

# AASA 2025 MEDIA KIT

THE SCHOOL SUPERINTENDENTS ASSOCIATION SCHOOL ADMINISTRATOR / WEBSITE / E-NEWSLETTERS / DEDICATED E-BLASTS



## AASA CONTACTS

### KATHY SVEEN

VP of Sales

ksveen@smithbucklin.com  
312-673-5635

### KRISHIA EXAMEN

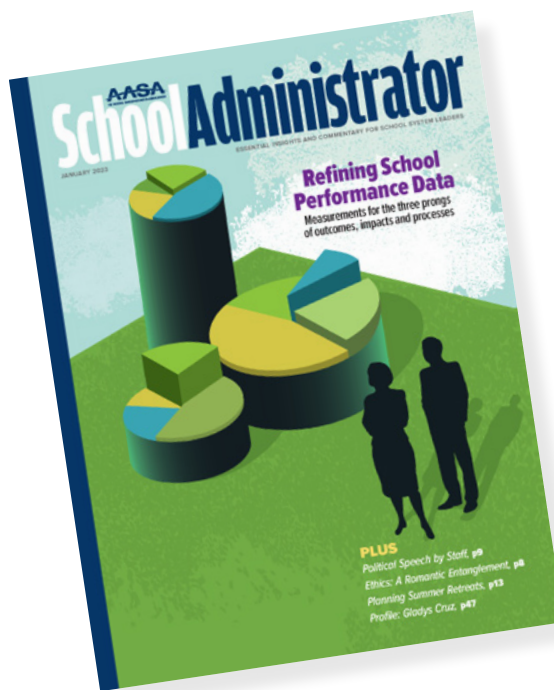
Production and Fulfillment  
Lead

kexamen@smithbucklin.com  
202-367-2475

### LIZ GRIFFIN

Managing Editor

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703-875-0753



**BUILD YOUR BUSINESS  
WITH AASA**

**PRINT CIRCULATION**  
**20,000**

**E-NEWSLETTER CIRCULATION**  
**8,500 Average**

**WEBSITE**  
**~960,000 Views  
Per Year**

**Reaching Superintendents and District Educators Nationwide**

# SchoolAdministrator

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

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

*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.



Sources: "Readership Survey: Print and Electronic Publications," Readex Research, and National Center for Education Statistics Report, "Projections of Education Statistics to 2026."

# SchoolAdministrator

## 2025 Editorial Calendar Planning Guide – Print



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
<b>JANUARY</b>	11/7	11/14	<b>All in the Family: Superintendents' Families and Family Engagement</b>
<b>FEBRUARY</b>	12/6	12/13	<b>Board-Superintendent Relations and Good Governance</b>
<b>MARCH</b> <b>(CONFERENCE ISSUE)*</b>	1/3	1/10	<b>Future-Driven Leadership</b>
<b>APRIL</b>	2/7	2/14	<b>District Operations and Budgeting</b>
<b>MAY</b>	3/7	3/14	<b>Mental Wellness of Students and Staff</b>
<b>JUNE</b>	4/7	4/16	<b>LGBTQ and Marginalized Students</b>
<b>JULY</b> <b>(DIGITAL ONLY)</b>	5/30	6/6	<b>Best of 2024-25</b>
<b>AUGUST</b>	6/6	6/13	<b>TBD</b>
<b>SEPTEMBER</b> <b>Back-to-School</b>	7/8	7/15	<b>TBD</b>
<b>OCTOBER</b>	8/8	8/15	<b>TBD</b>
<b>NOVEMBER</b>	9/5	9/12	<b>TBD</b>
<b>DECEMBER</b>	10/7	10/15	<b>TBD</b>

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 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](http://www.aasa.org).

# School Administrator

Connect with the Power of AASA



## 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

## Reader Profile

### PRIMARY AUDIENCE

Superintendents and assistant superintendents

### SECONDARY AUDIENCE

Curriculum directors and technology leaders

## 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

## 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

# SchoolAdministrator 2025 Rates\*

FREQUENCY WORKS! CALL US TODAY AT 312-673-5635.

## Print Advertising Options/Rates

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

Black & White	1x	3x	6x	12x
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

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

Covers/Premium Positions (noncancellable)	1x	3x	6x	12x
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	1x
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 Krishna 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.  
E-mail or call for pricing and more information.

