



# 2024 Media Planner

*Updated December 2023*





**NCSS is the largest association in the country solely devoted to social studies education.**

NCSS engages and supports educators in strengthening and advocating social studies. With members in all the 50 states, the District of Columbia, and 69 foreign countries, NCSS serves as an umbrella organization for teachers and educators of all grade levels and social science disciplines.

Whether you're looking for digital, print, or conference opportunities, NCSS has what you need to reach your audience and marketing goals. Let's work together to determine the best options for your organization. Contact us today to get started.

**Advertising, Exhibit, Sponsorship Sales**

Maribell Abeja-DeVitto, Sales Coordinator

Tel: 312-673-5483

[mabejadevitto@smithbucklin.com](mailto:mabejadevitto@smithbucklin.com)

**Editorial Inquiries**

Nancy Driver, Director of Publications

Tel: 301-850-7453

[ndriver@ncss.org](mailto:ndriver@ncss.org)

**Job Level**

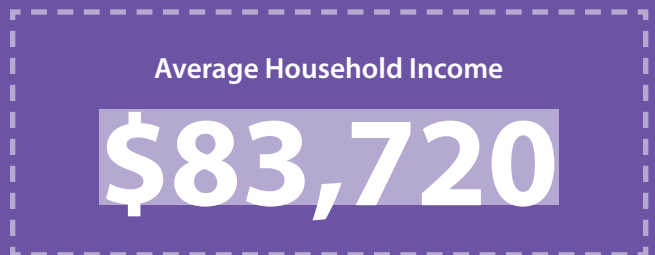
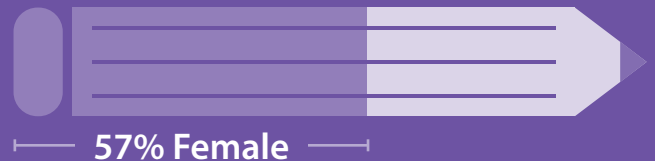
High School	35%
Middle School	14%
Elementary School	9%
College/University Professor	21%
K-12th Grade	16%
Other	5%

**Place of Employment**

Type of Institution	
Public School	67%
Private School, Not Religiously Affiliated	8%
Private School, Religiously Affiliated	10%
Other	15%
Type of Community	
Suburban	32%
Urban	24%
Small Town	9%
Institution-serving Mixture	26%
Rural	9%

**NCSS Teachers Have Purchasing Power**

Involved in the purchasing process	60%
Establish the budget	12%
Determine the need for products/services	35%
Recommend/select products/services	51%
Authorize/approve purchases	17%

**Demographics**


Average Years  
in Social Studies

**19**

Average  
Age

**50**

Average  
Class Size

**26**

Average District Enrollment

**3,686 students**

Source: NCSS Readership Survey

## Reach 8,000 social studies teachers and educators.

*Social Education*, the NCSS flagship journal, contains a balance of theoretical content and practical teaching ideas. The award-winning resources include techniques for using materials in the classroom, information on the latest instructional technology, reviews of educational media, research on significant social studies-related topics, and lesson plans that can be applied to various disciplines. Departments include Sources and Strategies, Lessons on the Law, Surfing the Net, and Teaching with Documents. *Social Education* is published 6 times per year.



### 2024 Editorial Calendar

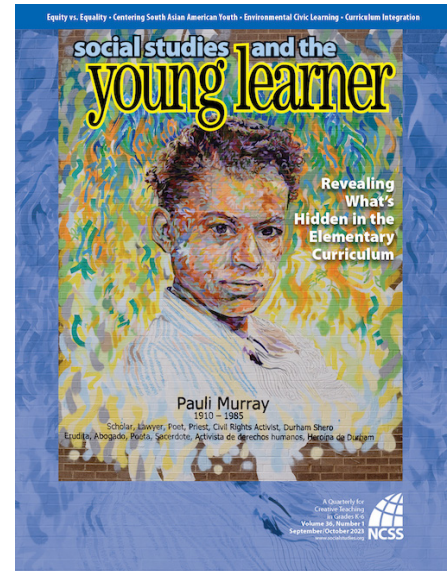
Issue	Editorial Theme/Focus	Space	Artwork
January/February	Political Polarization and Social Studies Education	January 12	January 19
March/April	Technology	March 1	March 8
May/June	Literature and the Arts in Social Studies	April 26	May 3
September	Constitution Day	August 2	August 9
October	Civics	August 30	September 6
November/December	Annual Conference Issue	October 18	October 25

#### NCSS Advertising, Exhibit & Sponsorship Sales

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## Target the elementary level grade band with *SSYL*.

