BUILD YOUR BUSINESS WITH AASA

PRINT CIRCULATION
20,000

E-NEWSLETTER CIRCULATION
8,000 Average

WEBSITE
1.05M Pageviews
896,000 Visitors Per 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.

97% interact with monthly magazine
67% have final approval on purchases
90% are involved in their district’s purchasing of products
$11.6 MILLION is the average increase of reader’s individual budget

$600 BILLION is spent annually on K-12 education

53% share info with colleagues

88% have taken action as result of reading

85% say it’s their trusted source over other industry publications

$90 MILLION is the total operating budget for 22% of readers

$39 MILLION is the average total operating budget

79% prefer print vs. other forms


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### 2023 Editorial Calendar Planning Guide

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**CONFERENCE ISSUE BONUS DISTRIBUTION**

At AASA’s National Conference on Education, copies of the February issue 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.
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

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

Purchasing Involvement

Typical Products and Services Purchased Annually

- Professional Development: 56%
- Curriculum Materials and Software: 55%
- Administrative Software: 54%
- Assessment/Testing Materials: 54%
- School Safety/Security Systems: 53%
- Internet & Telecommunications: 50%
- Technology: 50%
- Management/Consulting Services: 43%
- Furniture/Office Equipment: 42%
- Facility Services: 41%
- Financial Services: 40%
- Health Insurance: 39%
- Transportation Services: 36%
- College Readiness: 35%
- Athletic/Auditorium Equipment: 33%
- Food and Nutrition Services: 30%

Reader Profile

**Primary Audience**
Superintendents and assistant superintendents

**Secondary Audience**
Curriculum directors and technology leaders

Racial Equity
Examining systems and self for unconscious biases

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
## Print Advertising Options/Rates

<table>
<thead>
<tr>
<th>4C Process</th>
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<tbody>
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<tr>
<td>2/3 vertical**</td>
<td>$6,505</td>
<td>$6,205</td>
<td>$6,005</td>
<td>$5,705</td>
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<tr>
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<td>$5,305</td>
<td>$5,105</td>
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<td>$4,405</td>
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<td>1/4-page horizontal</td>
<td>$3,805</td>
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<td>1/6-page vertical</td>
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<td>$10,005</td>
<td>$9,405</td>
<td>$9,105</td>
<td>$8,405</td>
</tr>
</tbody>
</table>

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

## Covers/Premium Positions (noncancellable)

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<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Inside front (C2)</td>
<td>$8,205</td>
<td>$7,805</td>
<td>$7,605</td>
<td>$7,205</td>
</tr>
<tr>
<td>Inside back (C3)</td>
<td>$8,205</td>
<td>$7,805</td>
<td>$7,605</td>
<td>$7,205</td>
</tr>
<tr>
<td>Back (C4)</td>
<td>$9,305</td>
<td>$8,905</td>
<td>$8,705</td>
<td>$8,205</td>
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<tr>
<td>Page 1</td>
<td>$8,205</td>
<td>$7,805</td>
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<td>$7,205</td>
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</table>

## Print Advertorials

<table>
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<tbody>
<tr>
<td>2-page spread</td>
<td>$13,610</td>
</tr>
<tr>
<td>1 page</td>
<td>$8,505</td>
</tr>
</tbody>
</table>

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 Liz Griffin, lgriffin@aasa.org. Phone:  703-875-0753.

*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.
**Print Production Specs**

**General Specifications**
- **Printing Process:** Offset Sheetfed Offset Full Run
- **Trim Size:** 8.125" x 10.875"; No. Cols. 3
- **Live Area:** Live matter must be at minimum 0.375" from trim
- **Binding Method:** Saddle Stitched
- **Colors Available:** Black and white; 4-color process
- **Line Screen:** 175

**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.
- **Printer Marks:** Add 0.25 pt crop marks offset 0.25" and 0.125" bleed for all ads full page 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”

