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BUILD YOUR BUSINESS WITH AASA

PRINT CIRCULATION
20,000

E-NEWSLETTER CIRCULATION
8,500 Average

WEBSITE
1.05M Pageviews
896,000 Visitors Per Year

Reaching Superintendents and District Educators Nationwide
**School Administrator** magazine puts you in direct contact with 20,000 educators nationwide who specify, recommend or have the final say in their school district’s purchasing decisions. 90% of our readers are involved in the purchasing of products/services within this $650 billion dollar K-12 Industry. These buyers ask to get *School Administrator* to help them do their jobs better. For this reason, you won’t find a more highly engaged audience of buyers anywhere else.

**Advertise and Speak Directly to Superintendents!**

*School Administrator* magazine readers need to know about your company’s products and services to help them be more educated and do their jobs better.

The world is changing; new challenges face them every day. You can help be that positive change by making sure they are aware of their opportunities.

*School Administrator* magazine readership has you covered!

Superintendents, Assistant Superintendents, K-12 Curriculum and Instruction Directors and Digital Learning Directors have relied on us for accurate information for over 30 years. No better decision-maker profile exists.

**Reach Top-Level Decision Makers with Buying Power and Budgets!**

- **Circulation:** 20,000
- **Total Readership:** 42,000

92% have taken action as result of reading

96% interact with monthly magazine

53% prefer print vs. other forms

56% have final approval on purchases

65% regularly discuss content with colleagues

90% are involved in their district’s purchasing of products

91% say it’s their trusted source over other industry publications

97% say it’s a trusted/relevant resource useful for finding products/services

$650 BILLION is spent annually on K-12 education

$64.8 MILLION is the average mean of district operating budgets

## 2024 Editorial Calendar Planning Guide

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<thead>
<tr>
<th>Issue Month</th>
<th>DEADLINES</th>
<th>Editorial Topics</th>
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<td>11/3</td>
<td>11/13 - Public Health in Public Schooling</td>
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<tr>
<td>FEBRUARY</td>
<td>12/7</td>
<td>12/14 - Cybersecurity/Data Privacy</td>
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<td>(CONFERENCE ISSUE)</td>
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<tr>
<td>MARCH</td>
<td>1/5</td>
<td>1/12 - Time in School/Remote Instruction</td>
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<tr>
<td>APRIL</td>
<td>2/8</td>
<td>2/15 - Climate and Sustainability</td>
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<td>9/6</td>
<td>9/13 - Artificial Intelligence</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10/4</td>
<td>10/15 - Grading and Assessment</td>
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AASA reserves the right to adjust media kit advertising offerings at their discretion. AASA editorial is subject to change without notice.

### CONFERENCE ISSUE BONUS DISTRIBUTION
At AASA’s National Conference on Education, copies of the February issue will be prominently displayed as a bonus distribution.

All print ads appear in the digital edition.

### IN OUR NEXT ISSUE...
Get more details on our upcoming editorial lineup at www.aasa.org.
Quick Facts

92% of school decisions/purchases take place in district offices, led by superintendents

90% of readers are involved in a wide array of district purchases of products/services

More than 27.4 million students are enrolled in AASA member districts

Purchasing Involvement

$650 BILLION is spent annually on K-12 Education. 90% of our readers highlighted the following as the top products and services purchased:

- Administrative Software
- Assessment/Testing Materials
- Athletic/Auditorium Equipment
- Career Readiness
- Cleaning Supplies
- College Readiness
- Curriculum Materials and Software
- Facility Services
- Financial Services
- Food and Nutrition Services
- Furniture/Office Equipment
- Health Insurance
- Internet & Telecommunications
- Management/Consulting Services
- Personal Protective Equipment
- Professional Development
- School Safety/Security Systems
- Student/Staff Health & Wellness
- Technology
- Transportation

Reader Profile

**PRIMARY AUDIENCE**
Superintendents and assistant superintendents

**SECONDARY AUDIENCE**
Curriculum directors and technology leaders

Top 5 Editorial Sections

1. Legal Brief
   Legal experts’ take on emerging case law

2. State of the Superintendency
   Infographic statistic from salary survey

3. Features (Major Articles)
   Written by thought leaders and practitioners

4. Board-Savvy Superintendent
   Strategic advice for the district’s CEO

5. Ethical Educator

What Readers Read

High-Interest Topics:

