

## Digital Advertising Opportunities 2018-2019

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 Sept./Oct. through May/June. The print edition is complimented 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: 4,764

#### Ad Specs & Rates

Skyscraper .....	\$2,005**	.....	160 x 600 px
Half-Skyscraper .....	\$1,450**	.....	160 x 300 px
Button .....	\$840**	.....	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](http://www.principalsbuyersguide.com)

Complete web-enabled listing: \$395/year

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

Send materials to:

[publications@naesp.org](mailto:publications@naesp.org)

Include JPEG, PNG, or GIF (No animation, flash)

Include one hyperlink

#### Ad Sales Contact:

Fox Associates Inc.

800-440-0231/ Fax: 312-644-8718

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

### E-Newsletters

#### Principal Newsletter

Highlights from *Principal*, a bi-monthly magazine published Sept./Oct. through May/June.

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

#### Ad Specs & Rates

Banner.....	\$1,850**	.....	600 x 90 px
Text Ad.....	\$1,100**	.....	150 characters

Delivery: 1<sup>st</sup> week of Oct./Dec./Feb./April/June\*

Materials due: 3<sup>rd</sup> Friday of Sept./Nov./Jan./Mar./May

#### 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: 27%

#### Ad Specs & Rates

Skyscraper .....	\$1,590**	.....	160 x 600 px
Banner.....	\$1,165**	.....	400 x 72 px
Half-Skyscraper.....	\$840**	.....	160 x 300 px
Button .....	\$585**	.....	160 x 90 px

Delivery: Last week of each month\*

Ad Materials Due: 2<sup>nd</sup> Friday of each month



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

Distribution: Approx. 15,000      Open rate: 30%

#### Ad Specs & Rates

Banner.....	\$1,165**	.....	400 x 72 px
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Delivery: 2<sup>nd</sup> week of each month\*

Materials Due: Last Friday of month prior