Advertising Rates • Effective May 2024
About NAESP

The National Association of Elementary School Principals (NAESP), founded in 1921, is a professional organization serving elementary and middle school principals and other education leaders throughout the U.S., Canada, and overseas.

With over 17,000 members, NAESP offers unique opportunities for you to connect with influential decision-makers in charge of school purchasing.

Advertising with NAESP provides access to a highly engaged audience of principals who play a pivotal role in shaping the learning experiences of millions of students. These leaders are constantly seeking innovative solutions, resources, and products to enhance their schools’ operations and foster a dynamic learning environment.

According to our readership survey, 70% of principals make the final purchasing decisions, and report purchasing or influencing purchasing products and services such as:

- Professional development: 81%
- Professional books: 82%
- Classroom school supplies: 75%
- Computers and other technology items: 68%

NAESP members report that Principal magazine 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 one to two more educators, another 30% share Principal with three or more other educators.

NAESP provides a wide range of opportunities to demonstrate the value of your brand and offerings to educators:

Our flagship publication, Principal magazine, reaches principals nationwide and beyond, offering a prime channel to share your message in the premier magazine for school leaders.

Additionally, NAESP’s digital newsletters deliver insights and strategies to school leaders, reaching thousands of educators on a consistent basis.

Principals, educators, and more visit naesp.org every day, seeking website and online resources directly from NAESP.

Reach this audience of key decision-makers and position your brand as an advocate for educational excellence. Learn more about how you can advertise with NAESP today.
NAESP’s award-winning magazine is developed specifically for elementary and middle-level principals, and provides principals an indispensable resource in their work.

### Advertising Rates

#### Four-Color

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### Ad Sizes & Specifications

**Full page**
- Trim ........................................ 8 ¾” x 10 ¾”
- With 1/4” Bleed ............................ 8 ¾” x 11 ¾”
- Two-page spread (w/ bleed) ........... 16 ½” x 11 ¾”
- Two-thirds page ........................... 4 ¾” x 9 ½”
- Half-page (island) ....................... 4 ¾” x 7”
- Half-page (horizontal) .................. 7” x 4 ¾”
- One-third page (vertical) ............. 2 3/16” x 9 ½”
- One-third page (square) .............. 4 ¾” x 4 ¾”

**Inserts:** Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.
Editorial Calendar • 2024-2025

September/October 2024
Attendance Strategies that Work. This back-to-school issue will cover strategies school leaders from pre-K to the middle level can use to partner with families to reinforce the importance of attendance.

Space Reservation: June 21, 2024
Materials Due: June 28, 2024
Mail Date: Aug. 23, 2024

November/December 2024
Learning Networks and the Principal Pipeline. This issue will highlight how school leaders can use learning networks and communities of practice to connect, exchange best practices, and find support for themselves—and to strengthen the leadership pipeline in their schools.

Space Reservation: Aug. 16, 2024
Materials Due: Aug. 23, 2024
Mail Date: Oct. 25, 2024

January/February 2025
Technology: Teacher Efficacy, Equity, and Data Privacy. This issue will focus on how to use the latest technology to help teachers be more efficient in their roles.

Space Reservation: Oct. 17, 2024
Materials Due: Oct. 24, 2024
Mail Date: Jan. 2, 2025

March/April 2025
Rethinking Assessments and Standards. This issue will focus on the evolution of assessments and changing standards in education.

Space Reservation: Dec. 11, 2024
Materials Due: Dec. 18, 2024
Mail Date: Feb. 28, 2025

May/June 2025
The Whole Child: Individualized Education and Community Engagement. This issue will explore what it means to support the whole child through wraparound services.

Space Reservation: Feb. 18, 2025
Materials Due: Feb. 25, 2025
Mail Date: April 25, 2025

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.

For further questions regarding specifications, contact:
The YGS Group
800-501-9571
NAESPads@theygsgroup.com

Principal ad sales
Fox Associates Inc.
800-440-0231
adinfo.principal@foxrep.com

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.
Digital Newsletters

Regularly scheduled newsletters sent to NAESP members highlight opportunities, benefits, and resources.

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

**Distribution:** Approx. 16,000  **Open rate:** 39%

**Ad Specs & Rates**
- Banner ..................... $2,475** .............. 600 x 90 px
- Text Ad ...................... $1,475** ........... 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. 16,000  **Open rate:** 45%

**Ad Specs & Rates**
- Skyscraper .................. $2,130** ........... 160 x 600 px
- Banner ..................... $1,565** ............ 600 x 90 px
- Half-Skyscraper .......... $1,125** ............ 160 x 300 px
- Button ...................... $780** ............ 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. 16,000  **Open rate:** 49%

**Ad Specs & Rates**
- Banner ..................... $1,565** ............ 600 x 90 px
- Half-Skyscraper .......... $1,125** ............ 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. 16,000  **Open rate:** 40%

**Ad Specs & Rates**
- Banner ..................... $1,565** ............ 600 x 90 px

**Delivery:** 1st & 3rd week of each month*
**Ad Materials Due***: 2nd Friday of each month

**Sending Materials**
Send digital newsletter advertising materials to publications@naesp.org. Subject line must include newsletter name and advertiser name.

**Specifications**
For images, send JPEG, PNG, or GIF (Not animated) & include one hyperlink. For text ads include copy (150 char.), heading/title, and one hyperlink.

Digital Newsletter ad sales
Fox Associates Inc.
800-440-0231
adinfo.principal@foxrep.com

*Subject to change  •  **All rates are net
Website & Online

With countless resources including articles, videos, and more hosted there, naesp.org is a destination for pre-K–8 school leaders.

Resource Pages
Hosted on the naesp.org Resource Hub
(Duration: One month)

Monthly Impressions: Approx. 16,000

Ad Materials Due*: 3rd Friday of month prior

Ad Specs & Rates
Medium Rectangle .......... $2,685** .......... 300 x 250 px

Sending Materials
Send website advertising materials to publications@naesp.org. Subject line must include property and advertiser name.

Specifications
JPEG, PNG, or GIF (Not animated) accepted. Please include one hyperlink.

Website ad sales
Fox Associates Inc.
800-440-0231
adinfo.principal@foxrep.com

Additional Opportunities:

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

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.

*Subject to change • **All rates are net