1. Leading Change
2. 21st-Century Learning
3. Social-Emotional Learning
4. College and Career Readiness
5. Technology and Cybersecurity
6. School Board Relations
7. School Safety and Security
8. Community Engagement/Social Media
9. Teacher Retention and Recruitment
10. Crisis Management
## Print Advertising Options/Rates

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<thead>
<tr>
<th>4C Process</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tr>
<td>1 page</td>
<td>$7,505</td>
<td>$7,105</td>
<td>$6,905</td>
<td>$6,505</td>
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<tr>
<td>2/3 vertical**</td>
<td>$6,505</td>
<td>$6,205</td>
<td>$6,005</td>
<td>$5,705</td>
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<tr>
<td>1/2 horizontal or vertical</td>
<td>$5,505</td>
<td>$5,305</td>
<td>$5,105</td>
<td>$4,905</td>
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<tr>
<td>1/3 vertical or square</td>
<td>$4,405</td>
<td>$4,305</td>
<td>$4,205</td>
<td>$4,005</td>
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<tr>
<td>1/4-page horizontal</td>
<td>$3,805</td>
<td>$3,705</td>
<td>$3,605</td>
<td>$3,505</td>
</tr>
<tr>
<td>1/6-page vertical</td>
<td>$2,805</td>
<td>$2,705</td>
<td>$2,605</td>
<td>$2,505</td>
</tr>
<tr>
<td>1/2-page horizontal spread</td>
<td>$10,705</td>
<td>$10,305</td>
<td>$9,905</td>
<td>$9,505</td>
</tr>
<tr>
<td>2-page spread</td>
<td>$14,305</td>
<td>$13,705</td>
<td>$13,405</td>
<td>$12,605</td>
</tr>
</tbody>
</table>

### Black & White

| 1 page                      | $5,105   | $5,005   | $4,805   | $4,405   |
| 2/3 vertical**              | $4,205   | $4,105   | $3,905   | $3,605   |
| 1/2 horizontal or vertical  | $3,305   | $3,205   | $3,005   | $2,805   |
| 1/3 vertical or square      | $2,305   | $2,105   | $2,005   | $1,905   |
| 1/4-page horizontal         | $1,805   | $1,705   | $1,605   | $1,505   |
| 1/6-page vertical           | $1,205   | $1,105   | $1,005   | $905     |
| 1/2-page horizontal spread | $6,505   | $6,105   | $5,705   | $5,305   |
| 2-page spread               | $10,005  | $9,405   | $9,105   | $8,405   |

*1/2/3-page ads limited per month — act quickly for best availability.

### Covers/Premium Positions (noncancellable)

| Inside front (C2)           | $8,205   | $7,805   | $7,605   | $7,205   |
| Inside back (C3)            | $8,205   | $7,805   | $7,605   | $7,205   |
| Back (C4)                   | $9,305   | $8,905   | $8,705   | $8,205   |
| Page 1                      | $8,205   | $7,805   | $7,605   | $7,205   |

### Print Advertorials

| 2-page spread               | $13,615  |
| 1 page                      | $8,505   |

Space for advertorials is limited and subject to advertiser approval. Advertiser provides copy and graphics for advertorial content; the publisher will add the word “Advertorial” to identify it as advertising content. For advertorial specifications, e-mail Krishia Examen, kexmaen@smithbucklin.com. Phone: 202-367-2475.

*All rates are NET to School Administrator magazine.

## Digital Advertising Options

AASA offers e-newsletter sponsorships, web banners, video ads and special sponsor pages. Email or call for pricing and more information.
School Administrator
Print Production Specs

School Administrator is a four-color magazine with a trim size of 8 1/4 inches by 10 7/8 inches. It is printed on a web offset press and has saddlestitch binding.

**REQUIREMENTS FOR ALL ADS:**

**FILE FORMAT:** Submit only high-resolution press-ready PDF files.
(InDesign, QuarkXPress, Adobe Illustrator or Microsoft Publisher files are not accepted.)

