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 extend well beyond its circulation of 18,000, 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, 2016, and 2017).

Reaching Principals Across the Nation

Principal reaches readers across the U.S., in 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**

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<td>C4</td>
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**Digital Advertising Rates**

**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, September – May)*

**Ad Specs and Rates**

- Banner: 600 x 90 px $1,945 net
- Text Ad: 150 characters $1,155 net

**Communicator**

Open rate: 26%

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 $1,670 net
- Banner: 400 x 72 px $1,225 net
- Half-Skyscraper: 160 x 300 px $820 net
- Button: 160 x 90 px $615 net

**Report to Parents**

Open rate: 29%

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

**Ad Specs and Rates**

- Banner: 400 x 72 px $1,225 net

**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: 8,204

**Ad Specs and Rates**

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

**Complete web-enabled listing:** $395/year

**Contact:** 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

No agency commissions.

*See Digital Advertising Rate Card for more information on pricing and submitting materials.*
September/October 2019
Personalized Learning
Articles in this issue will address new technology solutions, flexible learning spaces, and teaching strategies for personalized learning.

Space Reservation: July 5, 2019
Materials Due: July 12, 2019
Mail Date: September 6, 2019

November/December 2019
Leading Learning Communities
This issue focuses on the skills and standards principals need to know to effectively lead their schools.

Space Reservation: September 3, 2019
Materials Due: September 10, 2019
Mail Date: November 4, 2019

January/February 2020
Special Education
This issue focuses on principal support of students with disabilities.

Space Reservation: October 28, 2019
Materials Due: November 4, 2019
Mail Date: January 2, 2019

March/April 2020
Wraparound Services & Community Schools
Providing children with counseling, health care, nourishment and other resources in school is increasingly seen as a way to address challenges that affect learning.

Space Reservation: December 20, 2019
Materials Due: January 2, 2020
Mail Date: March 2, 2020

May/June 2020
Big Ideas
This issue focuses on innovative, transformational practices in areas such as space utilization, new media, and microcredentialing that are helping principals drive ongoing improvement in school and student performance.

Space Reservation: February 25, 2020
Materials Due: March 3, 2020
Mail Date: April 27, 2020
Bonus Distribution: NAESP Annual Conference (July)

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 print advertising materials to NAESPads@theygsroup.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

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<td>4 ¾” x 7”</td>
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<tr>
<td>Half-page (horizontal)</td>
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<tr>
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Advertising terms and conditions are detailed online at www.naesp.org/advertising-rates.