



**2026
MEDIA
PLANNER**



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 8,000 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

Editorial Inquiries

Laura Godfrey, Director of Publications

Tel: 301-850-7452

lgodfrey@ncss.org

Job Level

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

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%

Place of Employment

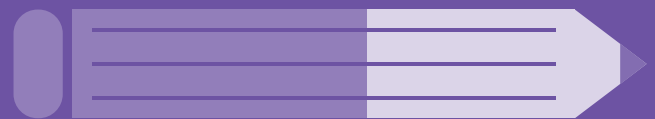
Type of Institution

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%

Demographics



57% Female

Average Household Income

\$83,720

Average Years
in Social Studies

19

Average
Age

50

Average
Class Size

26

Average District Enrollment

3,686 students

Source: NCSS Readership Survey

Reach 5,300+ 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, and Teaching with Documents. *Social Education* is published 6 times per year.



2026 Editorial Calendar

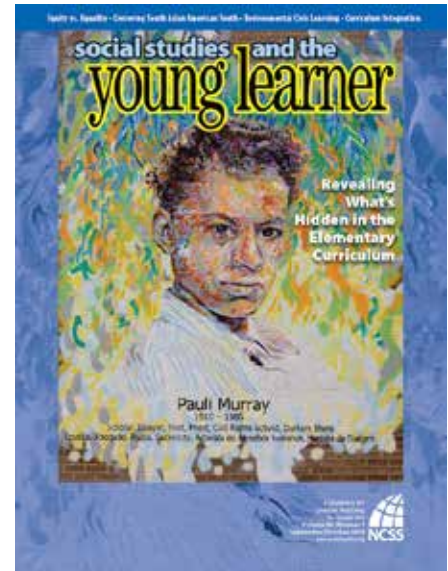
Issue	Editorial Theme/Focus	Space	Artwork
January/February	America's 250th (Guest Editor: Stephen S. Masyada, Director, Florida Joint Center for Citizenship and Director, The Lou Frey Institute)	January 6	January 15
March/April	Economics / Instructional Technology	February 16	March 2
May/June	Special Section: The Harlem Renaissance: 100 Years of Impact, Influence, and Inspiration (Guest Editors: Bárbara C. Cruz and Clarence V. Walker Jr. of University of South Florida)	April 24	May 8
September	Special Section: 25th anniversary of Sept 11th (Guest Editor: Megan Jones, Vice President of Education Programs, National September 11 Memorial & Museum)	July 14	July 28
October	Civics-forward Social Studies Content	August 18	September 2
November/December	Annual Conference Issue	September 18	October 5

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Target the elementary level grade band with *SSYL*.

Mailed to more than 1,800 members and subscribers, *Social Studies and the Young Learner* (SSYL) provides the perfect opportunity to target the elementary grade (K-5) band. The Journal captures and entuses 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.



2026 Editorial Calendar

Issue	Editorial Theme/Focus	Space	Artwork
January/February	People, Place, and Environments	January 1	January 7
March/April	25th anniversary of Sept 11th (Guest Editor: Megan Jones, Vice President of Education Programs, National September 11 Memorial & Museum)	February 16	March 2
September/October	Civic Engagement and Cultural Appreciation	July 14	July 28
November/December	Civic Discourse and Inquiry-Based Instruction	September 25	October 5

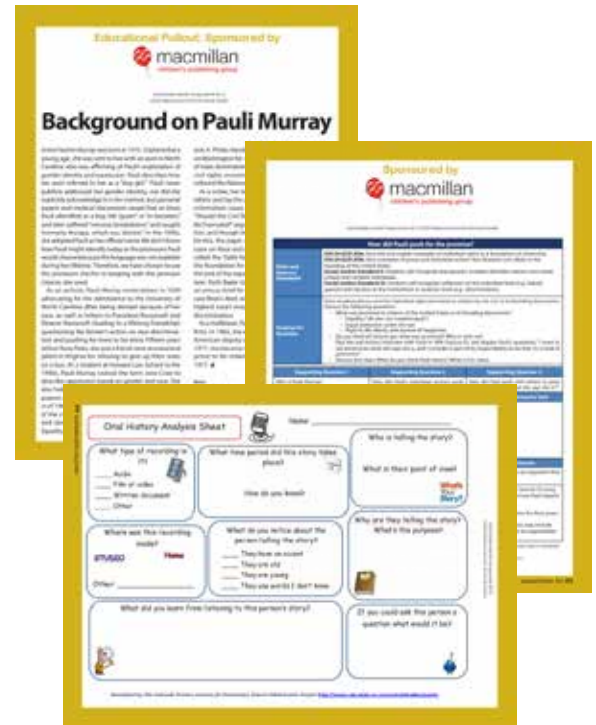
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Social Studies and the Young Learner Pullout