**COLORS:** CMYK only. Convert all Pantone, RGB or Spot Colors to CMYK.

**MINIMUM IMAGE RESOLUTION:** 300 dpi for images and 600 dpi for bitmap images.

**FONTS:** All fonts must be embedded. Do not send font files.

**AD FILE NAMING:** Please name your PDF as follows: “Your Company Name-Issue Month-Year.pdf”

**REQUIREMENTS FOR FULL PAGE and TWO-PAGE SPREAD ADS:**

- **CROP MARKS:** Output your PDF with crop marks that are offset at least 0.25 inches (¼ in.)
- **BLEEDS:** Output your PDF with a bleed setting of 0.125 inches (⅛ in.) on all four sides
- **MARGINS:** Page margins should be no less than 0.25 inches (¼ in.) to keep live matter from trim

<table>
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<tr>
<th>AD SIZES</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>CROP MARKS</th>
<th>BLEED</th>
<th>MARGINS</th>
</tr>
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<tbody>
<tr>
<td>Two-page Spread</td>
<td>16.5 in. (10 ⅞&quot;)</td>
<td>10.875 in. (10 ⅞&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Full Page</td>
<td>8.25 in. (5 ⅛&quot;)</td>
<td>10.875 in. (10 ⅞&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
</tr>
<tr>
<td>Half-page Spread</td>
<td>15.5 in. (9 ¾&quot;)</td>
<td>4.875 in. (3 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Two-thirds Vertical</td>
<td>4.5 in. (2 ¾&quot;)</td>
<td>9.25 in. (5 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Half Vertical</td>
<td>4.5 in. (2 ¾&quot;)</td>
<td>7.125 in. (4 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Half Horizontal</td>
<td>7.25 in. (4 ¾&quot;)</td>
<td>4.875 in. (3 ¾&quot;)</td>
<td>✓</td>
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<td>≥ 0.25 in.</td>
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<tr>
<td>Third Vertical</td>
<td>2.125 in. (1 ⅞&quot;)</td>
<td>9.25 in. (5 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Third Square</td>
<td>4.5 in. (2 ¾&quot;)</td>
<td>4.875 in. (3 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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<tr>
<td>Quarter Horizontal</td>
<td>4.5 in. (2 ¾&quot;)</td>
<td>3.5 in. (2 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
</tr>
<tr>
<td>Sixth Vertical</td>
<td>2.125 in. (1 ⅞&quot;)</td>
<td>4.875 in. (3 ¾&quot;)</td>
<td>✓</td>
<td>0.125 in.</td>
<td>≥ 0.25 in.</td>
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**PLEASE NOTE:**
Publisher is not responsible for any errors in reproduction if material is not provided according to these specifications. Charges incurred to prepare or correct an ad file to meet specifications will be billed at cost plus 35%.

**TERMS AND AGREEMENTS**

The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If AASA doesn’t have artwork files and doesn’t receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with AASA policies. Signed contracts may reflect special policies per programs with AASA. AASA reserves the right to adjust media kit offerings at their discretion. AASA editorial is subject to change without notice.

**CANCELLATIONS:** Orders for covers, other special positions and inserts cannot be cancelled. All cancellations must be in writing and acknowledged in writing before the space-reservation deadline published in the media kit.

**SHORT-RATES/COMMISSIONS:** Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space on which billings have been based. Rate protection will not apply in short-ratings.

**PAYMENT:** A credit card link for pre-payment will be included on all invoices. If payment by credit card is not possible, payment must be received within 30 days. Advertiser and its agency are jointly responsible for payment to AASA.
### Digital Edition (above)

1. Skyscraper left/right (120x600)** $3,500 each
2. Leaderboard Banner (728x90)** $3,500
3. Pop Up (385x275) $2,000 each
4. Video (.mp4 or .mov) $3,000 each
5. Cover Sponsor Page (432x571)** $10,000
6. Gold Star Digital Upgrade (URL) $350
   (Must have print ad to participate)

### Eblast (right)

7. Top or Bottom Banner (728x90) $3,500 each
8. Block (300x250) $3,500 each (3 available)
9. Sponsored Content URL $3,500
   (Sponsored Content by COMPANY NAME)

**Desktop computer display only

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Digital opportunities may be limited monthly. Prices subject to change. All rates are NET to *School Administrator* magazine.

