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 Online**
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: 7,333

**Ad Specs & Rates**
- Skyscraper .................. $2,210** .......... 160 x 600 px
- Half-Skyscraper ........ $1,600** .......... 160 x 300 px
- Button ....................... $925** .......... 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: 26%

**Ad Specs & Rates**
- Banner........................ $2,040** .......... 600 x 90 px
- Text Ad........................ $1,215** ......... 150 characters

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

**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 .................. $1,755** .......... 160 x 600 px
- Banner ....................... $1,285** .......... 400 x 72 px
- Half-Skyscraper ........ $925** .......... 160 x 300 px
- Button ....................... $645** .......... 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: 26%

**Ad Specs & Rates**
- Banner ....................... $1,285** .......... 400 x 72 px

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

*Subject to change | **All rates are net