Thousands of principals and educators access NAESP’s publications online or through their email, whether it be through the monthly e-newsletter, Communicator, or the online version of Principal magazine. NAESP’s publications and resources are focused on offering practical strategies and tools to principals.

**Online**

**Principal**

Bi-monthly magazine published September/October through May/June. The print edition is complemented by web pages on NAESP’s website and an e-newsletter sent out to all members. (See Principal Rate Card for editorial calendar and print advertising opportunities.)

Avg. pageviews/month: 8,204

**Ad Specs & Rates**

Skyscraper .................. $2,105** .............. 160 x 600 px
Half-Skyscraper .......... $1,525** ............ 160 x 300 px
Button .......................... $880** ............ 160 x 90 px

**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.

www.principalsbuyersguide.com
Complete web-enabled listing: $395/year
Contact: naesp@multiview.com

**E-Newsletters**

**Principal E-Newsletter**

Highlights from Principal, a bi-monthly magazine published September/October through May/June.

Distribution: Approx. 15,000  Open rate: 27%

**Ad Specs & Rates**

Banner........................ $1,940** .............. 600 x 90 px
Text Ad........................ $1,155** ............ 150 characters

Delivery: 1st week of Sept./Nov./Jan./March/May*
Materials due: 3rd Friday of Aug./Sept./Dec./Feb./Apr.

**communicator**

A monthly newsletter that provides timely articles for principals to use for their own growth, as well as with their teachers and school.

Distribution: Approx. 15,000  Open rate: 26%

**Ad Specs & Rates**

Skyscraper .................. $1,670** .............. 160 x 600 px
Banner........................ $1,225** .............. 400 x 72 px
Half-Skyscraper .......... $820** .............. 160 x 300 px
Button .......................... $615** .............. 160 x 90 px

Delivery: Last week of each month*
Ad Materials Due: 2nd Friday of each month

**Report to PARENTS**

A monthly newsletter principals share with parents to help their children succeed.

Distribution: Approx. 15,000  Open rate: 29%

**Ad Specs & Rates**

Banner........................ $1,225** .............. 400 x 72 px

Delivery: 2nd week of each month*
Materials Due: Last Friday of month prior

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*Subject to change | **All rates are net