calendar Planning Guide – Print



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
JANUARY	11/6	11/13	**Global Lessons: Learning from Overseas**
FEBRUARY (CONFERENCE EDITION)	12/3	12/10	**AI Policies, Practices, Protections**
MARCH	1/6	1/13	**Countering Misinformation; Civil Discourse**
APRIL	2/4	2/11	**Student Health & Health Education / School Nutrition**
MAY	3/4	3/11	**Maximizing Time in School and Professional Learning**
JUNE	4/8	4/15	**Applying Improvement Science**
JULY (DIGITAL ONLY)	6/1	6/14	**Best of 2026-27**
AUGUST	6/4	6/11	**TBD**
SEPTEMBER Back-to-School	7/7	7/14	**TBD**
OCTOBER	8/5	8/12	**TBD**
NOVEMBER	9/3	9/13	**TBD**
DECEMBER	10/7	10/14	**TBD**

AASA reserves the right to adjust media kit advertising offerings at their discretion. AASA editorial is subject to change without notice.



CONFERENCE ISSUE BONUS DISTRIBUTION

At AASA's National Conference on Education, copies will be prominently displayed as a bonus distribution.

All print ads appear in the digital edition.

IN OUR NEXT ISSUE...

Get more details on our upcoming editorial lineup at *www.aasa.org*.

SchoolAdministrator

Connect with the Power of AASA



Quick Facts

92% of school decisions/ purchases take place in district offices, led by superintendents

90% of readers are involved in a wide array of district purchases of products/services

More than **27.4** million students are enrolled in AASA member districts

Reader Profile

PRIMARY AUDIENCE
Superintendents and assistant superintendents

SECONDARY AUDIENCE
Curriculum directors and technology leaders

Purchasing Involvement

$650 BILLION is spent annually on K-12 Education. 90% of our readers highlighted the following as the top products and services purchased:

Administrative Software
Assessment/Testing Materials
Athletic/Auditorium Equipment
Career Readiness
Cleaning Supplies
College Readiness
Curriculum Materials and Software
Facility Services
Financial Services
Food and Nutrition Services
Furniture/Office Equipment
Health Insurancee
Internet & Telecommunications
Management/Consulting Services
Personal Protective Equiptment
Professional Development
School Safety/Security Systems
Student/Staff Health & Wellness
Technology
Transportation

Top 5 Editorial Sections

1. **Legal Brief**
   Legal experts' take on emerging case law
2. **State of the Superintendency**
   Infographic statistic from salary survey
3. **Features (Major Articles)**
   Written by thought leaders and practitioners
4. **Board-Savvy Superintendent**
   Strategic advice for the district's CEO
5. **Ethical Educator**

What Readers Read

High-Interest Topics:

1. Leading Change
2. 21st-Century Learning
3. Social-Emotional Learning
4. College and Career Readiness
5. Technology and Cybersecurity
6. School Board Relations
7. School Safety and Security
8. Community Engagement/Social Media
9. Teacher Retention and Recruitment
10. Crisis Management

SchoolAdministrator 2027 Rates*

FREQUENCY WORKS! CALL US TODAY AT 312-673-5635.

Print Advertising Options/Rates

4C Process	1x	3x	6x	12x
1 page	$7,505	$7,105	$6,905	$6,505
2/3 vertical**	$6,505	$6,205	$6,005	$5,705
1/2 horizontal or vertical	$5,505	$5,305	$5,105	$4,905
1/3 vertical or square	$4,405	$4,305	$4,205	$4,005
1/4-page horizontal	$3,805	$3,705	$3,605	$3,505
1/6-page vertical	$2,805	$2,705	$2,605	$2,505
1/2-page horizontal spread	$10,705	$10,305	$9,905	$9,505
2-page spread	$14,305	$13,705	$13,405	$12,605

Black & White	1x	3x	6x	12x
1 page	$5,105	$5,005	$4,805	$4,405
2/3 vertical**	$4,205	$4,105	$3,905	$3,605
1/2 horizontal or vertical	$3,305	$3,205	$3,005	$2,805
1/3 vertical or square	$2,305	$2,105	$2,005	$1,905
1/4-page horizontal	$1,805	$1,705	$1,605	$1,505
1/6-page vertical	$1,205	$1,105	$1,005	$905
1/2-page horizontal spread	$6,505	$6,105	$5,705	$5,305
2-page spread	$10,005	$9,405	$9,105	$8,405

