BUILD YOUR BUSINESS WITH AASA

PRINT CIRCULATION
20,000

E-NEWSLETTER CIRCULATION
7,500 Confirmed

WEBSITE PAGEVIEWS
1.05M/YEAR

Reaching Superintendents and District Educators Nationwide
**School Administrator**

**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 $600 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.

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**97%** interact with monthly magazine  
**67%** have final approval on purchases  
**53%** share info with colleagues  
**88%** have taken action as result of reading  
**85%** say it’s their trusted source over other industry publications  
**79%** prefer print vs. other forms  
**$11.6 MILLION** is the average increase of reader’s individual budget  
**$600 BILLION** is spent annually on K-12 education  
**$39 MILLION** is the average total operating budget  
**$90 MILLION** is the total operating budget for 22% of readers

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## 2021 Editorial Calendar Planning Guide

### Issue Month | DEADLINES | Editorial Topics
--- | --- | ---
**JANUARY** | 11/6 | Early Childhood Education
**FEBRUARY** | 12/10 | The Pivot to Remote Instruction: Promises and Perils
**CONFERENCE ISSUE** | 12/15 | 
**UNIVERSAL REACH** | 
**MARCH** | 1/8 | Promoting Racial Equity in Schools
**APRIL** | 2/5 | The Core Processes of Organizational Excellence
**MAY** | 3/5 | Assessing Student Performance
**UNIVERSAL REACH** | 3/12 | 
**JUNE** | 4/8 | Self-Care and Health
**SUMMER** | 5/28 | Best of 2020-21
**(DIGITAL ONLY)** | 6/4 | 
**AUGUST** | 6/10 | To be determined
**SEPTEMBER** | 7/8 | To be determined
**Back-to-School** | 7/15 | 
**OCTOBER** | 8/6 | To be determined
**NOVEMBER** | 9/9 | To be determined
**UNIVERSAL REACH** | 9/16 | 
**DECEMBER** | 10/8 | To be determined

## Conference Issue Bonus Distribution
At AASA’s National Conference on Education, digital copies of the February issue will be distributed to all conference attendees.

## Universal Reach (February, May, November)
These three issues of School Administrator mail to all superintendents (AASA members and nonmember superintendents).

## In Our Next Issue...
Get more details on our upcoming editorial lineup at www.aasa.org.

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All print ads appear in the digital edition.

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

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AASA’S ADVERTISING SALES REPRESENTATIVE: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG
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

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

What Readers Read
Top 10 Requested Topics:
1. Leading Change
2. 21st-Century Learning
3. Personalized Learning
4. Principal and Teacher Evaluation
5. Technology
6. Common Core State Standards
7. College and Career Readiness
8. Community Relations/Social Media
9. School Safety & Security
10. Special Education

Purchasing Involvement
Typical Products and Services Purchased Annually

<table>
<thead>
<tr>
<th>Service</th>
<th>Involvement</th>
</tr>
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<tbody>
<tr>
<td>Professional Development</td>
<td>56%</td>
</tr>
<tr>
<td>Curriculum Materials and Software</td>
<td>55%</td>
</tr>
<tr>
<td>Administrative Software</td>
<td>54%</td>
</tr>
<tr>
<td>Assessment/Testing Materials</td>
<td>54%</td>
</tr>
<tr>
<td>School Safety/Security Systems</td>
<td>53%</td>
</tr>
<tr>
<td>Internet &amp; Telecommunications</td>
<td>50%</td>
</tr>
<tr>
<td>Technology</td>
<td>50%</td>
</tr>
<tr>
<td>Management/Consulting Services</td>
<td>43%</td>
</tr>
<tr>
<td>Furniture/Office Equipment</td>
<td>42%</td>
</tr>
<tr>
<td>Facility Services</td>
<td>41%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>40%</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>39%</td>
</tr>
<tr>
<td>Transportation Services</td>
<td>36%</td>
</tr>
<tr>
<td>College Readiness</td>
<td>35%</td>
</tr>
<tr>
<td>Athletic/Auditorium Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Food and Nutrition Services</td>
<td>30%</td>
</tr>
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</table>
## Print Advertising Options/Rates