Mailed to more than 2,600 members and subscribers, *Social Studies and the Young Learner* (SSYL) provides the perfect opportunity to target the elementary grade (K-5) band. The magazine captures and enthruses elementary teachers across the country by providing relevant and useful information about the teaching of social studies to elementary students. The teaching techniques presented are designed to stimulate the reading, writing, and critical thinking skills vital to classroom success. *SSYL* is published quarterly.



### 2024 Editorial Calendar

Issue	Editorial Theme/Focus	Space	Artwork
January/February	Local History	January 19	January 26
March/April	LGBTQ+ Issues in the Elementary Classroom	March 1	March 8
September/October	Back-to-School Lesson Plans	August 2	August 9
November/December	Annual Conference Issue	October 18	October 25

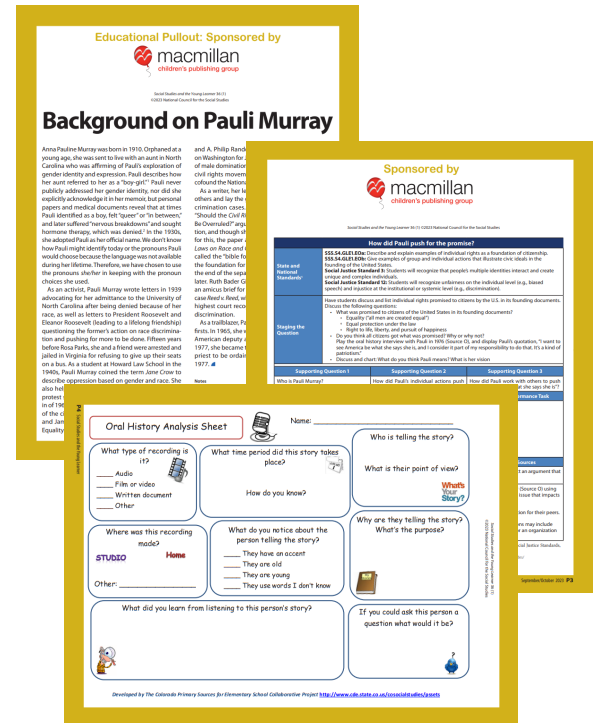
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## NEW in 2024! *Social Studies and the Young Learner* Pullout

Show your support within the classroom with the *Social Studies and the Young Learner* Pullout. Your brand will be featured prominently at the top of each page of the themed educational pullout. 1 pullout is included in every issue of *Social Studies and the Young Learner*, so there are four (4) sponsorship opportunities annually.

Investment \$1,500 per issue.



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Issue	Editorial Theme/Focus	Space	Artwork
January/February	Local History	January 19	January 26
March/April	LGBTQ+ Issues in the Elementary Classroom	March 1	March 8
September/October	Back-to-School Lesson Plans	August 2	August 9
November/December	Annual Conference Issue	October 18	October 25

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## Ad Rates

*Social Education* and *Young Learner* rates include four color.

Social Education			
Four Color	1x	2 to 4x	5 to 7x
Full Page	\$3,100	\$2,800	\$2,600
2/3 Page	\$2,500	\$2,300	\$2,100
1/2 Page	\$2,000	\$1,825	\$1,700
1/3 Page	\$1,700	\$1,530	\$1,445
1/6 Page	\$1,200	\$1,080	\$1,020
Cover 4	\$3,500	\$3,350	\$3,000
Cover 2 or 3	\$3,400	\$3,000	\$2,900
Page 1	\$3,400	\$3,000	\$2,900

Social Studies and the Young Learner		
Four Color	1 to 2x	3 to 4x
Full Page	\$1,650	\$1,565
2/3 Page	\$1,375	\$1,290
1/2 Page	\$1,200	\$1,140
1/3 Page	\$990	\$935
1/6 Page	\$850	\$800
Cover 4	\$1,800	\$1,720
Cover 2 or 3	\$1,725	\$1,650
Page 1	\$1,700	\$1,600

### To reserve space, contact:

Maribell Abeja-DeVitto, Sales Coordinator

Tel: 312-673-5483

mabejadevitto@smithbucklin.com

## Ad Specifications

Ad sizes apply to *Social Education*, *Young Learner*, the *Annual Conference Preview Guide* and the *Program and Exhibit Guide*.

