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**........ 600 x 90 px
- Text Ad ................................... $1,405**.... 150 char. + title

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** .... 160 x 600 px
- Banner.......................... $1,490** .... 600 x 90 px
- Half-Skyscraper ........ $1,070** .... 160 x 300 px
- Button ............................ $745** .... 160 x 90 px

Delivery: First week of each month*
Ad Materials Due*: 3rd Friday of month prior

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** .... 600 x 90 px
- 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** .... 160 x 600 px
- Half-Skyscraper ........ $1,855** .... 160 x 300 px
- Button ............................ $1,020** .... 160 x 90 px

Delivery: 1st week of Sept./Nov./Jan./March/May*
Ad Materials Due*: 3rd Friday of Aug./Sept./Dec./Feb./Apr.

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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
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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