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**, 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**
- Banner: $1,490**
- Half-Skyscraper: $1,070**
- Button: $745**

**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. Available in both English and Spanish.

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

**Ad Specs & Rates**
- Banner: $1,490**
- Half-Skyscraper: $1,420**

**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**

**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**

**Delivery:** Last week of each month*
**Ad Materials Due*: 2nd Friday of each month

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

Digital Advertising
Rate Card | 2022-2023

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