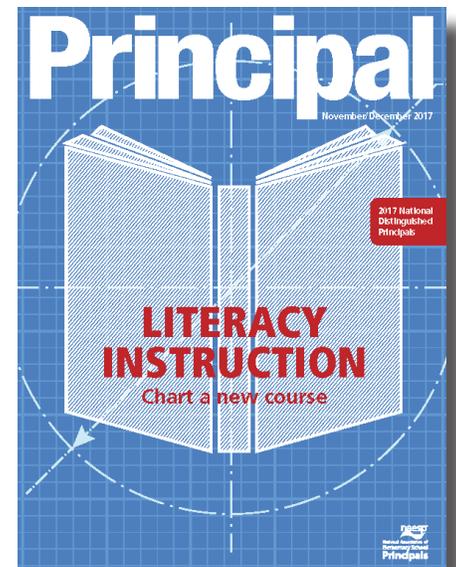
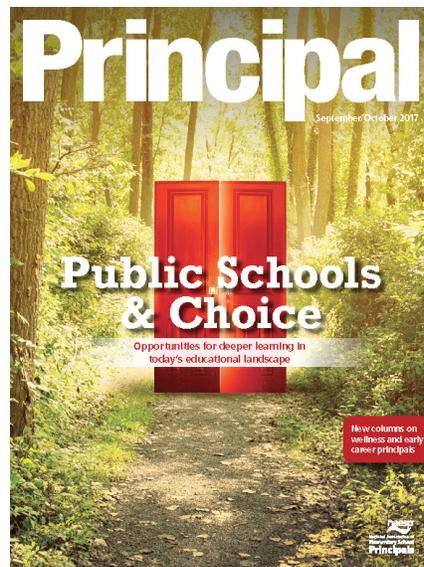
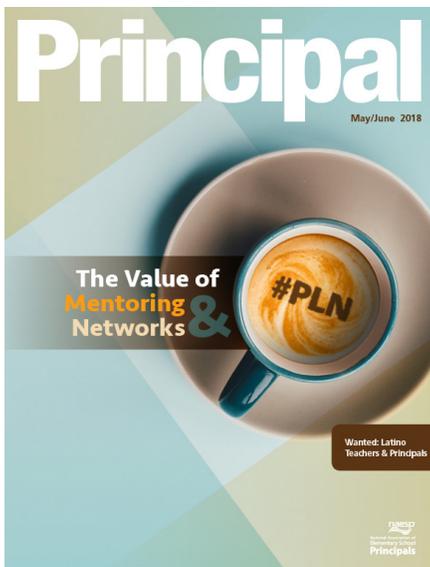


# Principal

Advertising Rates | Effective June 2018

Rate Card No. 60



Reach the  
school decision-makers



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

As the CEOs of their schools, principals seek knowledge to make decisions that affect the bottom line. Principals are always looking for relevant and reliable information to help them run their schools 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: using technology in learning; coping with tight budgets and aging facilities; and training staff. *Principal's* departments cover perennial topics of interest such as school law, parent involvement, and the latest research.

*Principal's* exposure and influence extends well beyond its **circulation of 20,000**, including teachers, superintendents, university professors, and school district officials. Let us work with you to implement a marketing program that can deliver the audience and results you need.

### Advertising Pays Off

Our members report that *Principal* is an incredibly valuable resource:

- 52% purchased or recommended the purchase of an advertiser's products/ services after seeing it in *Principal*.
- 60% have visited an advertiser's website after seeing its ad in *Principal*.
- 90% of readers share *Principal* with other principals, teachers, and administrators.
- Of those, 40% share *Principal* with 1-2 other educators, another 30% share *Principal* with 3 or more other educators.

### Principals Have the Purchasing Power

Principals 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 readership survey reveal that nearly

**70% of principals make the final purchasing decisions** for their school. Of the remaining respondents, almost 85% 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 .....	81%
Professional books .....	82%
Classroom school supplies.....	75%
Computers and other technology items.....	68%

Readers also report purchasing awards, certificates, and recognition services (66%), furniture (54%), audiovisual equipment (52%), computer software (52%), and curriculum programs (50%) in addition to whiteboards, textbooks, school safety programs and equipment, playground equipment, character education programs, and school photography.

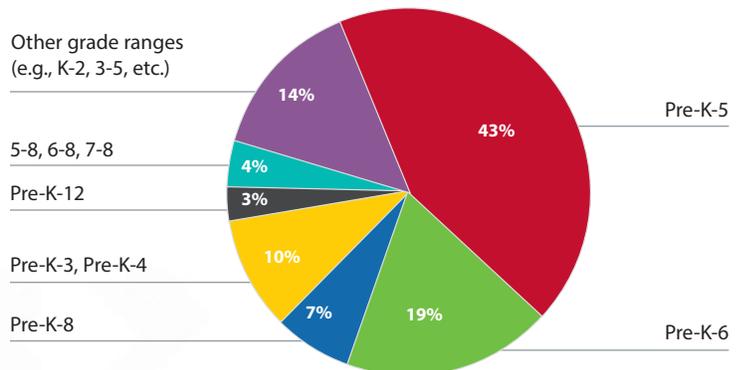
### Award-Winning Magazine

Advertise alongside award-winning content. *Principal* has frequently been recognized for publication excellence. Most recently, *Principal* received Gold EXCEL Awards from Association Media & Publishing for feature story writing (2014 and 2013) and column writing (2012), and APEX Grand Awards for Publication Excellence from Communications Concepts (2013, 2014, 2015, and 2016).