**2/3-page ads limited per month — act quickly for best availability.

Covers/Premium Positions (noncancellable)	1x	3x	6x	12x
Inside front (C2)	$8,205	$7,805	$7,605	$7,205
Inside back (C3)	$8,205	$7,805	$7,605	$7,205
Back (C4)	$9,305	$8,905	$8,705	$8,205
Page 1	$8,205	$7,805	$7,605	$7,205

Print Advertorials	1x
2-page spread	$13,615
1 page	$8,505

Space for advertorials is limited and subject to advertiser approval. Advertiser provides copy and graphics for advertorial content; the publisher will add the word "Advertorial" to identify it as advertising content. For advertorial specifications, e-mail Krishia Examen, kexmaen@smithbucklin.com. Phone: 202-367-2475.

*All rates are NET to *School Administrator* magazine.

Digital Advertising Options

AASA offers e-newsletter sponsorships, web banners, video ads and special sponsor pages. E-mail or call for pricing and more information.

SchoolAdministrator

Print Production Specs



School Administrator is a four-color magazine with a trim size of 8 1/4 inches by 10 7/8 inches. It is printed on a web offset press and has saddlestitch binding.

REQUIREMENTS FOR ALL ADS:

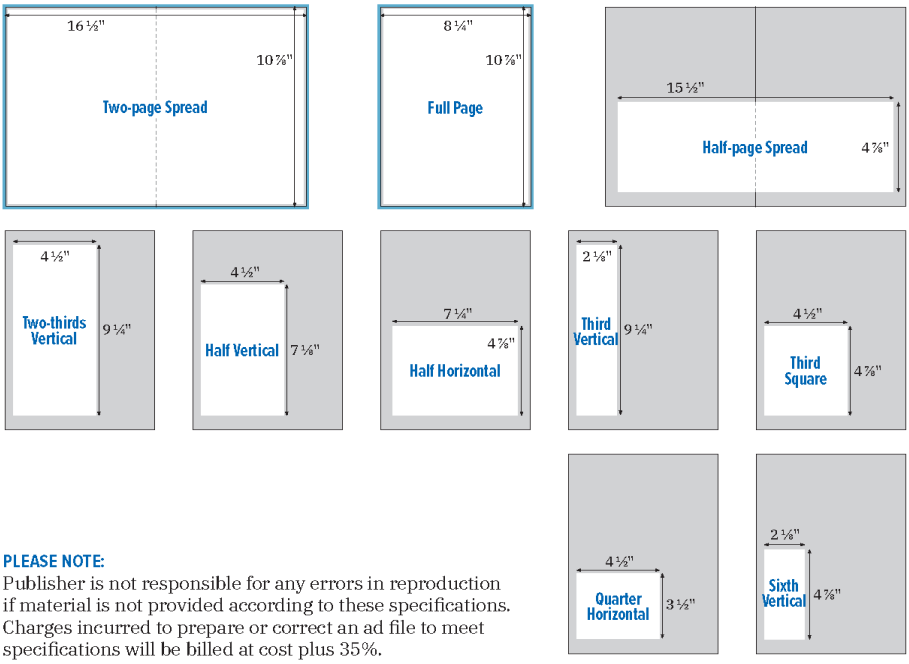
FILE FORMAT: Submit only high-resolution press-ready PDF files.
(InDesign, QuarkXPress, Adobe Illustrator or Microsoft Publisher files are not accepted.)
COLORS: CMYK only. Convert all Pantone, RGB or Spot Colors to CMYK.
MINIMUM IMAGE RESOLUTION: 300 dpi for images and 600 dpi for bitmap images.
FONTS: All fonts must be embedded. Do not send font files.
AD FILE NAMING: Please name your PDF as follows: "YourCompanyName-Issue Month-Year.pdf"

REQUIREMENTS FOR FULL PAGE and TWO-PAGE SPREAD ADS:

CROP MARKS: Output your PDF with crop marks that are offset at least 0.25 inches (¼ in.)
BLEEDS: Output your PDF with a bleed setting of 0.125 inches (⅛ in.) on all four sides
MARGINS: Page margins should be no less than 0.25 inches (¼ in.) to keep live matter from trim

