

Digital Advertising National Association of Elementary School Principals

Rate Card | 2022-2023

Digital Newsletters

Principal (digital newsletter)

Bi-monthly magazine published September/October through May/June is complemented by a digital newsletter highlighting top articles.

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

Report to Parents

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

Professional Learning Playbook

Highlighting professional learning resources and opportunities from NAESP.

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

Ad Specs & Rates

Banner.....\$1,420** 600 x 90 px

Delivery: 1st week of each month*

Ad Materials Due*: 2nd Friday of each month

Online

Principal (web)

The online version of NAESP's flagship publication, *Principal*.

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 Buyer's 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

Ad Sales Contact:

Fox Associates Inc.

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

adinfo.nep@foxrep.com

Please send online materials to:

publications@naesp.org

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