# SchoolAdministrator

## 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: "YourCompanyName-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 (1/4 in.)

**BLEEDS:** Output your PDF with a bleed setting of 0.125 inches (1/8 in.) on all four sides

**MARGINS:** Page margins should be no less than 0.25 inches (1/4 in.) to keep live matter from trim

### SUBMIT FILES BY E-MAIL TO:

**Krishia Examen**

**kexamen@smithbucklin.com**

**202-367-2475**

### TERMS AND AGREEMENTS

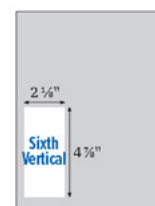
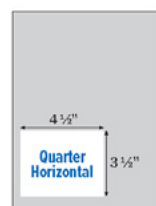
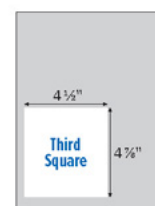
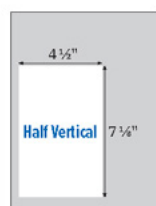
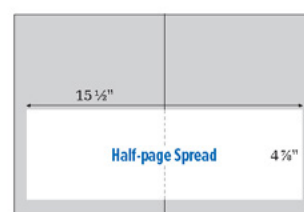
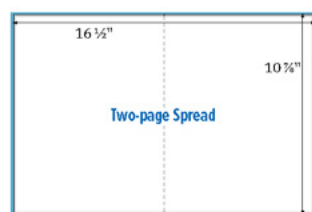
The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If AASA doesn't have artwork files and doesn't receive artwork, customer is still 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.

AD SIZES	WIDTH	HEIGHT	CROP MARKS	BLEED	MARGINS
Two-page Spread	16.5 in. (10 7/8")	10.875 in. (10 7/8")	✓	0.125 in.	≥ 0.25 in.
Full Page	8.25 in. (8 1/4")	10.875 in. (10 7/8")	✓	0.125 in.	≥ 0.25 in.
Half-page Spread	15.5 in. (15 1/2")	4.875 in. (4 7/8")			
Two-thirds Vertical	4.5 in. (4 1/2")	9.25 in. (9 1/4")			
Half Vertical	4.5 in. (4 1/2")	7.125 in. (7 1/8")			
Half Horizontal	7.25 in. (7 1/4")	4.875 in. (4 7/8")			
Third Vertical	2.125 in. (2 1/8")	9.25 in. (9 1/4")			
Third Square	4.5 in. (4 1/2")	4.875 in. (4 7/8")			
Quarter Horizontal	4.5 in. (4 1/2")	3.5 in. (3 1/2")			
Sixth Vertical	2.125 in. (2 1/8")	4.875 in. (4 7/8")			



#### 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%.

# SchoolAdministrator

## Digital Advertising Opportunities\*

Interactive, page-turning edition offers easy sharing via social media



Accessible on all devices and e-mailed to AASA members monthly

### 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

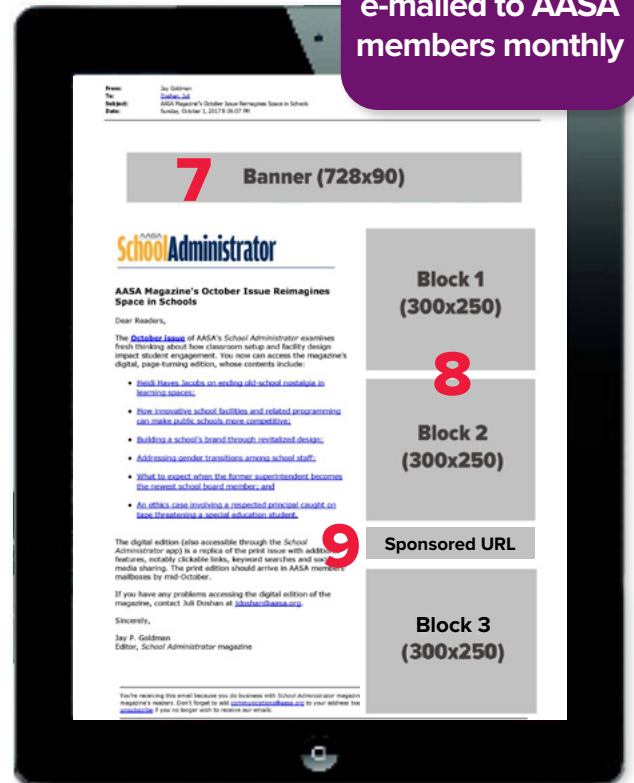
(Must have print ad to participate)

