Reach the school decision-makers
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 Print Advertising Rates**

**Four-Color**

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**Black & White**

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

**Digital Advertising Rates***

**E-newsletters**

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

**Principal e-newsletter**  
Open rate: 32%

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

- **Banner**: 600 x 90 px  $2,245 net
- **Text Ad**: 150 characters  $1,340 net

**Communicator**  
Open rate: 36%

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

- **Skyscraper**: 160 x 600 px  $1,935 net
- **Banner**: 600 x 90 px  $1,420 net
- **Half-Skyscraper**: 160 x 300 px  $1,020 net
- **Button**: 160 x 90 px  $710 net

**Report to Parents**  
Open rate: 36%

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

- **Banner**: 600 x 90 px  $1,420 net
- **Half-Skyscraper**: 160 x 300 px  $1,420 net

**Professional Learning Playbook**  
Open rate: 34%

Highlights professional learning opportunities and resources for NAESP members. (Twice-monthly)

- **Banner**: 600 x 90 px  $1,420 net

**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.

- **Skyscraper**: 160 x 600 px  $2,435 net
- **Half-Skyscraper**: 160 x 300 px  $1,765 net
- **Button**: 160 x 90 px  $970 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](http://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**: rtognella@rickard2.com
- No agency commissions.

*Please send all digital (not print) ad materials to [publications@naesp.org](mailto:publications@naesp.org). For more information on placements and deadlines, consult separate NAESP Digital Advertising Rate Card.*
**September/October 2022**

**Targeted and Wraparound Supports.** Leveraging out-of-school time, using data to address unfinished learning, and engaging staff and community to strengthen and systematize social-emotional learning.

- Space Reservation: June 29, 2022
- Materials Due: July 14, 2022
- Mail Date: September 13, 2022

**November/December 2022**

**Leadership Teams.** This issue touches on assistant principals; district relationships; support staff, and communications.

- Space Reservation: August 11, 2022
- Materials Due: August 25, 2022
- Mail Date: October 28, 2022

**January/February 2023**

**Students with Disabilities.** Inclusive principal leadership after COVID; combatting special educator shortages; IDEA and interrupted learning; staff professional development; and understanding autism.

- Space Reservation: October 11, 2022
- Materials Due: October 25, 2022
- Mail Date: December 30, 2022

**March/April 2023**

**Equity, Data and Achievement.** A look at mitigating biases in curriculum, instruction, assessment and aligning early childhood education.

- Space Reservation: December 5, 2022
- Materials Due: December 19, 2022
- Mail Date: March 1, 2023

**May/June 2023**

**Literacies in Focus.** A focus on critical literacies such as cultural responsiveness, media literacy, math literacy, and a renewed emphasis on social studies.

- Space Reservation: February 14, 2023
- Materials Due: February 28, 2023
- Mail Date: April 28, 2023
- 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.

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**Sending Materials**

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

**Specifications**

Advertising materials must be sent in digital format as a high resolution (press optimized) PDF. Full page ads must include bleed. 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.

**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.

**Printing Process**

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

**Print Ad Sizes**

**Full page**

Trim........................................8 ⅛” x 10 ⅞”

With 1/4” Bleed..........................8 ¾” x 11 ⅞”

Two-page spread (w/ bleed)...16 ½” x 11 ⅞”

Two-thirds page .........................4 ⅜” x 9 ½”

Half-page (island).......................4 ⅝” x 7”

Half-page (horizontal)...............7" x 4 ⅝”

One-third page (vertical).........2 3/16” x 9 ½”

One-third page (square).........4 ⅝” x 4 ⅝”

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**Principle ad sales**

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

**Principle ad specifications (print only)**

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.

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

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