

AASA 2024 MEDIA KIT

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

Updated October 2023



AASA CONTACTS

KATHY SVEEN

VP of Sales

ksveen@smithbucklin.com
312-673-5635

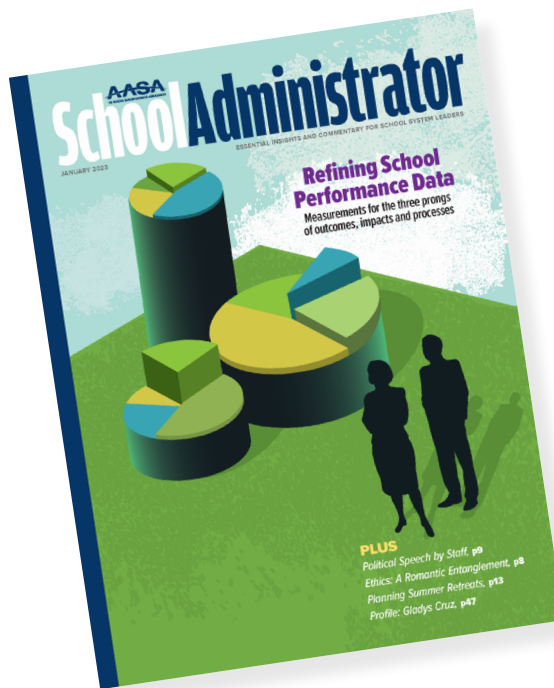
KRISHIA EXAMEN

Production and Fulfillment
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kexamen@smithbucklin.com
202-367-2475

LIZ GRIFFIN

Managing Editor
lgriffin@aasa.org
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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

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

2024 Editorial Calendar Planning Guide



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
JANUARY	11/3	11/13	Public Health in Public Schooling
FEBRUARY (CONFERENCE ISSUE)	12/7	12/14	Cybersecurity/Data Privacy
MARCH	1/5	1/12	Time in School/Remote Instruction
APRIL	2/8	2/15	Climate and Sustainability
MAY	3/8	3/15	Personnel: Hiring, Retaining, Supervising
JUNE	4/5	4/12	Changing Mindsets
JULY (DIGITAL ONLY)	5/30	6/12	Best of 2023-24
AUGUST	6/7	6/14	Potpourri (miscellaneous topics)
SEPTEMBER Back-to-School	7/9	7/15	Partisan Politics and Effects on Education
OCTOBER	8/8	8/16	Student Motivation and Ownership/Absenteeism
NOVEMBER	9/6	9/13	Artificial Intelligence
DECEMBER	10/4	10/15	Grading and Assessment

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.

SchoolAdministrator

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

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

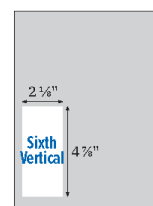
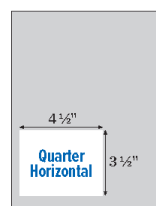
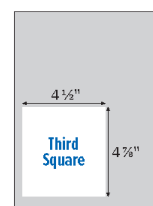
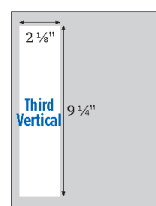
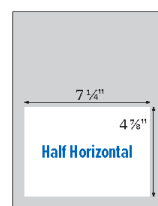
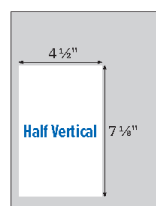
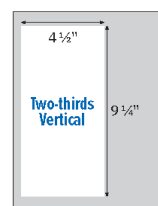
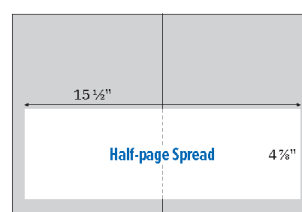
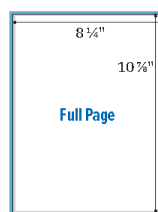
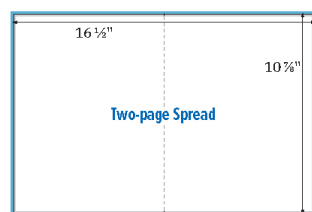
The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. AASA reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If AASA doesn't have artwork files and doesn't receive artwork, customer is still 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 5/8")	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")			



