

# Principal

Advertising Rates • Effective September 2011

Rate Card No. 53



## Reach the school decision-makers



## prin-ci-pal (n.) the chief executive officer of an educational institution.

As the CEOs of their schools, principals must possess the knowledge to make decisions that affect the bottom line. Principals are always looking for relevant and reliable information to help them do their jobs more efficiently. As the No. 1 publication for elementary and middle school principals, *Principal* gives them just that.

*Principal's* editorial platform covers the subjects that are uppermost in principals' minds: handling daily routines; using technology in learning; training staff; and coping with tight budgets and aging facilities. *Principal's* departments cover perennial topics of interest such as school law, parent involvement, and the latest research.

With a **circulation of 23,000**, *Principal's* readership also includes teachers, superintendents, university professors, and school district officials. Let us work with you to form a marketing partnership that can deliver the audience and results you need.

### Advertising Pays Off

Our readers report *Principal* being an incredibly valuable resource:

- 76% of respondents find *Principal* to be "highly useful."
- 71% "always" read *Principal*.
- 57% purchased or recommended the purchase of an advertiser's products/services after seeing it in *Principal*.
- 66% have visited an advertiser's website after seeing its ad in *Principal*.

According to a 2010 readership survey that NAESP conducted, *Principal* readership extends beyond NAESP's 23,000 members:

- More than three-fourths of readers share *Principal* with other principals, teachers, and administrators.
- Of those, 58% share *Principal* with 1-2 other educators; 28% share *Principal* with 4 or more other educators.

**Total Readership: Approx. 67,000**

### Purchasing Power of Principals

Principals are the ones who make the buying decisions for their schools, and this magazine can help you get your product or service into the hands of the people who are your prime targets.

- The results of our 2010 readership survey reveal that nearly **70% of principals make the final purchasing decisions for their school.**
- Of the remaining respondents, almost 80% indicate they have "a great deal" or "quite a bit" of influence on purchasing decisions for their school.

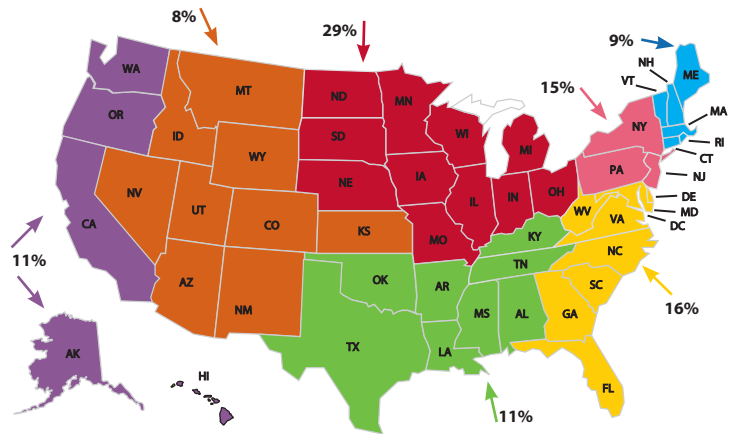
In particular, our readers report purchasing or having influence in purchasing the following products and services:

Professional development .....	85%
Professional books .....	83%
Computers and other technology .....	65%
Awards, certificates, recognition services .....	63%
Furniture .....	55%
Curriculum programs .....	50%
Textbooks .....	47%
Stationery products .....	46%
School photography .....	46%
Fundraising programs .....	38%

### Award-Winning Magazine

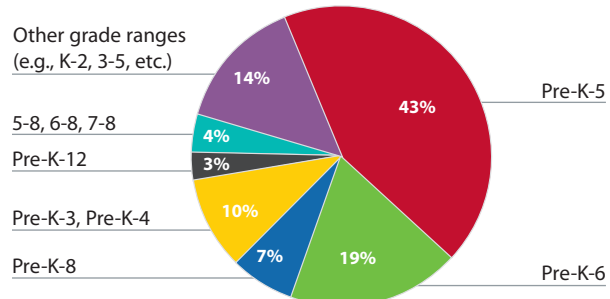
Advertise alongside award-winning content. *Principal* has been recognized for publication excellence over the years. Most recently, *Principal* received a Gold Award for Annual/Quarterly Publication in the Association Trends 2010 All-Media Contest; and a 2010 Gold EXCEL Award from Association Media & Publishing in the category of Magazines: Cover Photo-Illustration.

### Reaching Principals Across the Nation



Canada, Foreign, Other: 1%

### Type of School



## Principal Advertising Rates

### Four-Color

	1x	3x	5x
Page	\$4,805	\$4,515	\$4,330
2/3	\$4,160	\$3,905	\$3,740
1/2	\$3,560	\$3,340	\$3,205
1/3	\$2,845	\$2,670	\$2,565

Add 10% to the above rates for covers and premium positioning.

- **Inserts:** Bind-in cards, stitched inserts, polybagging, and other options are available. Call sales reps for prices.
- **Commission:** 15% of the gross billing rate will be allowed to advertising agencies.

### Black & White

	1x	3x	5x
Page	\$3,325	\$3,125	\$2,995
2/3	\$2,655	\$2,490	\$2,390
1/2	\$2,065	\$1,940	\$1,860
1/3	\$1,395	\$1,310	\$1,255

## Take Advantage of Additional Advertising Opportunities With NAESP

### Online

Principal advertisers may also choose to place an ad on the magazine's web page, one of the most frequently visited pages on NAESP's website.

