

SchoolAdministrator

2025 Editorial Calendar Planning Guide

Issue Month	DEADLINES		Editorial Topics
	Space	Art	
JANUARY	11/7	11/14	All in the Family: Superintendents' Families and Family Engagement
FEBRUARY	12/6	12/13	Board-Superintendent Relations and Good Governance
MARCH (CONFERENCE ISSUE)*	1/8	1/15	Future-Driven Leadership
APRIL	2/7	2/14	District Operations and Budgeting
MAY	3/7	3/14	Mental Wellness of Students and Staff
JUNE	4/9	4/16	LGBTQ and Marginalized Students
JULY (DIGITAL ONLY)	5/30	6/12	Best of 2024-25
AUGUST	6/6	6/17	TBD
SEPTEMBER Back-to-School	7/10	7/15	TBD
OCTOBER	8/8	8/14	TBD
NOVEMBER	9/5	9/12	TBD
DECEMBER	10/8	10/15	TBD

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.

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2025 Editorial Calendar Planning Guide – Digital Edition



Issue Month	DEADLINES		Editorial Topics
	Space	Art	
JANUARY	12/12	12/16	All in the Family: Superintendents' Families and Family Engagement
FEBRUARY	1/16	1/21	Board-Superintendent Relations and Good Governance
MARCH <small>(CONFERENCE ISSUE)</small>	2/14	2/18	Future-Driven Leadership
APRIL	3/17	3/20	District Operations and Budgeting
MAY	4/16	4/21	Mental Wellness of Students and Staff
JUNE	5/16	5/20	LGBTQ and Marginalized Students
JULY <small>(DIGITAL ONLY)</small>	5/30	6/17	Best of 2024-25
AUGUST	7/16	7/21	TBD
SEPTEMBER Back-to-School	8/18	8/20	TBD
OCTOBER	9/17	9/19	TBD
NOVEMBER	10/16	10/21	TBD
DECEMBER	11/18	11/	TBD

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

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