

naespTM National Association of Elementary School Principals

Advertising Rates • Effective May 2025



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.



Principal magazine

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

	1x	3x	5x
Page	\$9,325	\$8,730	\$8,395
2/3	\$8,060	\$7,560	\$7,255
1/2	\$6,900	\$6,480	\$6,205
1/3	\$5,505	\$4,935	\$4,735

Black & One Color

	1x	3x	5x
Page	\$6,850	\$6,460	\$6,175
2/3	\$5,475	\$5,135	\$4,935
1/2	\$4,265	\$3,995	\$3,845
1/3	\$2,865	\$2,690	\$2,580

Black & White

	1x	3x	5x
Page	\$6,450	\$6,055	\$5,795
2/3	\$5,140	\$4,830	\$4,625
1/2	\$3,995	\$3,755	\$3,605
1/3	\$2,690	\$2,540	\$2,435

Covers

	1x	3x	5x
C2	\$9,725	\$9,345	\$9,045
C3	\$9,305	\$8,925	\$8,665
C4	\$10,990	\$10,570	\$10,225

Ad Sizes & Specifications

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"

Inserts: Print/digital supplements, bind-in cards, stitched inserts, and polybagging are available. Call for prices.



About NAESP

Principal magazine

Digital Newsletters

Website & Online

Principal magazine

Editorial Calendar • 2025–2026

September/October 2025

Fostering Student Belonging. Exploring strategies for building inclusive environments that affirm students' identities and provide opportunities for meaningful engagement.

Space Reservation: June 6, 2025

Materials Due: June 13, 2025

Mail Date: Aug. 22, 2025

November/December 2025

Effective Communication. Exploring how principals can enhance their communication skills to foster collaboration, increase transparency, and build trust with students, staff, and families.

Space Reservation: Aug. 14, 2025

Materials Due: Aug. 21, 2025

Mail Date: Oct. 24, 2025

January/February 2026

Students Today. A deep dive into key factors impacting students' experiences, from mental health concerns to digital literacy, and how school leaders can adapt to meet their needs.

Space Reservation: Oct. 17, 2025

Materials Due: Oct. 24, 2025

Mail Date: Jan. 2, 2026

March/April 2026

Smart Hiring, Strong Retention. Focusing on strategies to address an ever-evolving workforce, such as cutting-edge talent mapping, AI-driven hiring practices, and data-informed approaches to building strong, sustainable teams.

Space Reservation: Dec. 11, 2025

Materials Due: Dec. 18, 2025

Mail Date: Feb. 27, 2026

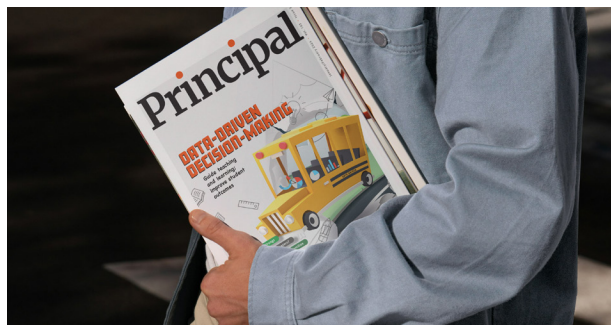
May/June 2026

Defining Success. What does success look like in today's schools? We take a look at emerging frameworks, such as competency-based education, personalized learning models, and more.

Space Reservation: Feb. 16, 2026

Materials Due: Feb. 23, 2026

Mail Date: April 24, 2026



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. 14,000 **Open rate:** 44%

Ad Specs & Rates

Banner \$2,600** 600 x 90 px
Text Ad \$1,550** 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. 14,000 **Open rate:** 45%

Ad Specs & Rates

Skyscraper \$2,235** 160 x 600 px
Banner \$1,645** 600 x 90 px
Half-Skyscraper \$1,180** 160 x 300 px
Button \$820** 160 x 90 px

Delivery: First week of each month*

Ad Materials Due*: 3rd Friday of month prior

Beyond the Bell

A monthly newsletter for principals featuring strategies for family and community engagement.

Distribution: Approx. 14,000 **Open rate:** 47%

Ad Specs & Rates

Banner \$1,645** 600 x 90 px
Half-Skyscraper \$1,565** 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. 14,000 **Open rate:** 37%

Ad Specs & Rates

Banner \$1,645** 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

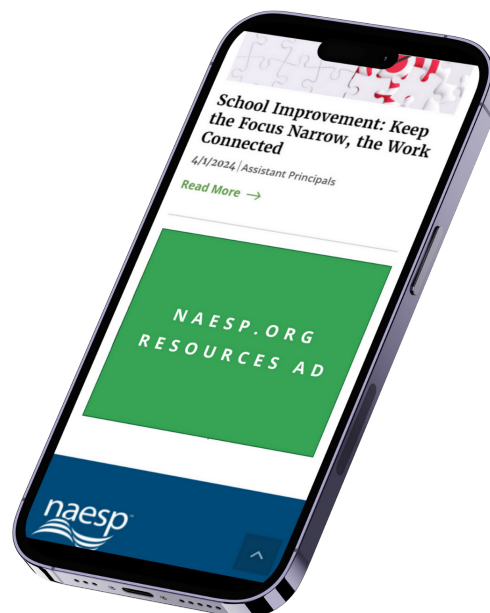
Additional Opportunities:

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



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