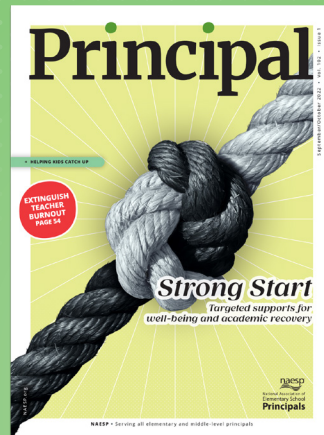


Principal

ADVERTISING RATES | EFFECTIVE MAY. 2023



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.

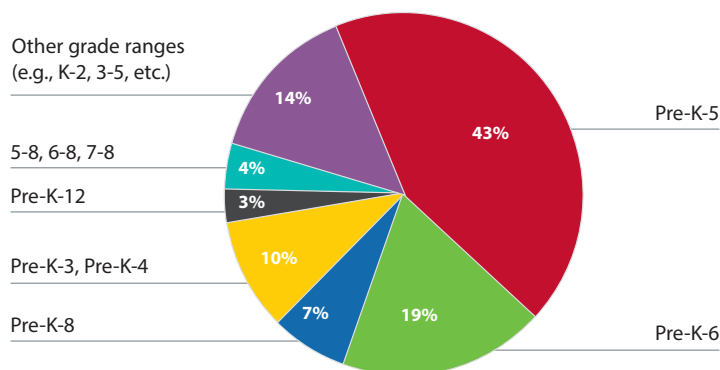
In particular, our readers report purchasing or having influence in purchasing the following products and services:

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	\$8,455	\$7,920	\$7,615
2/3	\$7,310	\$6,855	\$6,580
1/2	\$6,255	\$5,875	\$5,630
1/3	\$4,995	\$4,700	\$4,510

Black & White

	1x	3x	5x
Page	\$5,850	\$5,490	\$5,255
2/3	\$4,660	\$4,380	\$3,195
1/2	\$3,625	\$3,405	\$3,270
1/3	\$2,440	\$2,305	\$2,210

Covers

	1x	3x	5x
C2	\$8,820	\$8,475	\$8,205
C3	\$8,440	\$8,095	\$7,855
C4	\$9,965	\$9,585	\$9,275

Black & One Color

	1x	3x	5x
Page	\$6,215	\$5,855	\$5,600
2/3	\$4,965	\$4,655	\$4,475
1/2	\$3,865	\$3,625	\$3,485
1/3	\$2,600	\$2,440	\$2,340

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 15,800 principals' inboxes.

Principal e-newsletter *Open rate: 37%*

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

Banner:	600 x 90 px	\$2,355 net
Text Ad:	150 characters	\$1,405 net

Communicator *Open rate: 40%*

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

Skyscraper:	160 x 600 px	\$2,030 net
Banner:	600 x 90 px	\$1,490 net
Half-Skyscraper:	160 x 300 px	\$1,070 net
Button:	160 x 90 px	\$745 net

Report to Parents *Open rate: 40%*

Monthly bulletin principals can share with parents to help them ensure their children succeed. (Monthly)

Banner:	600 x 90 px	\$1,490 net
Half-Skyscraper:	160 x 300 px	\$1,420 net

Professional Learning Playbook

Open rate: 37%

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

Banner:	600 x 90 px	\$1,490 net
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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	\$2,555 net
Half-Skyscraper:	160 x 300 px	\$1,855 net
Button:	160 x 90 px	\$1,020 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: jrickard@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 2023-2024

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 2023

Student Leadership, Student Voice. A focus on improving student feedback, engagement, and motivation; strengthening student leadership in classrooms, student councils, and out-of-school time; and best practices in leveraging surveys and focus groups.

Space Reservation: June 29, 2023

Materials Due: July 14, 2023

Mail Date: September 14, 2023

November/December 2023

Ethical Principal Leadership. This issue touches on professional standards related to teaching, leading, and learning, as well as moral reasoning and equity-based decision-making.

Space Reservation: August 10, 2023

Materials Due: August 24, 2023

Mail Date: October 26, 2023

January/February 2024

Data-Driven Decision-Making. Covers topics such as collecting data and conducting data talks, raising school-wide assessment literacy, explaining student achievement data to parents, and working with teachers on data privacy.

Space Reservation: October 12, 2023

Materials Due: October 26, 2023

Mail Date: January 2, 2024

March/April 2024

Math Instruction. This issue will cover the principal's role in math instruction, including aligned math experiences, designing innovative lessons, strategic technology use, and recruiting and retaining math instructors.

Space Reservation: December 11, 2023

Materials Due: December 21, 2023

Mail Date: March 1, 2024

May/June 2024

Impactful Professional Learning. This issue focuses on best practices utilizing communities of practice, strengthening instructional feedback, and leveraging federal funding for targeted professional learning supports.

Space Reservation: February 14, 2024

Materials Due: February 27, 2024

Mail Date: April 26, 2024

Editorial coverage and distribution subject to change. Contact Principal ad sales representative for 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.