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<thead>
<tr>
<th>4C Process</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$7,500</td>
<td>$7,100</td>
<td>$6,900</td>
<td>$6,500</td>
</tr>
<tr>
<td>2/3 vertical**</td>
<td>$6,500</td>
<td>$6,200</td>
<td>$6,000</td>
<td>$5,700</td>
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<td>$4,900</td>
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<tr>
<td>1/3 vertical or square</td>
<td>$4,400</td>
<td>$4,300</td>
<td>$4,200</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/4-page horizontal</td>
<td>$3,800</td>
<td>$3,700</td>
<td>$3,600</td>
<td>$3,500</td>
</tr>
<tr>
<td>1/2-page spread</td>
<td>$10,700</td>
<td>$10,300</td>
<td>$9,900</td>
<td>$9,500</td>
</tr>
<tr>
<td>2-page spread</td>
<td>$14,300</td>
<td>$13,700</td>
<td>$13,400</td>
<td>$12,600</td>
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</table>

**Black & White**

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$5,000</td>
<td>$4,800</td>
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<td>1/2-page horizontal spread</td>
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<td>$5,700</td>
</tr>
<tr>
<td>2-page spread</td>
<td>$10,000</td>
<td>$9,400</td>
<td>$9,100</td>
</tr>
</tbody>
</table>

**Cover Positions**

| Inside front (C2)                      | $8,200 | $7,800 | $7,600 | $7,200 |
| Inside back (C3)                       | $8,200 | $7,800 | $7,600 | $7,200 |
| Back (C4)                               | $9,300 | $8,900 | $8,700 | $8,200 |

**Print Advertorials**

- 2-page spread: $10,500
- 1 page: $8,000

**Print Inserts**

- Four-page: $12,000

*All rates are NET to School Administrator magazine.*

Space for advertorials is limited and subject to publisher approval. Advertiser provides copy and graphics for advertorial content; the publisher will add the word “Advertorial” to identify it as advertising content. Inserts are provided by advertiser and subject to additional fees. E-mail for a price quote and details.

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**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.
Production Information
Live Area: Live matter must be at minimum 3/8” from trim
Line Screen: 175
Printing: Sheetfed offset
Binding: Saddle-stitched

Artwork Requirements:
File format: High-resolution press-ready with crop marks and bleeds included. PDF files only.
Do not submit native InDesign, QuarkXPress, Adobe Illustrator or Microsoft Publisher files.

Colors: CMYK only. Convert all Pantone, RGB or Spot Colors to CMYK before making PDF file.

Minimum Image Resolution: 300 dpi for color & gray-scale images and 1,200 for line art (1-bit) images.

Fonts: All fonts must be embedded. Do not send any separate font files with your ad submission. Use Postscript Type 1 or Open Type fonts only. Convert all fonts used in Adobe Illustrator to outlines before submitting file.

Printer Marks: Add .25 pt crop marks offset 1/4” and 1/8” bleed for all ads FP and larger. Do not add bleed to partial page ads.

Digital Ad File Naming
To ensure proper placement, name your PDF as follows: “YourCompany_Name_Issue Month_Year.pdf”

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 specification will be billed at cost plus 35%.

Submit files by e-mail to:
Kelsey Kwasniak
kkwasniak@smithbucklin.com
312-673-5387

Full-Page Sizes

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
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<td>10 7/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7”</td>
<td>10”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8 1/2”</td>
<td>11 1/8”</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>15”</td>
<td>10”</td>
</tr>
<tr>
<td>Two-page spread with bleed</td>
<td>16 3/4”</td>
<td>11 1/8”</td>
</tr>
</tbody>
</table>

Partial-Page Sizes (no bleed)

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
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<tr>
<td>2/3 vertical</td>
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<td>9 1/4”</td>
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<tr>
<td>1/2 vertical</td>
<td>4 5/8”</td>
<td>7”</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7 1/4”</td>
<td>4 3/8”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2 1/8”</td>
<td>9 7/8”</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4 5/8”</td>
<td>4 3/8”</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>4 5/8”</td>
<td>3 1/2”</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>2 1/4”</td>
<td>4 3/8”</td>
</tr>
</tbody>
</table>

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 publisher’s 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.

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.
Digital Advertising Opportunities*

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

Digital Edition (above)
1  Skyscraper left/right (120x600)**  $3,500 each
2  Leaderboard (728x90)**  $3,500
3  Pop up (400x400)  $2,000 each
4  Video (560x315)  $3,000 each
5  Cover sponsor page (432x571)**  $10,000
6  Gold Star Ad Upgrade                  $350
   (Must have print ad to participate)

E-blasts (right)
7  Banner (728x90)  $3,500
8  Block (300x250)  $3,500 each (2 available)
9  Sponsored Content URL                $3,500
   (Sponsored 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.

