



Digital Advertising Rate Card 2020-2021

Thousands of principals and educators access NAESP's publications online or through their email, whether it be through the 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

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.)

Avg. pageviews/month: 7,333

Ad Specs & Rates

Skyscraper	\$2,210**160 x 600 px
Half-Skyscraper.....	\$1,600**160 x 300 px
Button	\$925**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

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, flash)

Include one hyperlink

E-Newsletters

Principal E-Newsletter

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

Distribution: Approx. 15,000 Open rate: 26%

Ad Specs & Rates

Banner.....	\$2,040**600 x 90 px
Text Ad.....	\$1,215**150 characters

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

Materials due*: 3rd Friday of Aug./Sept./Dec./Feb./

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. 15,000 Open rate: 26%

Ad Specs & Rates

Skyscraper	\$1,755**160 x 600 px
Banner.....	\$1,285**400 x 72 px
Half-Skyscraper.....	\$925**160 x 300 px
Button	\$645**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.

Distribution: Approx. 15,000 Open rate: 26%

Ad Specs & Rates

Banner.....	\$1,285**400 x 72 px
-------------	-----------	------------------

Delivery: 2nd week of each month*

Materials Due*: Last Friday of month prior

*Subject to change | **All rates are net