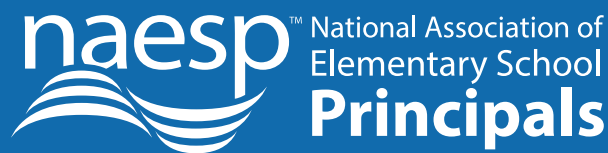


Digital Advertising Rate Card | 2021-2022



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

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

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



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
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Delivery: 2nd week of each month*

Materials Due*: Last Friday of month prior to publication