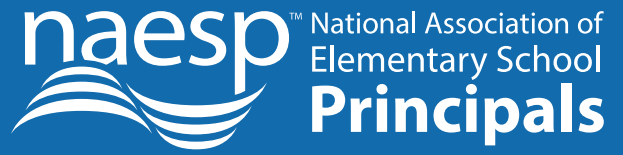


# Digital Advertising Rate Card | 2022-2023



Thousands of principals and educators access NAESP's publications on the web or through email, such as our 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 version)

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.)

#### Ad Specs & Rates

Skyscraper .....	\$2,435**	.....	160 x 600 px
Half-Skyscraper .....	\$1,765**	.....	160 x 300 px
Button .....	\$970**	.....	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)

### Ad Sales Contact:

Fox Associates Inc.

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

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

Please send online materials to:

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

- Include JPEG, PNG, or GIF (No animation)
- Include one hyperlink
- Text Ad: Include copy (150 char. & title)

## E-Newsletters

### Principal (E-newsletter version)

Highlights from Principal, a bi-monthly magazine published September/October through May/June.

**Distribution:** Approx. 15,500    **Open rate:** 32%

#### Ad Specs & Rates

Banner .....	\$2,245**	.....	600 x 90 px
Text Ad .....	\$1,340**	....	150 char. + title

**Delivery:** 1st week of Sept./Nov./Jan./March/May\*

**Ad Materials Due\*:**

3rd Friday of Aug./Sept./Dec./Feb./Apr.

### 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. 15,500    **Open rate:** 36%

#### Ad Specs & Rates

Skyscraper .....	\$1,935**	.....	160 x 600 px
Banner .....	\$1,420**	.....	600 x 90 px
Half-Skyscraper .....	\$1,020**	.....	160 x 300 px
Button .....	\$710**	.....	160 x 90 px

**Delivery:** Last week of each month\*

**Ad Materials Due\*:** 2nd Friday of each month



A monthly newsletter principals share with parents to help their children succeed. Available in both English and Spanish.

**Distribution:** Approx. 15,500    **Open rate:** 36%

#### Ad Specs & Rates

Banner .....	\$1,420**	.....	600 x 90 px
Half-Skyscraper .....	\$1,420**	.....	160 x 300 px

**Delivery:** 2nd week of each month\*

**Ad Materials Due\*:** Last Friday of month prior to publication