Digital Newsletters

**Principal (digital newsletter)**
Bi-monthly magazine published September/October through May/June is complemented by a digital newsletter highlighting top articles.

**Distribution:** Approx. 15,800  
**Open rate:** 37%

**Ad Specs & Rates**
- Banner: $2,355**  
- Text Ad: $1,405**  
- 600 x 90 px

**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. 15,800  
**Open rate:** 40%

**Ad Specs & Rates**
- Skyscraper: $2,030**  
- Banner: $1,490**  
- 160 x 600 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.

**Distribution:** Approx. 15,800  
**Open rate:** 40%

**Ad Specs & Rates**
- Banner: $1,490**  
- Half-Skyscraper: $1,420**  
- 160 x 300 px

**Delivery:** 2nd week of each month*

**Ad Materials Due**: Last Friday of month prior to publication

**Professional Learning Playbook**
Highlighting professional learning resources and opportunities from NAESP.

**Distribution:** Approx. 15,800  
**Open rate:** 37%

**Ad Specs & Rates**
- Banner: $1,490**  
- 600 x 90 px

**Delivery:** 1st & 3rd week of each month*

**Ad Materials Due**: 2nd Friday of each month

**Online**

**Principal (web)**
The online version of NAESP's flagship publication, Principal.

**Ad Specs & Rates**
- Skyscraper: $2,555**  
- Half-Skyscraper: $1,855**  
- Button: $1,020**  
- 160 x 600 px

**Delivery:** 1st week of Sept./Nov./Jan./March/May*

**Ad Materials Due**: 3rd Friday of Aug./Sept./Dec./Feb./Apr.

**Principals Buyer’s 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
- Text Ad: Include copy (150 char. & title)

*Subject to change  |  **All rates are net