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

**Delivery:** 1st week of Sept./Nov./Jan./March/May*
**Ad Materials Due:** 3rd Friday of Aug./Sept./Dec./Feb./Apr.

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
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Ad Sales Contact:
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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)

*Subject to change | **All rates are net