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.)

- **Avg. pageviews/month:** 7,474
- **Ad Specs & Rates**
  - Skyscraper ........................ $2,320** ....... 160 x 600 px
  - Half-Skyscraper .......... $1,680** ....... 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](http://www.principalsbuyersguide.com)

- **Complete web-enabled listing:** $395/year
- **Contact:** naesp@multiview.com

**E-Newsletters**

**Principal** (E-newsletter version)
Highlights from Principal, a bi-monthly magazine published September/October through May/June.

- **Distribution:** Approx. 15,000  
  **Open rate:** 24%

- **Ad Specs & Rates**
  - Banner.............................. $2,140** ....... 600 x 90 px
  - Text Ad.............................. $1,275** ....... 150 characters

- **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. 15,000  
  **Open rate:** 24%

- **Ad Specs & Rates**
  - Skyscraper ........................ $1,845** ....... 160 x 600 px
  - Banner .............................. $1,350** ....... 400 x 72 px
  - Half-Skyscraper ................. $970** ....... 160 x 300 px
  - Button ................................. $675** ....... 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. 15,000  
  **Open rate:** 24%

- **Ad Specs & Rates**
  - Banner .............................. $1,285** ....... 400 x 72 px

- **Delivery:** 2nd week of each month*
- **Materials Due***: Last Friday of month prior to publication

*Subject to change | **All rates are net