Ad Unit	Dimensions
Full Page (Trim)	8.125 x 10.75"
Full Page (Bleed)	8.375 x 11"
Full Page (Non Bleed)	7.25 x 10"
Two-Page Spread (Bleed)	16.5 x 11.125"
2/3 Page	4.75 x 10"
1/2 Island	4.75 x 7.25"
1/2 Horizontal	7.25 x 4.75"
1/3 Square	4.75 x 4.75"
1/3 Vertical	2.5 x 10"
1/6 Page	2.5 x 4.75"

### Color Proofs

Artwork can be accompanied by a press proof for matching. NCSS will not be responsible for the reproduction of color matching in artwork if a proof print is not provided. Color lasers or ink jet proofs are not acceptable as proofs. Only Iris or a SWOP certified proofs are acceptable.

- All publications are saddle stitched.
- All publications are printed by web offset.
- All publications use a 133-line screen and are printed on coated stock.

### Send magazine artwork and production questions to:

Richard Palmer, Art Manager

National Council for the Social Studies

8555 Sixteenth Street, Suite 500

Silver Spring, Maryland 20910

Tel: 301-588-1800 ext. 120

richard@ncss.org

## Spotlight Corner - Sponsored Thought Leadership Content

Position yourself as an industry thought leader by highlighting your ideas and practices in our widely distributed print and digital publications. As a sponsor, your advertising message will be prominently featured in the "Spotlight Corner" of your selected publication for maximum visibility and impact. Your content will be paired with a banner ad for both print and digital exposure.

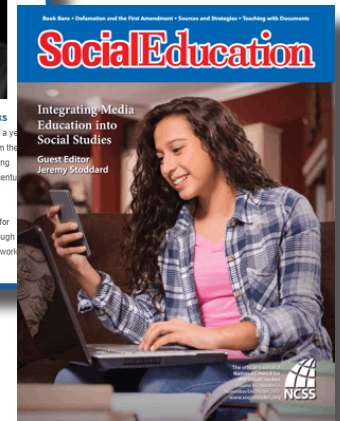
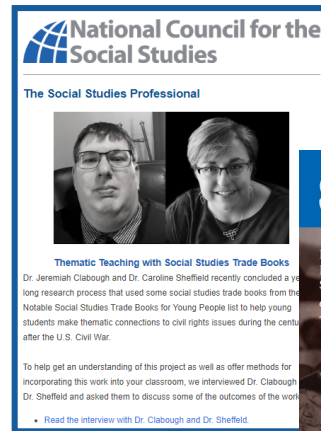
Investment \$2,500 per feature.

Materials Needed*	Specs
Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	6-10 Word Headline; 200 character description

\*Materials due based on print and e-newsletter deadlines. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject content submissions.

### Send all artwork and production questions to:

Allison Norris, Senior Account Coordinator  
Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com



**Promote your product  
or service solution in  
both NCSS print and  
digital formats!**

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## The Social Studies Professional (TSSP) E-newsletter

**Average Open Rate: 22% | Average CTR: 12%**

The *Social Studies Professional (TSSP)* is the official e-newsletter of NCSS published twice monthly. TSSP is dedicated to providing resources for educators to use and share in the classroom setting. With more than 6,100 dedicated subscribers and shared with 43,500 of our social media followers, showcase your ad message alongside the latest news, lesson plans, webinars, and podcasts.

**Visit the TSSP Archive:**

<http://www.socialstudies.org/publications/tssp>

E-newsletter Advertising Opportunities		
Ad Unit/Size*	1x	3x
Top Banner Ad (600 x 120 pixels)	\$1,500	\$1,300
Mid-Page Ad (300 x 200 image + headline and 100-180 character description)	\$1,500	\$1,300
End-Page Ad (300 x 200 image + headline and 100-180 character description)	\$850	\$800
<b>Exclusive Ad Takeover!</b> (This exclusive sponsorship includes all ad positions (Top, Mid and End Page), sponsored content, plus recognition at the top of the newsletter)	\$3,500	--

\*Rates are net. JPG and GIF files only, 40 kb max. Animation not accepted.

Artwork must be submitted at least 2 business days (48 hours) before the e-newsletter is distributed. The advertiser is responsible for paying the full price if a reservation is booked but artwork is not submitted to NCSS on time.

