

Principal

ADVERTISING RATES | EFFECTIVE MAY 2021



Reach the school decision-makers

naesp™ National Association of Elementary School Principals

prin-ci-pal (n.) the chief executive officer of an educational institution.

As the CEOs of their schools, principals seek knowledge to make decisions that affect the bottom line. Principals are always looking for relevant and reliable information to help them run their schools more efficiently. As the No. 1 publication for elementary and middle school principals, *Principal* gives them just that.

Principal's editorial platform covers the subjects that are uppermost in principals' minds: using technology in learning; coping with tight budgets and aging facilities; and training staff. *Principal's* departments cover perennial topics of interest such as school law, parent involvement, and the latest research.

Principal's exposure and influence extend well beyond its **circulation of 18,000**, including teachers, superintendents, university professors, and school district officials. Let us work with you to implement a marketing program that can deliver the audience and results you need.

Advertising Pays Off

Our members report that *Principal* is an incredibly valuable resource:

- 52% purchased or recommended the purchase of an advertiser's products/services after seeing it in *Principal*.
- 60% have visited an advertiser's website after seeing its ad in *Principal*.
- 90% of readers share *Principal* with other principals, teachers, and administrators.
- Of those, 40% share *Principal* with 1-2 other educators, another 30% share *Principal* with 3 or more other educators.

Principals Have the Purchasing Power

Principals make the buying decisions for their schools, and this magazine can help you get your product or service into the hands of the people who are your prime targets. The results of our readership survey reveal that nearly **70% of principals make the final purchasing decisions** for their school. Of the remaining respondents, almost 85% indicate they have "a great deal" or "quite a bit" of influence on purchasing decisions for their school.

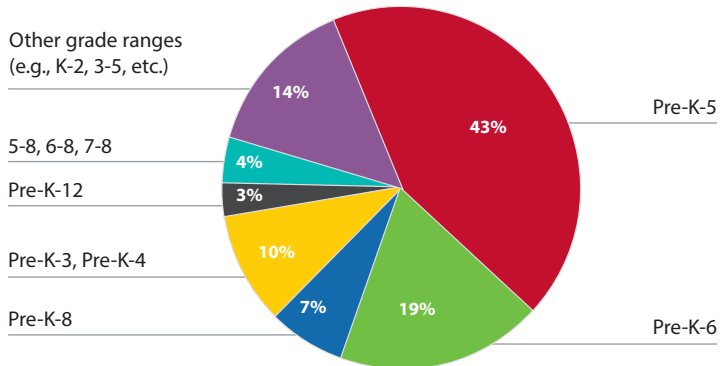
In particular, our readers report purchasing or having influence in purchasing the following products and services:

Professional development.....	81%
Professional books	82%
Classroom school supplies	75%
Computers and other technology items....	68%

Readers also report purchasing awards, certificates, and recognition services (66%), furniture (54%), audiovisual equipment (52%), computer software (52%), and curriculum programs (50%) in addition to whiteboards, textbooks, school safety programs and equipment, playground equipment, character education programs, and school photography.

Changing Demographics

A new breed of principals, who are earlier in their careers, are seeking solutions to address major issues affecting today's schools. 40% of NAESP members have been with the association less than five years. They are younger and are more technologically savvy.



Principal, New and Improved

In honor of its 100th anniversary in 2021, NAESP has launched a redesigned *Principal*, providing a new look and feel to its flagship publication.

The redesign offers a fresh approach to delivering best practices and strategies for today's leaders in education.



Principal Print Advertising Rates

Four-Color

	1x	3x	5x
Page	\$7,665	\$7,185	\$6,905
2/3	\$6,630	\$6,220	\$5,965
1/2	\$5,670	\$5,330	\$5,105
1/3	\$4,530	\$4,260	\$4,090

Black & White

	1x	3x	5x
Page	\$5,305	\$4,980	\$4,765
2/3	\$4,230	\$3,970	\$3,805
1/2	\$3,285	\$3,090	\$2,965
1/3	\$2,215	\$2,090	\$2,005

Covers

	1x	3x	5x
C2	\$8,000	\$7,685	\$7,445
C3	\$7,655	\$6,345	\$7,125
C4	\$9,040	\$8,695	\$8,415

Black & One Color

	1x	3x	5x
Page	\$5,640	\$5,310	\$5,080
2/3	\$4,505	\$4,225	\$4,055
1/2	\$3,505	\$3,285	\$3,160
1/3	\$2,355	\$2,215	\$2,125

Inserts: Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.

Commission: 15% of the gross billing rate will be allowed to advertising agency.

Digital Advertising Rates*

E-newsletters

NAESP's e-newsletters are delivered to approximately 15,000 principals' inboxes.