SUBMIT FILES BY E-MAIL TO:
Krishia Examen
kexamen@smithbucklin.com
202-367-2475

AD SIZES	WIDTH	HEIGHT	CROP MARKS	BLEED	MARGINS
Two-page Spread	16.5 in. (10 ⅞")	10.875 in. (10 ⅞")	✓	0.125 in.	≥ 0.25 in.
Full Page	8.25 in. (8 ¼")	10.875 in. (10 ⅞")	✓	0.125 in.	≥ 0.25 in.
Half-page Spread	15.5 in. (15 ½")	4.875 in. (4 ⅞")			
Two-thirds Vertical	4.5 in. (4 ½")	9.25 in. (9 ¼")			
Half Vertical	4.5 in. (4 ½")	7.125 in. (7 ⅛")			
Half Horizontal	7.25 in. (7 ¼")	4.875 in. (4 ⅞")			
Third Vertical	2.125 in. (2 ⅛")	9.25 in. (9 ¼")			
Third Square	4.5 in. (4 ½")	4.875 in. (4 ⅞")			
Quarter Horizontal	4.5 in. (4 ½")	3.5 in. (3 ½")			
Sixth Vertical	2.125 in. (2 ⅛")	4.875 in. (4 ⅞")			



PLEASE NOTE:
Publisher is not responsible for any errors in reproduction if material is not provided according to these specifications. Charges incurred to prepare or correct an ad file to meet specifications will be billed at cost plus 35%.

TERMS AND AGREEMENTS

The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If AASA doesn't have artwork files and doesn't receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with AASA policies. Signed contracts may reflect special policies per programs with AASA. AASA reserves the right to adjust media kit offerings at their discretion. AASA editorial is subject to change without notice.

CANCELLATIONS: Orders for covers, other special positions and inserts cannot be cancelled. All cancellations must be in writing and acknowledged in writing before the space-reservation deadline published in the media kit.

SHORT-RATES/COMMISSIONS: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space on which billings have been based. Rate protection will not apply in short-ratings.

PAYMENT: A credit card link for pre-payment will be included on all invoices. If payment by credit card is not possible, payment must be received within 30 days. Advertiser and its agency are jointly responsible for payment to AASA.

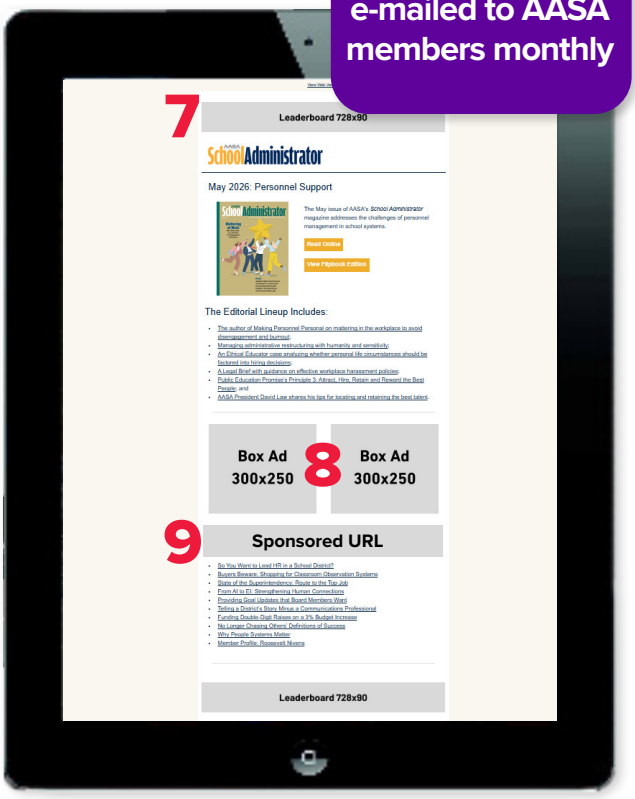
SchoolAdministrator

Digital Advertising Opportunities*

Interactive, page-turning edition offers easy sharing via social media



Accessible on all devices and e-mailed to AASA members monthly



Digital Edition (above)

1	Skyscraper left/right (120x600)**	$3,500 each
2	Leaderboard Banner (728x90)**	$3,500
3	Pop Up (385x275)	$2,000 each
4	Video (.mp4 or .mov)	$3,000 each
5	Cover Sponsor Page (432x571)**	$10,000
6	Gold Star Digital Upgrade (URL)	$350

(Must have print ad to participate)

Eblast (right)

7	Top or Bottom Banner (728x90)	$3,500 each
8	Block (300x250)	$3,500 each (3 available)
9	Sponsored Content URL	$3,500

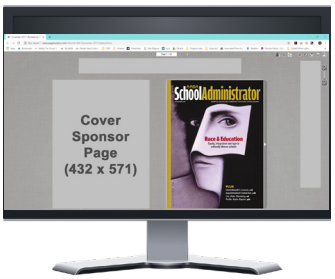
(Sponsored Content by COMPANY NAME)

**Desktop computer display only

*Digital opportunities may be limited monthly. Prices subject to change. All rates are NET to *School Administrator* magazine.