**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.
- **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.

**Submit files by e-mail to:**
- Krishia Examen
- kexamen@smithbucklin.com
- 202-367-2475

**Bleed (Full Pages Only) Width Height**
- Full page with bleed 8.5" 11.25"
- Two-page spread with bleed 16.75" 11.5"
- Non-Bleed Width Height
  - Two-page spread 16.5" 10.875"
  - Half-page spread 16" 4.875"
  - Full page 8.125" 10.875"
  - 2/3 vertical 4.625" 9.125"
  - 1/2 vertical 4.625" 7"
  - 1/2 horizontal 7.125" 4.875"
  - 1/3 vertical 2.125" 9.875"
  - 1/3 square 4.625" 4.875"
  - 1/4 horizontal 4.625" 3.5"
  - 1/6 vertical 2.125" 4.875"

**Requirements to Note:**
- The pursuit of organizational excellence within school systems
- April 2021
- An Army
- Q&A with Humanocracy author
- Equity’s Link to Device Access
- of Improvers
- PLUS
- ESSENTIAL INSIGHTS AND COMMENTARY
- New directions in measuring student growth
- Beyond the Pandemic
- Grading
- My View: ‘Nice White Parents’
- A Conversation with Marcus Buckingham
- Profile: Khalid Mumin
- Role Modeling via Social Media
- SMITHBUCKLIN.COM OR 312-673-5635
- 202-367-2475
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- Terms and Agreements
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**Digital Advertising Opportunities**

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

Digital Edition (above)

<table>
<thead>
<tr>
<th>Digital Feature</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Skyscraper left/right (120x600)**</td>
<td>$3,500 each</td>
</tr>
<tr>
<td>2 Leaderboard Banner (728x90)**</td>
<td>$3,500</td>
</tr>
<tr>
<td>3 Pop Up (400x400)</td>
<td>$2,000 each</td>
</tr>
<tr>
<td>4 Video (560x315)</td>
<td>$3,000 each</td>
</tr>
<tr>
<td>5 Cover Sponsor Page (432x571)**</td>
<td>$10,000</td>
</tr>
<tr>
<td>6 Gold Star Ad Upgrade</td>
<td>$350</td>
</tr>
</tbody>
</table>

( Must have print ad to participate)

Eblast (right)

<table>
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<tr>
<th>Digital Feature</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Top or Bottom Banner (728x90)</td>
<td>$3,500 each</td>
</tr>
<tr>
<td>8 Block (300x250)</td>
<td>$3,500 each (3 available)</td>
</tr>
<tr>
<td>9 Sponsored Content URL</td>
<td>$3,500</td>
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(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.
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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 kexam@smithbucklin.com.

All print ads appear in the digital edition.
Website Advertising

The AASA website network attracts more than **1.05 million pageviews and 896,000 unique visitors 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$7,500/year</td>
</tr>
<tr>
<td>Half Leaderboard</td>
<td>360x90</td>
<td>$5,000/year</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600</td>
<td>$4,000/year</td>
</tr>
</tbody>
</table>

*Skyscraper not run-of-site

### Exposure on

- aasa.org
- aasa-jobs.careerwebsite.com
- Resource detail page
- Search results
- Publications landing page
- School administrator
- Table of contents

**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.

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

AASA websites are accessible on all devices
Website Advertising - Vendor Thought Leadership

Vendor Presentations

Presentations are a collection of sponsored educational videos on the AASA website. Add your video today and start reaching school leaders.

**Quarterly Rate: $4,500**
**12-month Rate: $13,500**
*(must run for 12 consecutive months)*

**Artwork Materials:** Due 10 business days prior to campaign launch date. Content is subject to AASA’s approval.

**File Format:** Submit as a Word document: YouTube or Vimeo embed code, video title, company name, company website, and company email. Send materials to Krishia Examen at kexamen@smithbucklin.com.

Accessible on all devices

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.

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
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 7,800 subscribers.

Average open rate: 32%

**News of the Nation Pricing**

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

Includes up to 50 words of text to go with your image. Four (4) available.

**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.

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 8,300 subscribers.

Average open rate: 33%

**The Leader's Edge Pricing**

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

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
Dedicated E-blasts

Dedicated E-blasts are sent out monthly to more than 7,700 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: 29%**

**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 the 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 the AASA guidelines. Submit artwork to Krishia Examen at kexamen@smithbucklin.com.

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