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.



2026 Editorial Calendar

Issue	Editorial Theme/Focus	Space	Artwork
January/February	Materials for Child Labor Inquiry: "Should Children Work?"	January 1	January 7
March/April	Timeline of 9/11 events and aftermath	February 16	March 2
September/October	Materials for ELA/Social Studies lesson using cowboy Bill Pickett	July 15	July 28
November/December	Materials for inquiry-based lesson	September 26	October 5

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Ad Rates

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

Social Education	
Four Color	Price
1/3 Page	\$1,500
1/2 Page	\$2,000
Full Page	\$3,000
Premium Pages	\$3,500

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"

Material Requirements

Artwork must be provided in high resolution PDF format.

- 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

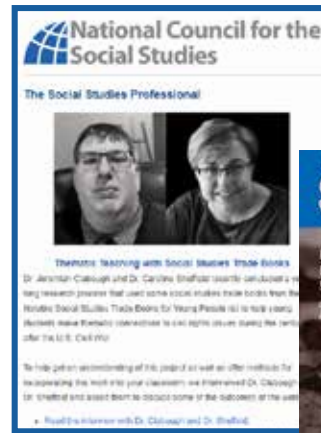
Tel: 301-588-1800 ext. 120

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.



Space Available*	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, Account Manager
 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: 15% | Average Click Through Rate: 15%

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 8,000 dedicated subscribers and shared with 48,000 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 rate	3x rate
Top Banner Ad (600 x 120 pixels)	\$1,700	\$1,500
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)	\$1,300	\$1,100
Exclusive Ad Takeover! (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, Account Manager
Smithbucklin
2001 K St. NW, Suite 300
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Tel: 202-367-2495
anorris@smithbucklin.com

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

Professional Development (PD) Monthly E-newsletter

Average Open Rate: 17.25% | Average Click Through Rate: 14%

The NCSS *Professional Development Monthly (PD Monthly)* e-newsletter provides more than 6,600 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 rate	3x rate
Top Banner Ad (600 x 120 image only)	\$1,700	\$1,500
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)	\$1,300	\$1,100
Exclusive Ad Takeover! (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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*Sent on the last Wednesday of each month.

Member Dedicated Email Send

Average Open Rate: 35% | Average Click Through Rate: 8%

Send a custom marketing message directly to the inbox of over 6,600 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.



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

Andee Z.
Portland, Oregon
Librarian

[Visit 911memorial.org/DLE23 to register.](http://Visit911memorial.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)

Send all artwork and production questions to:

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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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NCSS Website Advertising - socialstudies.org

Get in front of thousands of Social Studies Educators, Influencers and Leaders. Our premier website socialstudies.org attracts an average of 290,000 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 copy + sponsor message in total must adhere to platform text limit (this mostly applies to X)

Send all social media inquiries to:

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



24K
FOLLOWERS



17K
FOLLOWERS



7K
FOLLOWERS



2.7K
FOLLOWERS

Custom Webinars

Do you have some new and exciting content you would like to share with the Social Studies community? 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"> Advertising in TSSP e-newsletter promoting the webinar to NCSS members Recognition on NCSS social media platforms Homepage and ROS banner advertising on socialstudies.org 	<ul style="list-style-type: none"> Opportunity to conduct live polls and Q&As with participants through webinar platform Recording will be archived to NCSS's On Demand Library afterwards 	<ul style="list-style-type: none"> Sponsor will receive recording of the webinar Sponsor will receive list of registrants and attendees. List will include opt-in contact information and titles.

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

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



**National Council for the
Social Studies**

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