SchoolAdministrator

2027 Editorial Calendar Planning Guide – Digital



Issue Month	DEADLINES Space	DEADLINES Art	Editorial Topics
JANUARY	12/11	12/16	Global Lessons: Learning from Overseas
FEBRUARY (CONFERENCE EDITION)	1/15	1/22	AI Policies, Practices, Protections
MARCH	2/12	2/19	Countering Misinformation; Civil Discourse
APRIL	3/12	3/19	Student Health & Health Education / School Nutrition
MAY	4/14	4/21	Maximizing Time in School and Professional Learning
JUNE	5/18	5/24	Applying Improvement Science
JULY (DIGITAL ONLY)	6/1	6/14	Best of 2026-27
AUGUST	7/16	7/22	TBD
SEPTEMBER Back-to-School	8/18	8/25	TBD
OCTOBER	9/16	9/23	TBD
NOVEMBER	10/15	10/22	TBD
DECEMBER	11/15	11/22	TBD

*AASA reserves the right to adjust media kit advertising offerings at their discretion. AASA editorial is subject to change without notice.



File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishia Examen at kexamen@smithbucklin.com.**

All print ads appear in the digital edition.

AASA THE SCHOOL SUPERINTENDENTS ASSOCIATION

AASA Social Media Post Advertising+

AASA Social Media Post: 1x

Advertiser will create each ad. AASA will run through LinkedIn/X/Facebook/Instagram ad campaigns ("Promoted Posts")

Price: $4,500

Social Media Post Timing and Details: AASA Social Media Post advertising, per current AASA Media Kit, is for a 1x post on the social media platforms identified on this page. Contracted advertisers will submit their ads to our fulfillment team and AASA will post. ONE (1) Social Media Post can be contracted per week as inventory allows. Post will go live *EITHER* Friday, Saturday, or Sunday, at AASA's discretion. AASA reserves the right to select an alternate day of the week, within the week contracted also at their discretion, to provide the best visibility for this paid advertising.

AASA has the right to deny posts or require edits. Posts are always subject to AASA approval.

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

Send materials to Krishia Examen at kexamen@smithbucklin.com.

+ For all digital advertising opportunities, the publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if not received by the published close date per media kit. If AASA doesn't have artwork files and doesn't receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with AASA policies. Signed contracts may reflect special policies per programs with AASA.

For questions contact:
Kathy Sveen at
ksveen@smithbucklin.com

AASA THE SCHOOL SUPERINTENDENTS ASSOCIATION

Website Advertising+

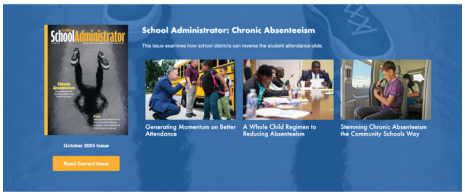
The AASA website network attracts more than **~960k views per year**. Advertise today and reach the educational leaders who promote higher quality public education for all students, and develop and support school system leaders.

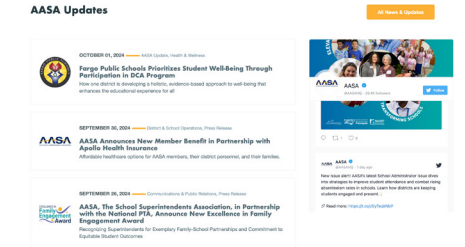
For questions contact:
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ksveen@smithbucklin.com



A LEADERBOARD 728x90 HALF LEADERBOARD 360x90 B







A LEADERBOARD 728x90 HALF LEADERBOARD 360x90 B



AASA.org Website Pricing

A	Leaderboard (728x90)	$7,500/year
B	Half Leaderboard (360x90)	$5,000/year
C	Skyscraper (160x600)	$4,000/year