**Send all artwork and production questions to:**

Allison Norris, Senior Account Coordinator

Smithbucklin

2001 K St. NW, Suite 300

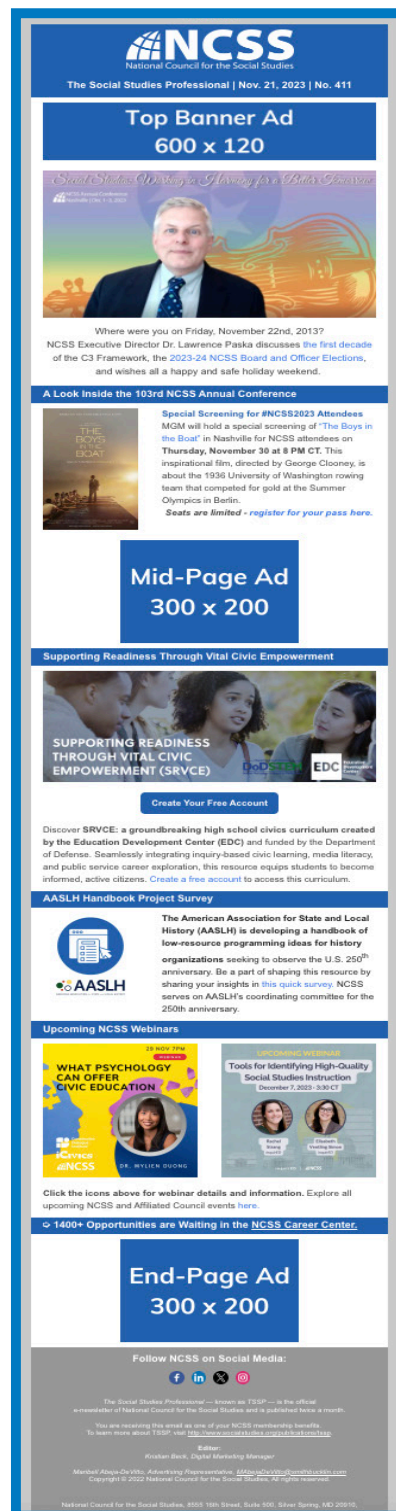
Washington, D.C. 20006

Tel: 202-367-2495

[anorris@smithbucklin.com](mailto:anorris@smithbucklin.com)

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The screenshot displays the NCSS TSSP e-newsletter interface. At the top is the NCSS logo and the title 'The Social Studies Professional | Nov. 21, 2023 | No. 411'. Below this is a 'Top Banner Ad' section (600 x 120) featuring a portrait of Dr. Lawrence Paskas and a headline about the 2023-24 NCSS Board and Officer Elections. The main body contains several articles, including 'A Look inside the 103rd NCSS Annual Conference' and 'Supporting Readiness Through Vital Civic Empowerment (SRVCE)'. There are also 'Upcoming NCSS Webinars' listed. At the bottom, there is an 'End-Page Ad' section (300 x 200) and a footer with social media links and contact information.

\*Typically sends 1st and 3rd  
Tuesday of month.

## Professional Development (PD) Monthly E-newsletter

**Average Open Rate: 18% | Average CTOR: 15%**

The NCSS *Professional Development Monthly (PD Monthly)* e-newsletter provides more than 6,000 member-only subscribers with the best and latest social studies professional development opportunities (webinars, institutes, podcasts, events, conferences, etc.) for social studies educators, administrators, and specialists. Place your ad message in this important professional learning resource today!

E-newsletter Advertising Opportunities		
Ad Unit/Size*	1x	3x
Top Banner Ad (600 x 120 image only)	\$1,500	\$1,300
Mid-Page Ad (300 x 200 image + headline and 100-180 character description)	\$1,500	\$1,300
End-Page Ad (300 x 200 image + headline and 100-180 character description)	\$850	\$800
<b>Exclusive Ad Takeover!</b> (This exclusive sponsorship includes all ad positions (Top, Mid and End Page), sponsored content, plus recognition at the top of the newsletter)	\$3,500	--

\*Rates are net. JPG, PNG, and GIF files only, 40 kb max. Animation not accepted.

Artwork must be submitted at least 2 business days (48 hours) before the e-newsletter is distributed. The advertiser is responsible for paying the full price if a reservation is booked but artwork is not submitted to NCSS on time.

