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 $600 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.

## 2022 Editorial Calendar Planning Guide

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<thead>
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<th>Issue Month</th>
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<td>9/16 The Quandary of Social Media; School Culture</td>
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<td>10/14 Community-Based Schooling and Partnerships</td>
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**CONFERENCE ISSUE BONUS DISTRIBUTION**

At AASA’s National Conference on Education, copies of the February issue will be prominently displayed as a bonus distribution.

**UNIVERSAL REACH**

(February, May, November)

These three issues of School Administrator mail to all superintendents (AASA members and nonmember superintendents).

**IN OUR NEXT ISSUE...**

Get more details on our upcoming editorial lineup at www.aasa.org.

---

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

Purchasing Involvement

Typical Products and Services Purchased Annually

- Professional Development: 56%
- Curriculum Materials and Software: 55%
- Administrative Software: 54%
- Assessment/Testing Materials: 54%
- School Safety/Security Systems: 53%
- Internet & Telecommunications: 50%
- Technology: 50%
- Management/Consulting Services: 43%
- Furniture/Office Equipment: 42%
- Facility Services: 41%
- Financial Services: 40%
- Health Insurance: 39%
- Transportation Services: 36%
- College Readiness: 35%
- Athletic/Auditorium Equipment: 33%
- Food and Nutrition Services: 30%

Reader Profile

**PRIMARY AUDIENCE**
Superintendents and assistant superintendents

**SECONDARY AUDIENCE**
Curriculum directors and technology leaders

**Top 5 Editorial Sections**
1. Legal Brief
   Legal experts’ take on emerging case law
2. Board-Savvy Superintendent
   Strategic advice for the district’s CEO
3. State of the Superintendency
   Infographic statistic from salary survey
4. Features (Major Articles)
   Written by thought leaders and practitioners
5. Ethical Educator

**What Readers Read**

**Top 10 Requested Topics:**
1. Leading Change
2. 21st-Century Learning
3. Personalized Learning
4. Principal and Teacher Evaluation
5. Technology
6. Common Core State Standards
7. College and Career Readiness
8. Community Relations/Social Media
9. School Safety & Security
10. Special Education

AASA VP OF SALES: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG
## Print Advertising Options/Rates

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<thead>
<tr>
<th>4C Process</th>
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<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
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<td>$7,500</td>
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<td>$6,500</td>
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<td>1/2 horizontal or vertical</td>
<td>$5,500</td>
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<td>$4,900</td>
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<td>1/3 vertical or square</td>
<td>$4,400</td>
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<tr>
<td>1/4-page horizontal</td>
<td>$3,800</td>
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<tr>
<td>1/2-page horizontal spread</td>
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<td>$10,000</td>
<td>$9,400</td>
<td>$9,100</td>
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</tbody>
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**2/3-page ads limited per month — act quickly for best availability.

### Cover Positions

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<tr>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
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</thead>
<tbody>
<tr>
<td>Inside front (C2)</td>
<td>$8,200</td>
<td>$7,800</td>
<td>$7,600</td>
</tr>
<tr>
<td>Inside back (C3)</td>
<td>$8,200</td>
<td>$7,800</td>
<td>$7,600</td>
</tr>
<tr>
<td>Back (C4)</td>
<td>$9,300</td>
<td>$8,900</td>
<td>$8,700</td>
</tr>
<tr>
<td>Page 1</td>
<td>$8,200</td>
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<td>$7,600</td>
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</tbody>
</table>

### Print Advertorials

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<tbody>
<tr>
<td>2-page spread</td>
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<tr>
<td>1 page</td>
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</tbody>
</table>

Space for advertorials is limited and subject to publisher approval. Advertiser provides copy and graphics for advertorial content; the publisher will add the word “Advertorial” to identify it as advertising content.

*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.
School Administrator
Print Production Specs

► Production Information
Live Area: Live matter must be at minimum 3/8” from trim
Line Screen: 175
Printing: Sheetfed of set
Binding: Saddle-stitched

< Artwork Requirements:
File format: High-resolution press-ready with crop marks and bleeds included. PDF files only.
Do not submit native InDesign, QuarkXPress, Adobe Illustrator or Microsoft Publisher files.

Colors: CMYK only. Convert all Pantone, RGB or Spot Colors to CMYK before making PDF file.

Minimum Image Resolution: 300 dpi for color & gray-scale images and 1200 for line art (1-bit) images.

Fonts: All fonts must be embedded. Do not send any separate font files with your ad submission. Use Postscript Type 1 or Open Type fonts only. Convert all fonts used in Adobe Illustrator to outlines before submitting file.