**Skyscraper not run-of-site*

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

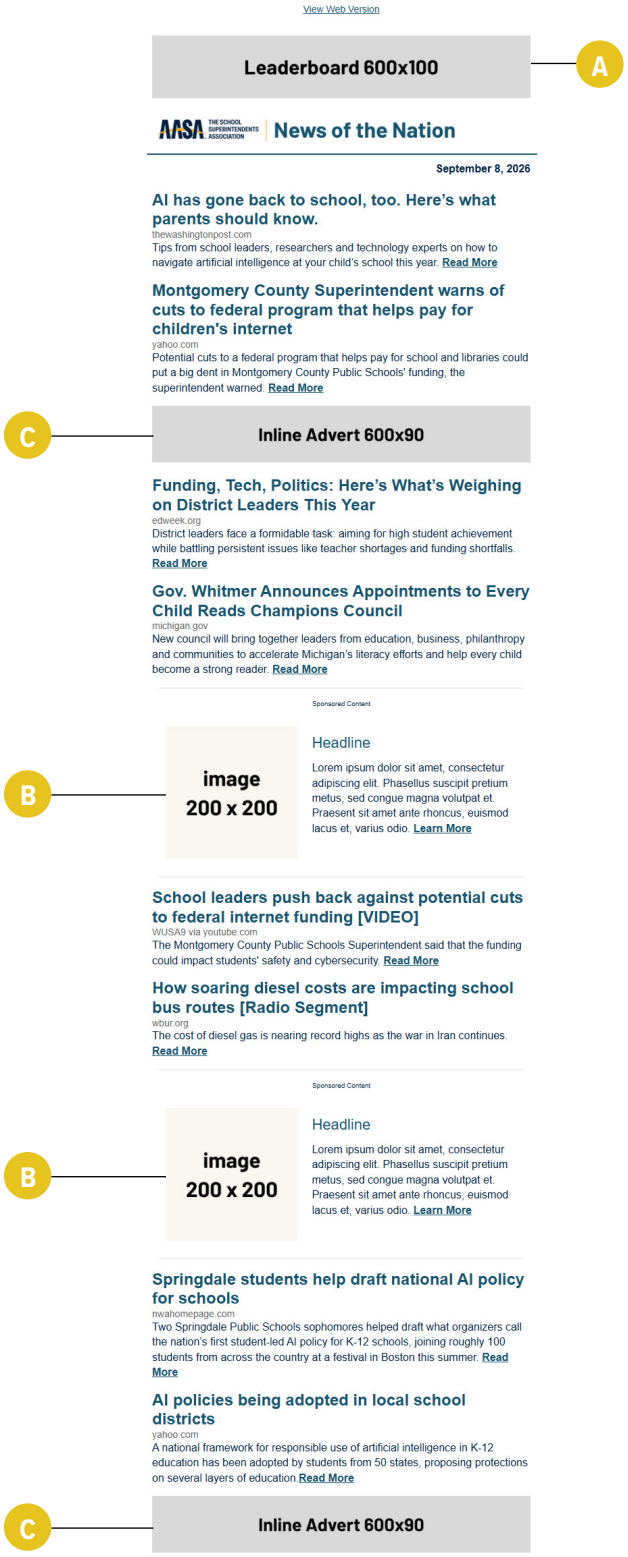
File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishia Examen at kexamen@smithbucklin.com.**

Exposure on

- aasa.org
- aasa-jobs.careerwebsite.com
- Resource detail page
- Search results
- Publications landing page
- *School Administrator* magazine

AASA websites are accessible on all devices

News of the Nation E-newsletter+



News of the Nation provides one-stop access to top education stories from news sources around the country. *Sent out weekly on Tuesdays to **8,600** subscribers.

Average open rate: 48%

News of the Nation Pricing

- **A Leaderboard (600x100) $5,700/quarter**
- **B Featured Showcase (200x200) $4,200/quarter**
  Includes up to 40 character headline; up to 200 character body; 25 character CTA & link
- **C Inline Body Banner (600x90) $4,200/quarter**
- **D Box Banner (300x250) $4,700/quarter**

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishia Examen at kexamen@smithbucklin.com.**

Link Requirements: To support email deliverability and subscriber inbox placement, all advertiser-provided URLs must use HTTPS. Shortened URLs (such as bit.ly) and third-party ad server tracking or redirect links are not permitted. Please provide the final destination URL for all digital advertising placements.

Accessible on all devices

For questions contact:
Kathy Sveen at
ksveen@smithbucklin.com

*AASA reserves the right to adjust deploy day.

AASA THE SCHOOL SUPERINTENDENTS ASSOCIATION

The Leader's Edge E-newsletter+



The Leader's Edge is a companion to the AASA website, where educators find new content and multimedia resources to help them do their job. This publication is published twice monthly to **9,100** subscribers.

