principal (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.

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.

NAESP Members by Type of School

In 2021, NAESP will be celebrating 100 years of service to the nation’s elementary and middle-level school leaders. All year long, NAESP will acknowledge its contributions to the field and the rich history that it has contributed to the education ecosystem.

In celebration of its 100-year anniversary, NAESP is redesigning its flagship publication, Principal magazine, and its website www.naesp.org. The new designs will provide more relevant and easier-to-access resources for school leaders and reflect the change in how today’s principals learn, grow, and lead.
**Principal Print Advertising Rates**

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<td>C4</td>
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<td>$8,015</td>
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**Inserts:** Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.

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

**Digital Advertising Rates***

**E-newsletters**
NAESP’s e-newsletters are delivered to approximately 15,000 principals’ inboxes.

**Principal E-newsletter**
Open rate: 26%
Highlights from the print edition of *Principal*, sent to members’ inboxes. (Bi-Monthly, September – May)

**Ad Specs and Rates**
- Banner: 600 x 90 px $2,040 net
- Text Ad: 150 characters $1,215 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 $1,755 net
- Banner: 400 x 72 px $1,285 net
- Half-Skyscraper: 160 x 300 px $925 net
- Button: 160 x 90 px $645 net

**Report to Parents**
Open rate: 26%
Monthly bulletin principals can share with parents to help them ensure their children succeed. (Monthly)

**Ad Specs and Rates**
- Banner: 400 x 72 px $1,285 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: 7,333

**Ad Specs and Rates**
- Skyscraper: 160 x 600 px $2,210 net
- Half-Skyscraper: 160 x 300 px $1,600 net
- Button: 160 x 90 px $925 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.

*Please send all digital (not print) ad materials to publications@naesp.org. For more information on placements and deadlines, consult separate NAESP Digital Advertising Rate Card.
Adapting to Change With Special Focus on Equity
How can principals lead through today’s changing circumstances while ensuring educational equity for all students?

Space Reservation: July 8, 2020
Materials Due: July 15, 2020
Mail Date: September 3, 2020

Literacy Instruction
This issue focuses on leading literacy programs, ensuring reading proficiency, and how parents can help.

Space Reservation: August 24, 2020
Materials Due: August 31, 2020
Mail Date: October 29, 2020

Leadership Teams
Principals need to know how to ask for help in order to lead effectively, and share leadership tasks with their staff.

Space Reservation: October 22, 2020
Materials Due: October 29, 2020
Mail Date: January 4, 2021

A Gender Lens
Gender has a major impact in schools, including teaching, learning, and leadership styles; discipline & bias; and creating a welcoming environment for LGBTQ students.

Space Reservation: December 18, 2020
Materials Due: January 5, 2021
Mail Date: March 1, 2021

Brain Research & Social-Emotional Learning
Healthy brain development depends upon social relationships, emotional experiences and cognitive opportunities, and if a learning environment supplies all three stimuli at opportune moments, children will thrive.

Space Reservation: February 23, 2021
Materials Due: March 2, 2021
Mail Date: April 29, 2021
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 print advertising materials to 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

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<tr>
<td>Two-thirds page</td>
<td>4 ¾” x 9 ½”</td>
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<tr>
<td>Half-page (island)</td>
<td>4 ⅝” x 7”</td>
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<tr>
<td>Half-page (horizontal)</td>
<td>7” x 4 ⅝”</td>
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<tr>
<td>One-third page (vertical)</td>
<td>2 ⅝” x 9 ½”</td>
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<tr>
<td>One-third page (square)</td>
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<td>or for two-page spread</td>
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<tr>
<td>Trim size</td>
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Principal ad sales:
Fox Associates Inc.
800-440-0231/Fax: 312-644-8718
adinfo.nep@foxrep.com

Principal material specifications (print):
The YGS Group
800-501-9571
NAESPads@theygsgroup.com

For separate material specifications and details on how to submit digital ad materials, see NAESP Digital Advertising Rate Card.

Advertising terms and conditions are detailed online at www.naesp.org/advertising-rates.