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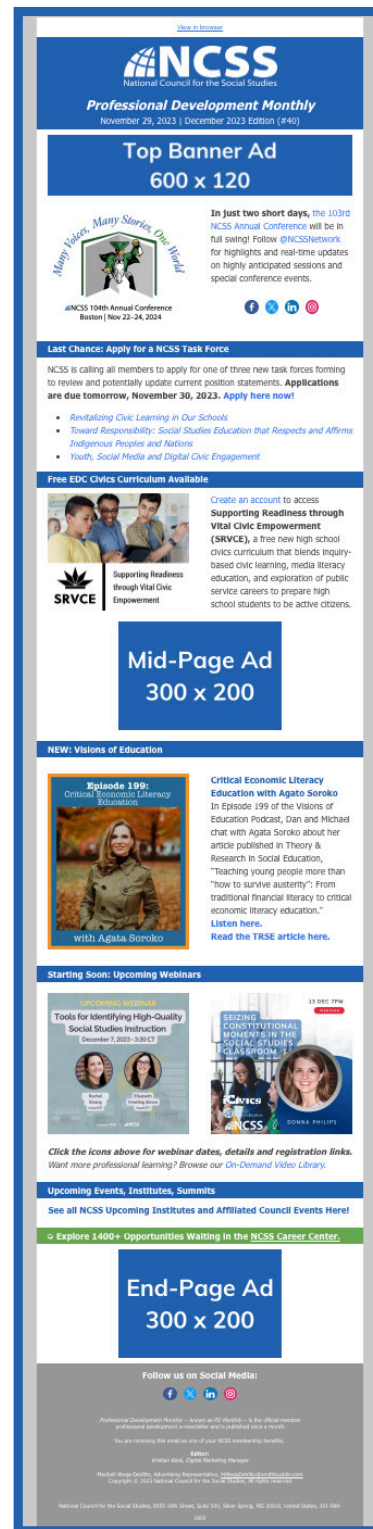
Washington, D.C. 20006

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anorris@smithbucklin.com

### NCSS Advertising, Exhibit & Sponsorship Sales

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The screenshot displays the NCSS Professional Development Monthly e-newsletter interface. At the top, the NCSS logo and title are visible. Below this, a 'Top Banner Ad' section (600 x 120) features a 'Many Voices, Many Stories, One World' graphic and text about the 103rd NCSS Annual Conference. A 'Last Chance: Apply for a NCSS Task Force' section follows, detailing the application process for three new task forces. Below that, a 'Free EDC Civics Curriculum Available' section promotes the 'SRVCE' curriculum. The 'Mid-Page Ad' section (300 x 200) features a 'NEW: Visions of Education' episode with Agata Soroko. The 'Starting Soon: Upcoming Webinars' section lists two webinars: 'Tools for Identifying High-Quality Social Studies Instruction' and 'SEIZING CONSTITUTIONAL MOMENTS IN THE SOCIAL STUDIES CLASSROOM'. The 'End-Page Ad' section (300 x 200) promotes 'Upcoming Events, Institutes, Summits' and 'See all NCSS Upcoming Institutes and Affiliated Council Events Here!'. The footer includes social media links and contact information for Allison Norris.

\*Sent on the last Wednesday of each month.

## Member Dedicated Email Send

### Average Open Rate: 28%

Send a custom marketing message directly to the inbox of over 6,000 NCSS members and social studies educators with a NCSS dedicated email send. You provide the content, and our marketing team will do the rest. Availability is limited, and deployments are reserved on a first-come, first-served basis.

Investment \$7,500 per send.

Materials Needed*	Specs
Top Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	Submit headline and copy in a text-only document
Graphics and Images (Optional)	Max width 400 pixels, variable height allowed; JPEG/PNG static format, max file size 100KB, minimum 14pt font size in graphics

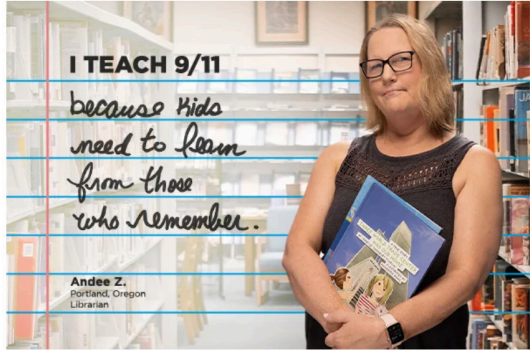
\*Materials must be submitted at least two weeks prior to when the email send is distributed. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject Dedicated Email Send requests.

