2019 American School Board Journal MEDIA GUIDE

nsba.org/mediaguide

ASBJ connects you with decision-makers and education leaders at 13,500 school districts nationwide!

AN nsba PUBLICATION
2019 American School Board Journal MEDIA GUIDE

Reach school board members, superintendents, and top-level administrators through NSBA.

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For more than 100 years, ASBJ readers have turned to the magazine to obtain information they need to make decisions for their districts. Our subscribers represent key decision-makers, such as superintendents and business officials, in public schools across the United States.

According to an independent survey, a majority of ASBJ readers:

- 77% are college educated or business owners
- Have a median household income of $117,000
- 70% come from suburban or rural districts

ASBJ readers consider the magazine a “must read” that provides balanced and accurate news on education issues.
# Editorial Calendar 2019

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FOCUS</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Curriculum</td>
<td>12.06.2018</td>
<td>12.13.2018</td>
<td>01.03.2019</td>
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<tr>
<td>May/June</td>
<td>Technology</td>
<td>04.11.2019</td>
<td>04.19.2019</td>
<td>05.09.2019</td>
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<tr>
<td>July/August</td>
<td>Safety and Security</td>
<td>06.11.2019</td>
<td>06.18.2019</td>
<td>07.11.2019</td>
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<td>September/October</td>
<td>Mega Issue Bonus distribution to every superintendent and school board president in the U.S.</td>
<td>08.15.2019</td>
<td>08.22.2019</td>
<td>09.03.2019</td>
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<tr>
<td>January/February</td>
<td>Curriculum</td>
<td>12.06.2019</td>
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ASBJ TECHNICAL SPECIFICATIONS

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Please contact us regarding cover pricing.
AD PREPARATION GUIDE

FILE FORMATS:
All files should be submitted as high resolution 300 dpi, CMYK, X1-A PDF files.

PUBLICATION SPECIFICATIONS:
Trim size: 8.5” x 10.5”
Bleeds: All bleeds should be set for .5”
Safety: All live matter should be 3/4” from the trim (live area is 7” x 9”).

SENDING MATERIALS:
Export PDF with bleeds – no crop marks needed.

PLEASE NAME FILE:
companyname_issuemonth.pdf

PLEASE EMAIL AD MATERIALS TO:
production@nsba.org

QUESTIONS?
For production questions or information on submitting materials, please email production@nsba.org.

ASBJ SUBSCRIBERS LIST
Reach over 18,000 board members, superintendents, and district administrators. Target your prospects by job function, location, gender, and home or business address. For more information, contact Raymond Tognella at rtognella@rickard2.com or (631) 820-3704.

DIGITAL EDITION
Looking for a more dynamic advertising opportunity? Incorporate your video advertisements for an interactive reader experience!

DIGITAL EDITION EMAIL
Exclusive opportunity to position your company on the email that delivers the Digital Edition to subscribers either text or a graphical ad.
Our monthly e-newsletter circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. Circulation is 38,129.

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<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>EMAIL DEPLOYED</th>
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<td>01.19.2019</td>
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<td>02.08.2019</td>
<td>02.16.2019</td>
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<td>04.12.2019</td>
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<td>November</td>
<td>11.01.2019</td>
<td>11.08.2019</td>
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ASBJ BRIEF

FIRST LEADERBOARD:
Leaderboard: $3,000
Specs: 650 x 115 px

FIRST CONTENT AD:
Content Ad: $1,500
Specs: 200 x 200 px image
30-40 word preview
500-1,000 words

SECOND CONTENT AD:
Leaderboard: $1,500
Specs: 200 x 200 px image
30-40 word preview
500-1,000 words

SECOND LEADERBOARD:
Leaderboard: $3,000
Specs: 650 x 115 px
ASBJ PRINT AND ASBJ BRIEF EMAIL ADVERTISING PACKAGES

Take advantage of school decision-makers who both read the ASBJ print and the thousands who receive the monthly ASBJ Brief email. Increase your brand recognition by targeting both in-print and digitally, gaining direct access to superintendents, business officials, and education leaders’ inboxes. Purchasing a print and email package not only ensures engagement with your brand across platforms but provides competitive pricing. Contact us for a quote.
LET’S START THE CONVERSATION

LIANA GLASCO
Senior Associate, Communications & Publications
lglasco@nsba.org
703-838-6708
The National School Boards Association (NSBA) is the leading advocate for public education. For more than 75 years, we have been leading the effort to support and enhance public education. We are succeeding in creating the best possible environment for students to realize their dreams.

NSBA is a federation of 50 state and territorial associations representing more than 90,000 school board officials across the United States. These local officials govern more than 13,500 local school districts serving the nation’s 50 million public school students. Working with and through our state associations, and serving as their Washington, D.C., office, NSBA advocates for equity and excellence in public education through school board governance.

We believe public education is America’s most vital institution. It is a civil right necessary to the dignity and freedom of the American people, and all children deserve equal access to an education that allows them to reach their potential.

In pursuit of these beliefs, NSBA and its members will continue to lead the national conversation about public education, advocate for public policies that ensure all students everywhere have access to a great public education where they live, create a better understanding of the importance and benefits of the role of school boards and local governance, and enhance the effectiveness of school boards.

NSBA is a not-for-profit organization. The public policy agenda is determined by a 150-member Delegate Assembly made up of local school board members who represent their state associations of school boards. The Board of Directors translates this policy into action. Programs and services are administered by the NSBA Executive Director and professional staff. NSBA is headquartered in Alexandria, Virginia, part of the metropolitan Washington, D.C., area.