

Principal

ADVERTISING RATES | EFFECTIVE AUG. 2022



Reach the school decision-makers

naespTM 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.

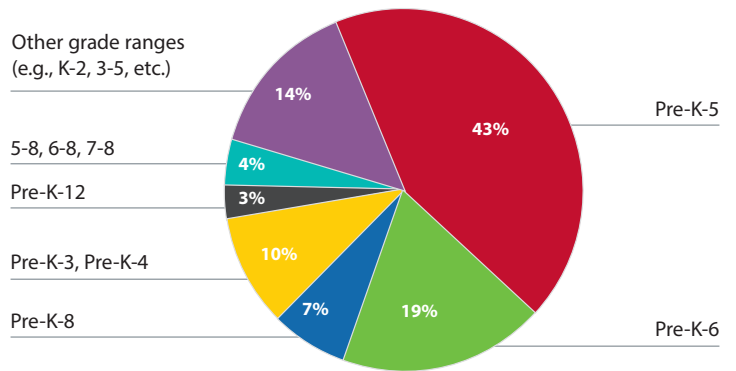
In particular, our readers report purchasing or having influence in purchasing the following products and services:

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 Print Advertising Rates

Four-Color

	1x	3x	5x
Page	\$8,050	\$7,545	\$7,250
2/3	\$6,960	\$6,530	\$6,265
1/2	\$5,955	\$5,595	\$5,360
1/3	\$4,755	\$4,475	\$4,295

Black & White

	1x	3x	5x
Page	\$5,570	\$5,230	\$5,005
2/3	\$4,440	\$4,170	\$3,995
1/2	\$3,450	\$3,245	\$3,115
1/3	\$2,325	\$2,195	\$2,105

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 ne

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
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Covers

	1x	3x	5x
C2	\$8,400	\$8,070	\$7,815
C3	\$8,040	\$7,710	\$7,480
C4	\$9,490	\$9,130	\$8,835

Black & One Color

	1x	3x	5x
Page	\$5,920	\$5,575	\$5,335
2/3	\$4,730	\$4,435	\$4,260
1/2	\$3,680	\$3,450	\$3,320
1/3	\$2,475	\$2,325	\$2,230

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

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. For more information on placements and deadlines, consult separate NAESP Digital Advertising Rate Card.*

Principal 2022-2023

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 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.

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.

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 1/8" x 10 7/8"
With 1/4" Bleed.....	8 3/8" x 11 1/8"
Two-page spread (w/ bleed) ...	16 1/2" x 11 1/8"
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"

Principal ad sales

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

Principal 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.