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**File Format:** Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. Submit artwork to Krishia Examen at kexamen@smithbucklin.com.

**All print ads appear in the digital edition.**
Vendor Presentations

https://www.aasa.org/resources/school-solutions-center/vendor-presentations

Presentations are a collection of sponsored educational videos on the AASA website. Add your video today and start reaching school leaders.

**Quarterly Rate: $4,500 per video**

**12-month Rate: $13,500 per video**

*(must run for 12 consecutive months)*

**Artwork Materials:** Due 10 business days prior to campaign launch date. Content is subject to AASA's approval.

**File Format:** Submit as a Word document: YouTube or Vimeo embed code, video title, company name, company website, and company email. Send materials to Krishia Examen at kexamen@smithbucklin.com.

For questions contact:
Kathy Sveen at ksveen@smithbucklin.com
Website Advertising

The AASA website network attracts more than 1.05 million pageviews and 896,000 unique visitors per year. Advertise today and reach the educational leaders who promote higher quality public education for all students, and develop and support school system leaders.

AASA.org Website Pricing

A  Leaderboard (728x90)  $7,500/year
B  Half Leaderboard (360x90)  $5,000/year
C  Skyscraper (160x600)  $4,000/year

*Skyscraper not run-of-site

Exposure on

- aasa.org
- aasa-jobs.careerwebsite.com
- Resource detail page
- Search results
- Publications landing page
- School administrator
- Table of contents

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval.

File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. Submit artwork to Krishia Examen at kexamen@smithbucklin.com.

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
News of the Nation

News of the Nation provides one-stop access to top education stories from news sources around the country. *Sent out weekly on Tuesdays to 8,500 subscribers.

Average open rate: 40%

**News of the Nation Pricing**

- **A**  Leaderboard (728x90) $5,700/quarter
- **B**  Box Banner (300x250) $4,700/quarter
  - Two (2) available.
- **C**  Body Banner (400x100) $4,200/quarter
  - Four (4) available.
- **D**  Featured Showcase (200x60) $4,200/quarter
  - Includes up to 50 words of text to go with your image.

Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval.

File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. Submit artwork to Krishia Examen at kexamen@smithbucklin.com.

For questions contact: Kathy Sveen at ksveen@smithbucklin.com

*AASA reserves the right to adjust deploy day.*
**The Leader's Edge E-newsletter**

The Leader's Edge is a companion to the AASA website, where you'll find new content and multimedia resources to help you do your job. This publication is published twice monthly to 8,500 subscribers.

**Average open rate: 40%**

**The Leader's Edge Pricing**

- **A** Leaderboard (728x90) $4,700/quarter
- **B** Box Banner (300x250) $3,700/quarter
  - Four (4) available.
- **C** Featured Showcase (200x60) $3,200/quarter
  - Includes up to 50 words of text to go with your image.
  - Four (4) available.
- **D** Body Banner (400x100) $3,700/quarter

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For questions contact: Kathy Sveen at ksveen@smithbucklin.com
Dedicated E-blasts

Dedicated E-blasts are sent out monthly to more than 8,500 AASA members with only one company allowed to promote their message. Submit your own html design or use AASA’s custom template for your e-blast. **Average open rate: 48.6%**

### Dedicated E-blast Pricing

- **Use AASA’s template:** $5,500/e-blast
  - Submit copy, images, and url, and AASA will place in a template and deploy on your behalf. No text limit. Artwork and content is subject to approval.

- **Submit your own html:** $5,975/e-blast
  - Artwork and content is subject to approval and must adhere to the AASA guidelines.

#### Artwork Materials:
- Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA’s approval.
- **File Format:** Web-ready GIF, JPG, and PNG images are accepted. Max image file size 40 KB. Target URL required. If using AASA’s custom template, please provide image files and a word document. Dedicated e-blasts must adhere to the AASA guidelines. Submit artwork to Krishia Examen at kexamen@smithbucklin.com.

### For questions contact:
Kathy Sveen at ksveen@smithbucklin.com

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**+** For all digital advertising opportunities, the publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if not received by the published close date per media kit. If AASA doesn't have artwork files and doesn't receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with AASA policies. Signed contracts may reflect special policies per programs with AASA.

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