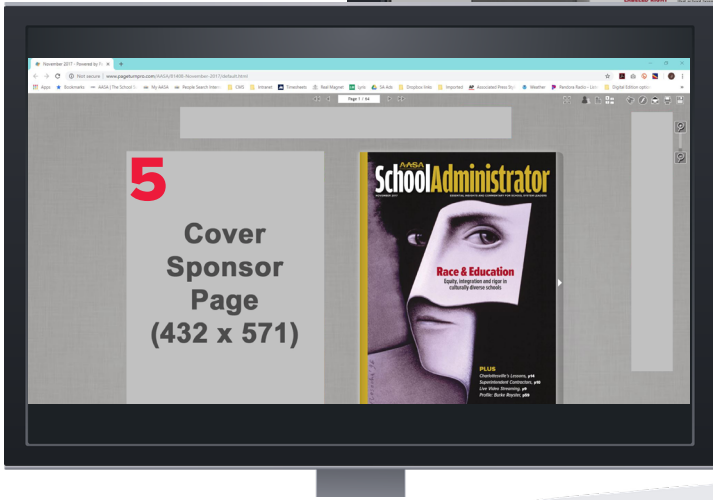
PLEASE NOTE:

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

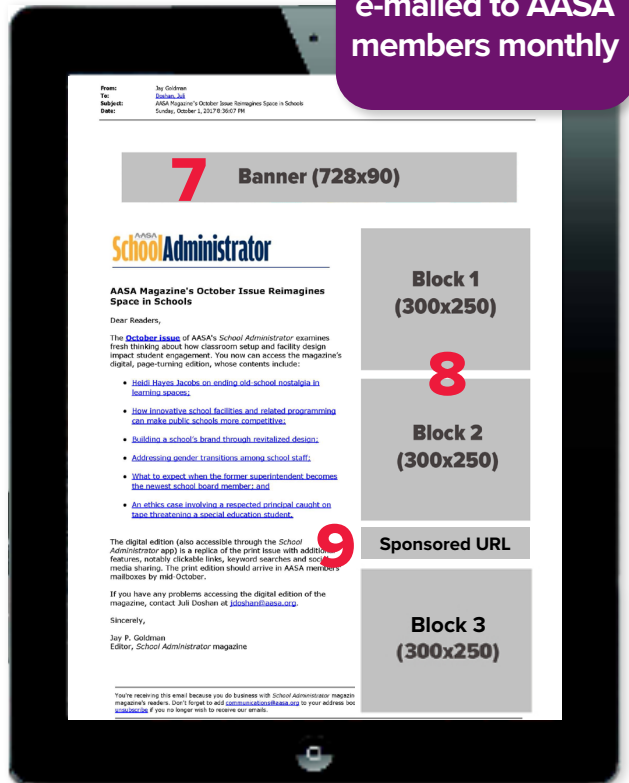
(Must have print ad to participate)

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

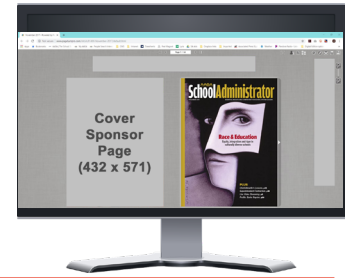


*Digital opportunities may be limited monthly. Prices subject to change. All rates are NET to School Administrator magazine.

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

SchoolAdministrator

2024 Editorial Calendar Planning Guide – Digital Edition



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
JANUARY	12/13	12/15	Public Health in Public Schooling
FEBRUARY (CONFERENCE ISSUE)	1/17	1/19	Cybersecurity/Data Privacy
MARCH	2/14	2/16	Time in School/Remote Instruction
APRIL	3/18	3/20	Climate and Sustainability
MAY	4/17	4/19	Personnel: Hiring, Retaining, Supervising
JUNE	5/16	5/20	Changing Mindsets
JULY (DIGITAL ONLY)	5/30	6/12	Best of 2023-24
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SEPTEMBER Back-to-School	8/18	8/20	Partisan Politics and Effects on Education
OCTOBER	9/18	9/20	Student Motivation and Ownership/Absenteeism
NOVEMBER	10/17	10/21	Artificial Intelligence
DECEMBER	11/13	11/15	Grading and Assessment

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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 Krishna Examen at kexamen@smithbucklin.com.**

All print ads appear in the digital edition.