AASA’S ADVERTISING SALES REPRESENTATIVE: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>DEADLINES</th>
<th>Editorial Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space</td>
<td>Art</td>
</tr>
<tr>
<td>JANUARY</td>
<td>12/14</td>
<td>12/16</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>1/15</td>
<td>1/22</td>
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<tr>
<td>CONFERENCE ISSUE</td>
<td></td>
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<tr>
<td>MARCH</td>
<td>2/15</td>
<td>2/22</td>
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<tr>
<td>APRIL</td>
<td>3/15</td>
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<td>MAY</td>
<td>4/15</td>
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<td>JUNE</td>
<td>5/14</td>
<td>5/21</td>
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<tr>
<td>JULY (DIGITAL ONLY)</td>
<td>5/28</td>
<td>6/10</td>
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<tr>
<td>AUGUST</td>
<td>7/16</td>
<td>7/23</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>8/13</td>
<td>8/20</td>
</tr>
<tr>
<td>Back-to-School</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9/16</td>
<td>9/23</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/15</td>
<td>10/22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11/19</td>
<td>11/22</td>
</tr>
</tbody>
</table>

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

IN OUR NEXT ISSUE...
Get more details on our upcoming editorial lineup at www.aasa.org.

All print ads appear in the digital edition.
Website Advertising

The AASA website network attracts more than **1.05 million pageviews 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.

### AASA.org Website Pricing

- **A** Leaderboard (728x90) $7,500/year  
  Run of site. Includes top and bottom ads.
- **B** Half Leaderboard (360x90) $5,000/year  
  Run of site. Includes top and bottom ads.
- **C** Skyscraper (160x600) $4,000/year  
  Run of site. Interior pages only.
- **D** Half Skyscraper (160x300) $2,500/year  
  Run of site. Interior pages only.
- **E** Leaderboard (728 x 90) $7,200/year  
  On one (1) aasa.org internal page. Call for details.

### AASA-JOBS.CAREERWEBSITE.COM Website Pricing

- **F** Leaderboard (728x90) $2,500/year  
  Run of site. Includes top and bottom ads.

**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval. The publisher reserves the right to refuse advertising content for any reason at its sole discretion.

**File Format:** Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required. Submit artwork to Hanna Vedder at hsvedder@smithbucklin.com.
Website Advertising – AASA Community

Advertise on the new COVID-19 Resources page within the AASA Community website, which provides school leaders with the latest information and resources to help them reopen schools safely.

**CONNECT.AASA.ORG Website Pricing**

A. or B. Leaderboard (728x90) $1,800/quarter

Each placement is limited to one advertiser per quarter.

**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval. The publisher reserves the right to refuse advertising content for any reason at its sole discretion.

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

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
**News of the Nation** provides one-stop access to top education stories from news sources around the country. Sent out weekly on Tuesdays to 7,500 subscribers.

**Average open rate: 33%**

**News of the Nation Pricing**

- **A** Leaderboard (728x90) $5,000/quarter
- **B** Box Banner 1 (300x250) $4,000/quarter
- **C** Box Banner 2 (300x250) $3,500/quarter
- **D** Body Banner (400x100) $4,000/quarter
- **E** Featured Showcase 1 & 2 (200x60) $3,750/quarter

Includes up to 50 words of text to go with your image.

**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval. The publisher reserves the right to refuse advertising content for any reason at its sole discretion.

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

**For questions contact:** Kathy Sveen at ksveen@smithbucklin.com
The Leader's Edge is a companion to the AASA website, where you'll find new content and multimedia resources to help you do your job. This publication is published twice monthly to 7,500 subscribers.

Average open rate: 33%

The Leader's Edge Pricing
A Leaderboard (728x90) $3,500/quarter
B Box Banner 1 (300x250) $3,000/quarter
C Box Banner 2 (300x250) $2,500/quarter
D Featured Showcase 1&2 (200x60) $2,750/quarter
Includes up to 50 words of text to go with your image.
E Body Banner (400x100) $3,000/quarter

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval. The publisher reserves the right to refuse advertising content for any reason at its sole discretion.

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

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

AASA’s Advertising Sales Representative: Kathy Sveen, ksveen@smithbucklin.com or 312-673-5635 • www.aasa.org
Dedicated E-blasts

Dedicated E-blasts are only sent out once per month to more than 7,500 AASA members with only one company allowed to promote its message. Submit your own HTML design or use AASA’s custom template for your e-blast.

Average open rate: 31%

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval. The publisher reserves the right to refuse advertising content for any reason at its sole discretion.

File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required. If using AASA’s custom template, please provide image files and a word document. Submit artwork to Hanna Vedder at hvedder@smithbucklin.com.