EDITORIAL HIGHLIGHTS: SCHOOL ADMINISTRATOR
JUNE 2020:

The mix of articles in June includes practical advice and candid insights on leadership, ethical dilemmas and board relations. When superintendents need advice – during crisis and in everyday matters – School Administrator is a trusted source.

Don’t miss your chance to brand to our superintendents and cabinet-level leaders!
* 20,000 – the face time you gain with superintendents and district-level leaders in the only magazine targeted to superintendents
* 89% of School Administrator readers are involved in district purchases
* 92% of school district decisions/purchased take place in district offices, led by superintendents

New Opportunities! Contact Kathy Sveen at ksveen@smithbucklin.com for advertising in School Administrator’s print and digital editions. Ask about advertorial options and new offerings.

June’s editorial fare includes:

- A feature section on innovative trends in student empowerment/student voice, including controversial issues and unique approaches that became part of a school’s new feedback to improve instruction. Real-life anecdotes and advice are sprinkled throughout the coverage.
- A school PR director’s advice on determining whether to communicate an issue or not to the public
- Insights on the superintendent’s role in effecting actions by the school board before it hires a successor superintendent
- Tech leadership on how to future proof a district’s 1:1 laptop program

Space deadline: April 8
Reserve ad space today!

Looking ahead:
July 2020: The Best of 2019-20 (a full-length digital edition)

Aug. 2020: 12th-Grade Year and Answers to Accreditation Trends

P.S. Superintendents work year-round and June and July are busy months with graduations, summer professional development, back-to-school planning and more!