Website Advertising - Vendor Thought Leadership⁺

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.

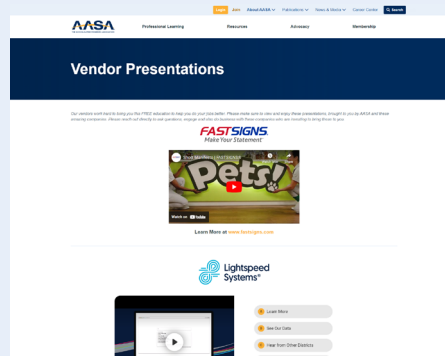
Quarterly Rate: \$4,500 per video
12-month Rate: \$13,500 per video
(must run for 12 consecutive months)

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.

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.

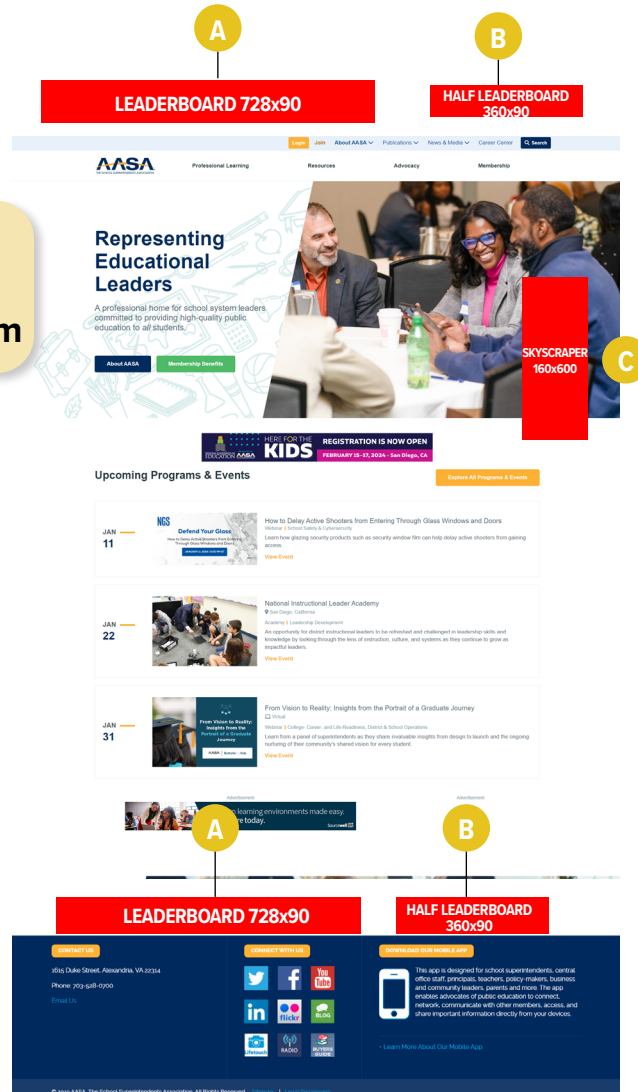
File Format: Web-ready GIF, JPG and PNG files are accepted. Max file size 40 KB. Target URL required. **Submit artwork to Krishnia Examen at kexamen@smithbucklin.com.**

For questions contact:
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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.