Vertical banner (120 x 240 dpi): **\$500/month\***

Send materials to: [publications@naesp.org](mailto:publications@naesp.org)

### E-newsletters

NAESP's two monthly e-newsletters go straight to 18,000 principals' inboxes. Advertise in an issue and have your name and logo associated with valued content.

**Communicator** keeps members informed of trends in education, federal education policy, and NAESP news;

### Principal's Bookshelf

features a prominent book available in NAESP's bookstore, as well as similar titles and related NAESP resources. **\$1,900/issue\***

Send materials to: [publications@naesp.org](mailto:publications@naesp.org)



**Before the Bell** is a twice-weekly e-publication providing education news about today's most relevant issues, gathered from sources such as *The New York Times*, *Financial Times*, and the leading industry publications. **\$1,500-\$5,000**



Contact: [chorton@multibriefs.com](mailto:chorton@multibriefs.com)

### Principals' Buyers Guide

Purchasing a listing in this online directory ensures that your company's brand and message are delivered directly to those who matter most to your business. NAESP is recognized as a leader in the industry; K-8 principals turn to the Association as an informational source in the industry. Complete web-enabled listing: **\$395/year**

[www.principalsbuyersguide.com](http://www.principalsbuyersguide.com)

Contact: [naesp@multiview.com](mailto:naesp@multiview.com)

### Mail List

NAESP rents its list of 23,000 principals to qualified mailers, postal addresses only. All mailing pieces are subject to advance approval by NAESP.

Contact: [lhamilton@rickardlist.com](mailto:lhamilton@rickardlist.com)

\*No agency commissions

# Principal | 2011-2012 Editorial Calendar

Field Served: **Education and Administration**  
Established: **1921**  
Frequency: **Bimonthly during the school year  
(Sept/Oct, Nov/Dec, Jan/Feb, Mar/Apr, May/June)**  
Circulation: **23,000**

## September/October 2011

### The Healthy Child

This issue will examine the mental, physical, and emotional needs of students.

**Space Reservation:** July 1, 2011

**Materials Due:** July 8, 2011

**Mail Date:** Aug. 22, 2011

## November/December 2011

### Doing More With Less

This issue will focus on what schools are doing to cope despite diminishing funds.

**Space Reservation:** Sept. 2, 2011

**Materials Due:** Sept. 9, 2011

**Mail Date:** Oct. 20, 2011

## January/February 2012

### Technology

This issue will focus on technology in K-8 schools and how it enhances instruction.

**Space Reservation:** Oct. 21, 2011

**Materials Due:** Oct. 28, 2011

**Mail Date:** Dec. 15, 2011

## March/April 2012

### Best Practices in the Classroom

This issue will focus on issues affecting teachers and the principal's role in helping them.

**Space Reservation:** Dec. 21, 2011

**Materials Due:** Dec. 28, 2011

**Mail Date:** Feb. 16, 2012

**Bonus Distribution:** NAESP Annual Convention & Exposition

## May/June 2012

### Evaluation and Measurement

This issue will focus on the various ways to evaluate and measure teachers and principal performance.

**Space Reservation:** March 2, 2012

**Materials Due:** March 9, 2012

**Mail Date:** April 19, 2012

All editorial coverage and conference distribution is subject to change. Contact your sales representative for the most current schedule.

Advertising terms and conditions are detailed online at [www.naesp.org/advertising-rates](http://www.naesp.org/advertising-rates).

## Materials

### Disks:

We accept CDs or DVDs. Files also may be transmitted to an FTP site. Contact Jennifer Morgan at TMG for more information.

### File Formats:

High-resolution press-ready PDFX1a (**preferred**); EPS or TIFF; or native application files created in Adobe InDesign CS5 and lower versions; or QuarkXPress 8.16 and lower versions.

### Proofs:

A composite proof at 100% size must be provided. If the ad contains four-color images or builds of two or more colors, a SWOP-certified digital color proof must be provided. In the absence of hardcopy proofs or if unacceptable proofs are supplied, TMG is not responsible for color reproduction or content problems.

### File Submission:

Send only the files to be used in your ad. Include a printout of the contents of your disk.

Deviation from these standard guidelines might require additional time or cost, and/or sacrifice reproduction predictability.

## Ad Specifications

Full page:	7" x 9 ½"
Two-thirds page:	4 ⅝" x 9 ½"
Half-page (island):	4 ⅝" x 7"
Half-page (horizontal):	7" x 4 ⅝"
One-third page (vertical):	2 ¾" x 9 ½"
One-third page (square):	4 ⅝" x 4 ⅝"
Bleed size:	8 ⅜" x 11 ⅛"
or for two-page spread	16 ½" x 11 ⅛"
Trim size:	8 ⅛" x 10 ⅞"

### Principal ad sales:

Fox Associates Inc.

800-345-8670

Fax: 312-644-8718

[adinfo.nep@foxrep.com](mailto:adinfo.nep@foxrep.com)

### Principal material specifications:

Jennifer Morgan at TMG

202-721-1480

Fax: 202-331-7311

[jmorgan@tmgcustommedia.com](mailto:jmorgan@tmgcustommedia.com)