### 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

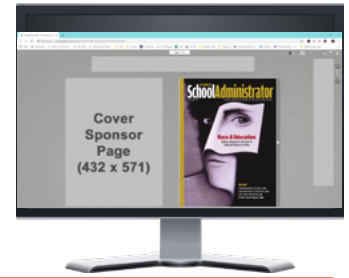


\*Digital opportunities may be limited monthly. Prices subject to change. All rates are NET to School Administrator magazine.

**AASA VP OF SALES: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG / 7**

# SchoolAdministrator

## 2025 Editorial Calendar Planning Guide – Digital



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
<b>JANUARY</b>	12/12	12/16	<b>All in the Family: Superintendents' Families and Family Engagement</b>
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<b>MARCH</b> <b>(CONFERENCE ISSUE)</b>	2/14	2/18	<b>Future-Driven Leadership</b>
<b>APRIL</b>	3/17	3/20	<b>District Operations and Budgeting</b>
<b>MAY</b>	4/16	4/21	<b>Mental Wellness of Students and Staff</b>
<b>JUNE</b>	5/16	5/20	<b>LGBTQ and Marginalized Students</b>
<b>JULY</b> <b>(DIGITAL ONLY)</b>	5/30	6/17	<b>Best of 2024-25</b>
<b>AUGUST</b>	7/16	7/21	<b>TBD</b>
<b>SEPTEMBER</b> <b>Back-to-School</b>	8/18	8/20	<b>TBD</b>
<b>OCTOBER</b>	9/17	9/19	<b>TBD</b>
<b>NOVEMBER</b>	10/16	10/21	<b>TBD</b>
<b>DECEMBER</b>	11/18	11/20	<b>TBD</b>

\*AASA reserves the right to adjust media kit advertising offerings at their discretion. AASA editorial is subject to change without notice.



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

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



# Website Advertising - Vendor Thought Leadership<sup>+</sup>

## 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.

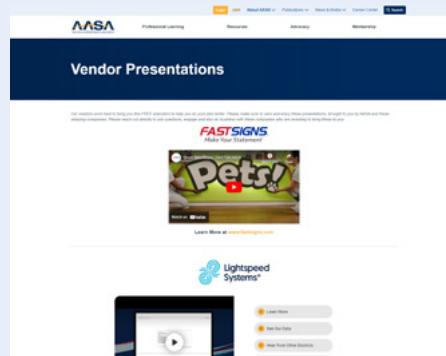
**Quarterly Rate: \$4,500 per video**  
**12-month Rate: \$13,500 per video**  
*(must run for 12 consecutive months)*

**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 Krishnia Examen at [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com).**

Accessible on  
all devices



**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 Krishnia Examen at [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com).**

For questions contact:  
Kathy Sveen at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

# Website Advertising<sup>+</sup>

The AASA website network attracts more than **~960k views 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.

For questions contact:  
Kathy Sveen at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

### AASA.org Website Pricing

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

*\*Skyscraper not run-of-site*

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

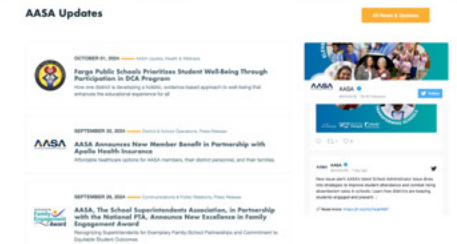
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- ### Exposure on
- [aasa.org](http://aasa.org)
  - [aasa-jobs.careerwebsite.com](http://aasa-jobs.careerwebsite.com)
  - Resource detail page
  - Search results
  - Publications landing page
  - School administrator
  - Table of contents

**AASA websites are accessible on all devices**



**A** LEADERBOARD 728x90 **B** HALF LEADERBOARD 360x90



**A** LEADERBOARD 728x90 **B** HALF LEADERBOARD 360x90



# News of the Nation E-newsletter<sup>+</sup>



**A** *News of the Nation* provides one-stop access to top education stories from news sources around the country. \*Sent out weekly on Tuesdays to **8,900** subscribers.