Average open rate: 53%

The Leader's Edge Pricing

- **A Leaderboard (600x100) $4,700/quarter**
- **B Featured Showcase (200x200) $3,200/quarter**
  Includes up to 40 character headline; up to 200 character body; 25 character CTA & link
- **C Inline Body Banner (600x90) $3,700/quarter**
- **D Box Banner (300x250) $3,700/quarter**

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishia Examen at kexamen@smithbucklin.com.**

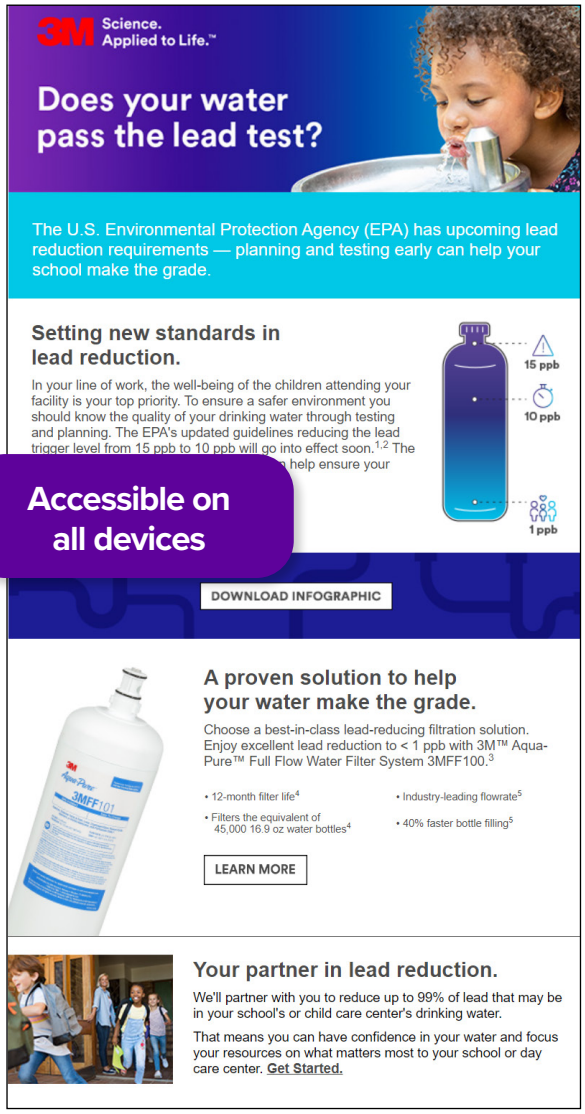
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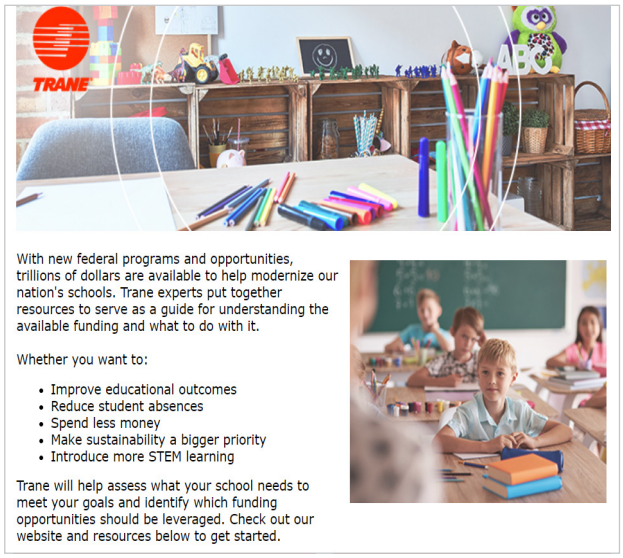
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Kathy Sveen at
ksveen@smithbucklin.com

Dedicated E-blasts+

Dedicated E-blasts are sent out monthly to **8,500** AASA members with only one company allowed to promote their message. Submit your own html design or use AASA's custom template for your e-blast. **Average open rate: 46%**



Accessible on all devices



Dedicated E-blast Pricing

Use AASA's template: $5,500/e-blast
Submit copy, images, and url, and AASA will place in a template and deploy on your behalf. No text limit. Artwork and content is subject to approval.

Submit your own html: $5,975/e-blast
Artwork and content is subject to approval and must adhere to AASA guidelines.

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

File Format: Web-ready GIF, JPG and PNG images are accepted. Max image file size 40 KB. Target URL required. If using AASA's custom template, please provide image files and a Word document. Dedicated e-blasts must adhere to AASA guidelines. **Submit artwork to Krishia Examen at kexamen@smithbucklin.com.**

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