### Reaching Principals Across the Nation

*Principal* reaches readers across the United States, Canada, and overseas.

### NAESP Members by Type of School



### Changing Demographics

A new breed of principals, who are earlier in their careers, are seeking solutions to address major issues affecting today's schools. 40% of NAESP members have been with the Association less than 5 years. They are younger and are more technologically savvy.

## Principal Print Advertising Rates

### Four-Color

	1x	3x	5x
Page	\$6,620	\$6,210	\$5,960
2/3	\$5,730	\$5,375	\$5,150
1/2	\$4,900	\$4,605	\$4,410
1/3	\$3,915	\$3,675	\$3,535

### Black & White

	1x	3x	5x
Page	\$4,580	\$4,305	\$4,120
2/3	\$3,655	\$3,430	\$3,285
1/2	\$2,840	\$2,670	\$2,560
1/3	\$1,915	\$1,805	\$1,735

### Covers

	1x	3x	5x
C2	\$6,910	\$6,640	\$6,430
C3	\$6,615	\$6,345	\$6,150
C4	\$7,810	\$7,510	\$7,270

### Black & One Color

	1x	3x	5x
Page	\$4,870	\$4,585	\$4,390
2/3	\$3,890	\$3,650	\$3,500
1/2	\$3,030	\$2,840	\$2,730
1/3	\$2,040	\$1,915	\$1,840

**Inserts:** Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.

**Digital Edition:** *Principal* is also offered digitally. Call *Principal* ad sales for information on options and prices.

**Commission:** 15% of the gross billing rate will be allowed to advertising agency.

## Digital Advertising Opportunities\*

### E-newsletters

NAESP's e-newsletters are delivered to approximately 15,000 principals' inboxes.

#### **Principal E-newsletter** Open rate: 27%

Highlights from the print edition of *Principal*, sent to members inboxes. (Bi-Monthly, Oct. – June)

#### **Ad Specs and Rates**

Banner: 600 x 90 px	\$1,850 net
Text Ad: 150 characters	\$1,100 net

#### **Communicator** Open rate: 27%

Provides timely articles for principals to use for their own growth and share with their teachers. (Monthly)

#### **Ad Specs and Rates**

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

#### **Report to Parents** Open rate: 30%

Monthly bulletin principals can share with parents to help them ensure their children succeed. (Monthly)

#### **Ad Specs and Rates**

Banner: 400 x 72 px	\$1,165 net
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### Principal 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.

#### **Principal Web Page Metrics**

Average pageviews per month: 4,764

#### **Ad Specs and Rates**

Skyscraper: 160 x 600 px	\$2,005 net
Half-Skyscraper: 160 x 300 px	\$1,450 net
Button: 160 x 90 px	\$840 net

### 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)

### Mail List

NAESP rents its list of members 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.

\*See Digital Advertising Opportunities sheet for more information on pricing and submitting materials.

# Principal | 2018-2019 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: **20,000**

## September/October 2018

### Engagement

This issue will focus on strategies to strengthen teacher, parent, and student engagement.

**Space Reservation:** June 22, 2018

**Materials Due:** July 12, 2018

**Mail Date:** September 6, 2018

## November/December 2018

### Safe & Healthy Schools

Topics in this issue will address student wellness and social-emotional learning, as well as bullying and violence prevention, school security, and responding to a crisis.

**Space Reservation:** August 23, 2018

**Materials Due:** September 12, 2018

**Mail Date:** November 2, 2018

## January/February 2019

### Alignment

This issue will shine a light on aligning Pre-K–8 learning experiences, especially as it relates to aligning curriculum, student leadership, and transitions from the elementary—and to the secondary level.

**Space Reservation:** October 22, 2018

**Materials Due:** November 8, 2018

**Mail Date:** January 8, 2019

## March/April 2019

### Recruiting & Retaining Teachers

This issue will address preparation, induction, and support for new teachers, as well as working conditions that contribute to high levels of teaching success.

**Space Reservation:** December 21, 2018

**Materials Due:** January 14, 2019

**Mail Date:** March 8, 2019

## May/June 2019

### Assessment and Feedback

This issue will review student assessments as a tool to teaching and learning, focusing on best practices for teacher evaluation and feedback.

**Space Reservation:** March 1, 2019

**Materials Due:** March 19, 2019

**Mail Date:** May 9, 2019

**Bonus Distribution:** NAESP Annual Conference (July)

All editorial coverage and distribution is subject to change.

Contact *Principal* ad sales representative for the most current schedule.

## Print Materials

### Digital Specs:

Advertising materials must be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Native Quark Xpress or Adobe InDesign files are not acceptable.

### Printing Process:

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

### Proofs:

A certified digital color proof at 100% size must be provided. In the absence of hardcopy proofs or if unacceptable proofs are supplied, The YGS Group is not responsible for color reproduction or content errors.

### Submitting Advertising Materials:

Send advertising materials to [NAESPads@theygsgroup.com](mailto:NAESPads@theygsgroup.com). *Subject line must include issue date and advertiser name.*

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

NAESP reserves the right to refuse any advertisement. Only the publication of an advertisement shall constitute final acceptance.

## Print 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.  
800-440-0231/Fax: 312-644-8718  
[adinfo.nep@foxrep.com](mailto:adinfo.nep@foxrep.com)

### **Principal material specifications:**

YGS Group  
800-501-9571  
[NAESPads@theygsgroup.com](mailto:NAESPads@theygsgroup.com)

*See NAESP Digital Advertising Opportunities sheet for separate material specifications and how to submit.*

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