<table>
<thead>
<tr>
<th>Full Page Sizes</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8 1/4”</td>
<td>10 7/8”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8 1/2”</td>
<td>11 13/16”</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>16 1/2”</td>
<td>10 7/8”</td>
</tr>
<tr>
<td>Two-page spread with bleed</td>
<td>16 3/4”</td>
<td>11 13/16”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partial Page Sizes (no bleed)</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page spread</td>
<td>16”</td>
<td>4 7/8”</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>4 5/8”</td>
<td>9 3/4”</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>4 5/8”</td>
<td>7”</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7 1/4”</td>
<td>4 7/8”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2 13/16”</td>
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</tr>
<tr>
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<td>4 7/8”</td>
</tr>
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Printer Marks: Add .25 pt crop marks of set 1/4” and 1/8” bleed for all ads FP and larger. Do not add bleed to partial page ads.

► Digital Ad File Naming
To ensure proper placement, name your PDF as follows: “YourCompanyName_Issue Month_Year.pdf”

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 specification will be billed at cost plus 35%.

Submit files by e-mail to:
Krishia Examen
kexamen@smithbucklin.com
312-673-5387

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 does not have artwork files and does not 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.

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.

AASA VP OF SALES: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG
### Digital Advertising Opportunities*

- **Interactive, page-turning edition offers easy sharing via social media**
- **Digital Edition (above)**
  1. Skyscraper left/right (120x600)**  
     3,500 each
  2. Leaderboard Banner (250)**  
     3,500
  3. Pop up (300x300)  
     2,000 each
  4. Video (50315)  
     3,000 each
  5. Cover sponsor page (3251)**  
     10,000
  6. Gold Star Ad Upgrade  
     350
     (must have print ad to participate)
  7. Eblast (right)  
     Top or Bottom Banner (300x250)  
     3,500 each
     (3 available)
  8. Block (300x250)  
     3,500 each
  9. Sponsored Content URL  
     (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**
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**IN OUR NEXT ISSUE**
Get more details on our upcoming editorial lineup at [www.aasa.org](http://www.aasa.org).

All print ads appear in the digital edition.
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.

AASA.org Website Pricing

A  Leaderboard (728x90)  $7,500/year
Run of site. Includes top and bottom ads.

B  Half Leaderboard (360x90)  $5,000/year
Run of site. Includes top and bottom ads.

C  Skyscraper (160x600)  $4,000/year
Run of site. Interior pages only.

D  Half Skyscraper (160x300)  $2,500/year
Run of site. Interior pages only.

E  Leaderboard (728 x 90)  $7,200/year
On one (1) aasa.org internal page. Call for details.

AASA-JOBS.CAREERWEBSITE.COM
Website Pricing

F  Leaderboard (728x90)  $2,500/year
Run of site. Includes top and bottom ads.

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 Krishia Examen at kexamen@smithbucklin.com.
Website Advertising – AASA Community

Advertise on the new COVID-19 Resources page within the AASA Community website, which provides school leaders with the latest information and resources to help them reopen schools safely.

CONNECT.AASA.ORG Website Pricing

A. and B. Leaderboard (728x90)  $600/month
Limited to one advertiser per month. Rate includes both placements.

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 Krishia Examen at kexamen@smithbucklin.com.

Vendor Presentations

Vendor presentations are a collection of sponsored educational videos on the AASA website. Add your video today and start reaching school leaders.

Monthly Rate: $4,000 per video

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 Krishia Examen at kexamen@smithbucklin.com.

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

AASA VP OF SALES: KATHY SVEEN, KSVEEN@SMITHBUCKLIN.COM OR 312-673-5635 • WWW.AASA.ORG
News of the Nation provides one-stop access to top education stories from news sources around the country. Sent out weekly on Tuesdays to 7,800 subscribers.

Average open rate: 32%

News of the Nation Pricing

A  Leaderboard (728x90)  $5,500/quarter
B  Box Banner 1 (300x250)  $4,500/quarter
C  Box Banner 2 (300x250)  $4,000/quarter
D  Body Banner (400x100)  $4,000/quarter
E  Featured Showcase (200x60)  $4,000/quarter

Includes up to 50 words of text to go with your image. Four (4) 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 Krishia Examen at kexamen@smithbucklin.com.

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
The Leader's Edge E-newsletter

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 8,300 subscribers.

Average open rate: 33%

Pricing

A  Leaderboard (728x90)  $4,500/quarter
B  Box Banner 1 (300x250)  $3,500/quarter
C  Box Banner 2 (300x250)  $3,000/quarter
D  Featured Showcase (200x60)  $3,000/quarter
Includes up to 50 words of text to go with your image. Four (4) available.
E  Body Banner (400x100)  $3,500/quarter

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 Krishia Examen at kexamen@smithbucklin.com.

For questions contact: Kathy Sveen at ksveen@smithbucklin.com
Dedicated E-blasts

Dedicated E-blasts are only sent out once per month to more than 7,700 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: 29%**

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 Krishia Examen at kexamen@smithbucklin.com.

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