### Send all artwork and production questions to:

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Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com

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**I TEACH 9/11**  
*because kids need to learn from those who remember.*

**Andee Z.**  
Portland, Oregon  
Librarian

[Visit 911memorial.org/DLE23 to register.](https://911memorial.org/DLE23)

**Teach 9/11 to a new generation with the Anniversary Digital Learning Experience.**

This free annual program, offered by the 9/11 Memorial & Museum, includes a new film and exclusive live chat for use in your classroom. Listen to stories of hope and resilience from those who were there and participate in a live question-and-answer session with the Museum's professional educators.

[Register today for the 9/11 Anniversary Digital Learning Experience.](#)

Let us share the stories, provide the resources, and answer your students' questions when you sign up your classes for our free program.

The Digital Learning Experience is designed to help students understand the events of that day, how we responded, and the way 9/11 still informs our world today. It's also created with educators in mind – focused on giving you the tools to teach this difficult subject.

Don't miss this essential opportunity for your students to view our new film and engage with experienced Museum professionals.

[Register Now](#)

Sent by NCSS on behalf of the 9/11 Memorial & Museum

\*Sent on Thursdays

\*\* Sent from: NCSS on behalf of  
(Sponsor)

## Full Contact Database Email Send

NCSS will deliver your message to our complete email database of contacts that includes members, past members, partners, decision makers and leaders in the Social Studies Community.

Investment \$10,000 per send.

Materials Needed*	Specs
Top Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	Submit headline and copy in a text-only document
Graphics and Images (Optional)	Max width 400 pixels, variable height allowed; JPEG/PNG static format, max file size 100KB, minimum 14pt font size in graphics

\*Materials must be submitted at least two weeks prior to when the email send is distributed. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject Dedicated Email Send requests.



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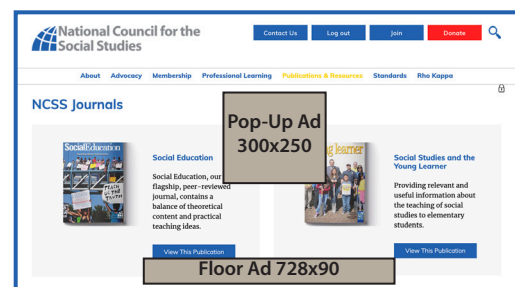
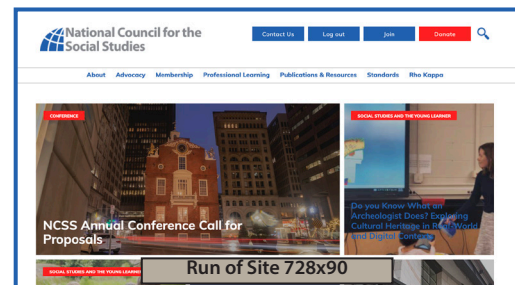
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## NCSS Website Advertising - socialstudies.org

Get in front of thousands of Social Studies Educators, Influencers and Leaders. Our premier website [socialstudies.org](https://socialstudies.org) attracts an average of 190,000 unique monthly page views.

Website Advertising Opportunities Ad Unit/Size	Investment Per Month
Homepage (300 x 250 )	\$1,100
Run of Site (728 x 90)	\$1,300
Pop-Up Ad (300x250) or (728x90)	\$1,600



## Thought Leadership Partner Sponsored Article

Partners get the unique opportunity to present content to the Social Studies community NCSS reaches via socialstudies.org. Sponsorship includes article placement on the homepage and the Publications and Resources landing page. Content must follow NCSS guidelines and is subject to approval. Content must be at least 750 characters.

Investment \$2,500 per article.

### Benefits:

- One banner and external linking URL
- Homepage position on socialstudies.org and Publications and Resources landing page four consecutive weeks
- Social media promotion and sponsor recognition on NCSS social media platforms (2 posts total)
- Article to be archived on the NCSS website under a related area
- Content must follow NCSS policy and guidelines and is subject to approval

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## Social Media Bundle

Leverage NCSS's social media handles to promote your next product launch, event, webinar, and more. One package available per month.

Investment \$1,000 per bundle.