Principal e-newsletter *Open rate: 24%*

Highlights from the print edition of *Principal*, sent to members' inboxes. (Bi-Monthly, Sept. – May)

Ad Specs and Rates

Banner:	600 x 90 px	\$2,140 net
Text Ad:	150 characters	\$1,275 net

Communicator

Open rate: 24%

Provides timely articles for principals to use for their own growth and share with their teachers. (Monthly)

Ad Specs and Rates

Skyscraper:	160 x 600 px	\$1,845 net
Banner:	400 x 72 px	\$1,350 net
Half-Skyscraper:	160 x 300 px	\$970 net
Button:	160 x 90 px	\$675 net

Report to Parents

Open rate: 24%

Monthly bulletin principals can share with parents to help them ensure their children succeed. Available in both English and Spanish. (Monthly)

Ad Specs and Rates

Banner:	400 x 72 px	\$1,350 net
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Principal Online

Principal advertisers may also choose to place an ad on the magazine's web page, one of the most frequently visited pages on NAESP's website.

Principal Web Page Metrics

Average pageviews per month: 7,474

Ad Specs and Rates

Skyscraper:	160 x 600 px	\$2,320 net
Half-Skyscraper:	160 x 300 px	\$1,680 net
Button:	160 x 90 px	\$925 net

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

Mail List

NAESP rents its list of members to qualified mailers, postal addresses only. All mailing pieces are subject to advance approval by NAESP.

Contact: rtongella@rickard2.com

No agency commissions.

*Please send all digital (not print) ad materials to publications@naesp.org. For more information on placements and deadlines, consult separate NAESP Digital Advertising Rate Card.

Principal 2021-2022 Editorial Calendar

Field Served: Education and Administration
Frequency: Bimonthly during the school year
(Sept./Oct., Nov./Dec., Jan./Feb., March/April, May/June)
Circulation: 18,000

September/October 2021 *Special NAESP 100th Anniversary Issue*



Pivot and reset. As principals return to schools post-pandemic, how have their roles changed? What steps do they need to take to lead the recovery effort?

Space Reservation: June 30, 2021
Materials Due: July 15, 2021
Mail Date: September 9, 2021

November/December 2021

Mental health. During the pandemic principals expressed great concern about deteriorating mental health. What are strategies schools can pursue to address this trauma?

Space Reservation: August 17, 2021
Materials Due: August 24, 2021
Mail Date: October 29, 2021

January/February 2022

Advocate and engage. What can school leaders do to navigate divides, inform policymakers and promote meaningful solutions at the local, state and national levels?

Space Reservation: October 15, 2021
Materials Due: October 22, 2021
Mail Date: January 4, 2022

March/April 2022

Aligned early learning. Schools that are able to integrate aligned pre-K programs can build literacy; integrate social, emotional, and academic skills; and promote equitable access for every child going forward.

Space Reservation: December 9, 2021
Materials Due: December 22, 2021
Mail Date: February 25, 2022

May/June 2022

Equity, assessment, and accountability. The pandemic exposed systemic inequities that principals want to address. More schools are examining how biases in curriculum, instruction, assessment and processes contribute to inequity in order to level the playing field.

Space Reservation: February 10, 2022
Materials Due: February 24, 2022
Mail Date: April 27, 2022
Bonus Distribution: NAESP Annual Conference (July)

All editorial coverage and distribution is subject to change. Contact *Principal* ad sales representative for the most current schedule.

Print Materials

Digital Specs

Advertising materials must be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Native Quark Xpress or Adobe InDesign files are not acceptable.

Printing Process

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

Proofs

A certified digital color proof at 100% size must be provided. In the absence of hardcopy proofs or if unacceptable proofs are supplied, The YGS Group is not responsible for color reproduction or content errors.

Submitting Advertising Materials

Send print advertising materials to **NAESPads@theygsgroup.com**. Subject line must include issue date and advertiser name.

Deviation from these standard guidelines might require additional time or cost, and/or sacrifice reproduction predictability.

NAESP reserves the right to refuse any advertisement. Only the publication of an advertisement shall constitute final acceptance.

Print Ad Specifications

Full page.....	7" x 9 1/2"
Two-thirds page.....	4 5/8" x 9 1/2"
Half-page (island).....	4 5/8" x 7"
Half-page (horizontal).....	7" x 4 5/8"
One-third page (vertical).....	2 3/16" x 9 1/2"
One-third page (square).....	4 5/8" x 4 5/8"
Bleed size.....	8 3/8" x 11 1/8"
or for two-page spread.....	16 1/2" x 11 1/8"
Trim size.....	8 1/8" x 10 7/8"

Principal ad sales

Fox Associates Inc.
800-440-0231/Fax: 312-644-8718
adinfo.nep@foxrep.com

Principal material specifications (print)

The YGS Group
800-501-9571
NAESPads@theygsgroup.com

For separate material specifications and details on how to submit digital ad materials, see NAESP Digital Advertising Rate Card.

Advertising terms and conditions are detailed online at **www.naesp.org/advertising-rates**.