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



AASA websites are accessible on all devices

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*

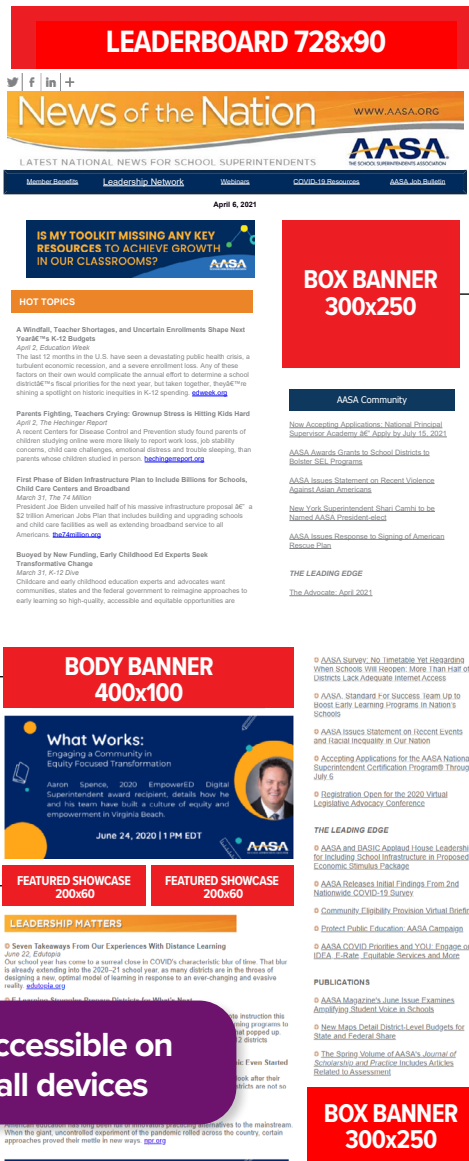
Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to AASA's approval.

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.**

Exposure on

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

News of the Nation E-newsletter⁺



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 **8,500** 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**
- D Featured Showcase (200x60) \$4,200/quarter**
Includes up to 50 words of text to go with your image.
Four (4) available.

C

D

Accessible on all devices

B

B

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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The Leader's Edge E-newsletter⁺

LEADERBOARD 728x90



AASA NEWS

USDA Responds to AASA's Request to Expand Direct Certification with Medicaid Demonstration Project
On June 11, 2021, the U.S. Dept. of Agriculture (USDA) submitted a response to AASA's allied coalition letter requesting that the department extend and expand opportunities for states to participate in the Direct Certification with Medicaid (DC-M) Demonstration Project, which currently enables 19 states to use Medicaid data to directly certify students for free or reduced-price school meals, under the authority provided in Sections 10115 and 10116 of the Richard B. Russell National School Lunch Act. You can check out AASA's initial letter [here](#). Access the USDA's response by clicking [here](#).

AASA and NASSP Send Critique of Title IX Rule
On June 11, AASA and the National Association of Secondary School Principals (NASSP) responded to the U.S. Department of Education's request for written comments on the implementation of the 2020 Title IX regulation. AASA and NASSP urge the department to immediately rescind the 2020 amendments to the Title IX regulations and replace them with nonretroactive guidance for K-12 schools, increased assistance, and best practices to ensure the fair, prompt and equitable resolution of reports of sexual harassment and other sex discrimination. Our comments focus on three major issues with the 2020 amendments. Read what they are [here](#).

BOX BANNER 1300x250

BOX BANNER 300x250

BOX BANNER 300x250

BOX BANNER 300x250

FEATURED SHOWCASE 1 200x60

FEATURED SHOWCASE 2 200x60

Call for Learning 2025 Demonstration Sites
AASA, based on the recommendations of the Learning 2025 National Commission, seeks to identify educational systems that exemplify student-centered, equity-focused practices with a solid commitment to the whole learner, anti-racism, and a future-driven outlook. We know the majority of districts are on a continuum of planning, developing, progressing and implementing innovative practices in one or more of the areas identified by the commission. We would like to help accelerate your progress and implementation to provide all

Guest Post: Two Ways For States To Support More Thoughtful School District Recovery Plans
Given all of the challenges created by the pandemic, our public school students, staff, families, and communities need their school districts to develop recovery plans that both meet immediate needs and help make important steps to address long-standing inequities and "build back better." But it takes significant time and effort to develop a high-quality multi-year strategic plan that advances excellence and equity for each and every student, both as a matter of best practices and according to requirements in ARP itself. Learn

BODY BANNER 400x100

*I thank YOU for your leadership @AASADan @AASAHQ as usual spot on! @Step_Hoffman please find the guidelines here: @stephoffman @KathieFarmer
Krisi Sandvik-Wilson, superintendent, Buckeye Elem Sch Dist., WA Twitter

Accessible on all devices

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**
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Four (4) available.
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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 Krishna Examen at kexamen@smithbucklin.com.**

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