### Benefits:

- One (1) sponsored post on NCSS's LinkedIn, X, and Facebook accounts. 3 posts total.
- Social media graphics to adhere to standard platform sizes for LinkedIn, X, and Facebook. Provide URL link.
- Engagement statistics will be provided two weeks after the original post.
- Posts will be made between a Tuesday-Thursday window.
- Sponsored by (COMPANY/ORGANIZATION) at top of post.

### Send all social media inquiries to:

Allison Norris, Senior Account Coordinator  
Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com



**24,900  
FOLLOWERS**



**15,500  
FOLLOWERS**



**4,900  
FOLLOWERS**

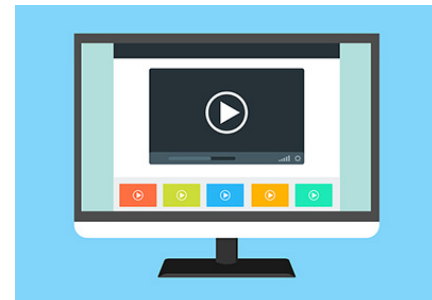


**1,300  
FOLLOWERS**

## Custom Webinars

Do you have some new and exciting content you would like to share with a Social Studies? A webinar is a great way to present it! You provide the content and your subject matter experts. We will manage the process, which will include marketing, hosting and moderating. Promote your products and generate quality leads.

Investments starting at \$9,000 per webinar.



Pre-Webinar	Live Webinar	Post-Webinar
<ul style="list-style-type: none"> <li>Advertising in TSSP e-newsletter promoting the webinar to NCSS members</li> <li>Recognition on NCSS social media platforms</li> <li>Homepage and ROS banner advertising on socialstudies.org</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to conduct live polls and Q&amp;As with participants through webinar platform</li> <li>Recording will be archived to NCSS's On Demand Library afterwards</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor will receive recording of the webinar</li> <li>Sponsor will receive list of registrants and attendees. List will include opt-in contact information and titles.</li> </ul>

## On-Demand Pre-Recorded Webinar

Already have a webinar or live recording of your own? Take advantage of this opportunity to add your recording to NCSS's On Demand Library and make it available to the entire NCSS audience.

*Maximum recording length: 30 minutes. All content is subject to NCSS review and approval.*

Investments \$3,000 per posted webinar.

Pre-Webinar	On-Demand Webinar
<ul style="list-style-type: none"> <li>Advertising in TSSP e-newsletter promoting the webinar to NCSS members</li> <li>Recognition on NCSS social media platforms</li> <li>Homepage and ROS banner advertising on socialstudies.org</li> </ul>	<ul style="list-style-type: none"> <li>Recording placement on socialstudies.org homepage for a duration of one month.</li> <li>Recording will be archived to NCSS's On Demand Library afterwards</li> <li>Post performance metrics reporting provided</li> </ul>

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## Tiered Partner Sponsorships

NCSS's Year Round Partner Sponsorship offers opportunities for continuous engagement with social studies educators, administrators, and professionals. Choose from three levels of investment to elevate your brand.

All opportunities included will be fulfilled within the 12-month period following contract acceptance.

Accelerate \$15,000	Build \$10,000	Grow \$5,000
<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 2/3 page ad in Social Education</li> <li>(2) Two PD Monthly issues with exclusive Ad Takeover placement</li> <li>(1) One Dedicated Email</li> <li>(3) Three months of Website advertising, leaderboard position</li> <li>(3) Social Media Posts</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> <li>Sponsor recognition from podium at the Annual Conference</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 1/2 page ad in Social Education</li> <li>(1) PD Monthly issue with exclusive Ad Takeover placement</li> <li>(1) One Dedicated Email</li> <li>(2) Social Media Posts</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 1/3 page ad in Social Education</li> <li>(2) Two months of Website advertising, leaderboarad position</li> <li>(1) Social Media Post</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> </ul>



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**Smithbucklin**

330 N Wabash Ave, #2000

Chicago, IL 60611

**Editorial Inquiries**

Nancy Driver, Director of Publications

Tel: 301-850-7453

[ndriver@ncss.org](mailto:ndriver@ncss.org)

**Production Contact**

Richard Palmer, Art Manager

Tel: 301-588-1800 ext. 120

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**NCSS Headquarters**

8555 Sixteenth Street, Suite 500

Silver Spring, Maryland 20910