**Average open rate: 48.8%**

### News of the Nation Pricing

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

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

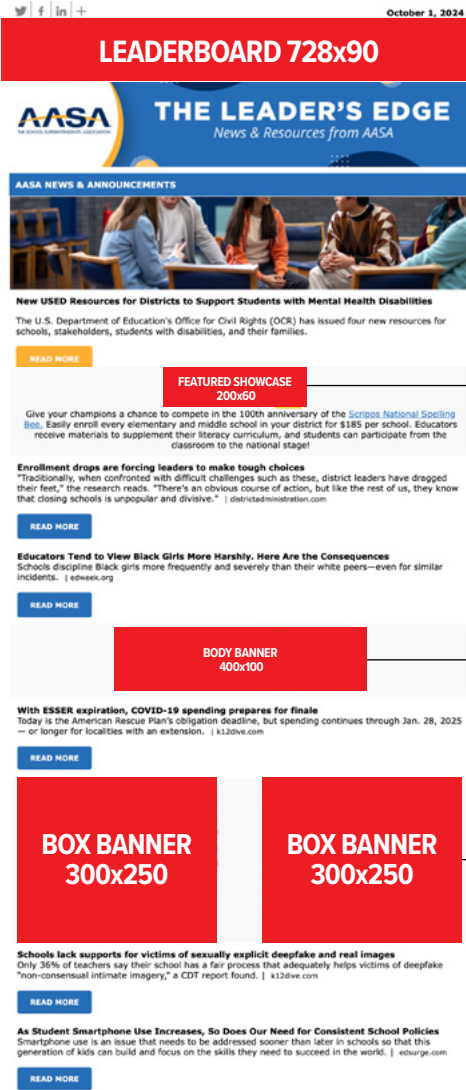
**File Format:** Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishna Examen at [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com).**

For questions contact:  
Kathy Sveen at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

**Accessible on  
all devices**

\*AASA reserves the right to adjust deploy day.

# The Leader's Edge E-newsletter<sup>+</sup>



A

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 **9,000** subscribers.

**Average open rate: 55.1%**

B

### The Leader's Edge Pricing

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

C

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D

**Accessible on all devices**

For questions contact:  
Kathy Sveen at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

# Dedicated E-blasts<sup>+</sup>

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: 49.8%**

**3M** Science. Applied to Life.™

## Does your water pass the lead test?

The U.S. Environmental Protection Agency (EPA) has upcoming lead reduction requirements — planning and testing early can help your school make the grade.

### Setting new standards in lead reduction.

In your line of work, the well-being of the children attending your facility is your top priority. To ensure a safer environment you should know the quality of your drinking water through testing and planning. The EPA's updated guidelines reducing the lead trigger level from 15 ppb to 10 ppb will go into effect soon.<sup>1,2</sup> The help ensure your

15 ppb  
10 ppb  
1 ppb

**Accessible on all devices**

DOWNLOAD INFOGRAPHIC

### A proven solution to help your water make the grade.

Choose a best-in-class lead-reducing filtration solution. Enjoy excellent lead reduction to < 1 ppb with 3M™ Aqua-Pure™ Full Flow Water Filter System 3MFF100.<sup>3</sup>

- 12-month filter life<sup>4</sup>
- Industry-leading flowrate<sup>5</sup>
- Filters the equivalent of 45,000 16.9 oz water bottles<sup>4</sup>
- 40% faster bottle filling<sup>5</sup>

LEARN MORE

### Your partner in lead reduction.

We'll partner with you to reduce up to 99% of lead that may be in your school's or child care center's drinking water.

That means you can have confidence in your water and focus your resources on what matters most to your school or day care center. [Get Started.](#)

**TRANE**

With new federal programs and opportunities, trillions of dollars are available to help modernize our nation's schools. Trane experts put together resources to serve as a guide for understanding the available funding and what to do with it.

Whether you want to:

- Improve educational outcomes
- Reduce student absences
- Spend less money
- Make sustainability a bigger priority
- Introduce more STEM learning

Trane will help assess what your school needs to meet your goals and identify which funding opportunities should be leveraged. Check out our website and resources below to get started.

### 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 Krishna Examen at [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com).**

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Kathy Sveen at  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

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