ASCD MEDIA KIT

REACH EVERY EDUCATOR — SUPERINTENDENT TO TEACHER

EDUCATIONAL LEADERSHIP MAGAZINE (PRINT & DIGITAL)
ASCD.ORG WEBSITE
ASCD EXPRESS E-NEWSLETTER
SOCIAL MEDIA
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ABOUT ASCD

Dedicated to the whole child, ASCD is the organization for every educator. Comprising 113,000 members*—superintendents, principals, teachers, professors, and advocates from more than 129 countries—the ASCD community also includes 63 affiliate organizations.

As a mission-driven nonprofit, we lead the way for progress in education. Dedicated to excellence in learning, teaching, and leading, our diverse, nonpartisan membership is our greatest strength.

Learn more at www.ascd.org.  

*Membership data as of March 2019.
OUR AUDIENCE

PROFILE OF ASCD MEMBERS

- Average experience as an educator is **26 years**
- More than **94%** hold an advanced degree
- Average household income is **$142,000**
- **26%** are district based
- **48%** are school based

ASCD MEMBERS ARE SCHOOL AND DISTRICT LEADERS

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>School and district leaders*</td>
<td>58%</td>
</tr>
<tr>
<td>Classroom teachers</td>
<td>12%</td>
</tr>
<tr>
<td>Higher education faculty</td>
<td>10%</td>
</tr>
<tr>
<td>Specialists</td>
<td>4.1%</td>
</tr>
<tr>
<td>Others (consultants, school board members, counselors, etc.)</td>
<td>14%</td>
</tr>
</tbody>
</table>

* Principals and assistant principals: 32%
Central office administrators: 15%
Superintendents and assistant superintendents: 6%
Instructional coaches: 5%

PROFESSIONAL DEVELOPMENT PRODUCTS AND SERVICES PURCHASED OR RECOMMENDED

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum and instructional materials and books</td>
<td>64%</td>
</tr>
<tr>
<td>Tools for professional development</td>
<td>52%</td>
</tr>
<tr>
<td>Textbooks</td>
<td>44%</td>
</tr>
<tr>
<td>School supplies</td>
<td>36%</td>
</tr>
<tr>
<td>Technology</td>
<td>32%</td>
</tr>
<tr>
<td>School equipment</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: ASCD 2018–19 Member Demographic and Needs Assessment Survey

> 83% OF OUR AUDIENCE MAKE OR INFLUENCE PURCHASING DECISIONS FOR THEIR INSTITUTIONS

The best ed mag ever! Does anyone else read it cover to cover like a novel every month and get excited when you see it in the mailbox?

— @NBCteachermommy

I do! And share too!

— @dmcgarrett
OUR MARKET

REACH A GROWING MARKET OF EDUCATION LEADERS AND DECISION MAKERS

- The global education market is now more than $4 trillion—$544 billion in the U.S. market alone—and expanding.
- Venture capital investment in education technology has reached a record pace.
- Charter schools have tripled in number since 2006 and now serve roughly 3.1 million students in 7,000 schools nationwide.

YOUR COMPREHENSIVE, TURN-KEY SOLUTION

A responsive design plus the largest readership in the industry make ASCD’s multichannel solutions a powerful choice. ASCD offers you more opportunities to reach the audience you need—when, where, and how you want to reach it.

MULTIPLE CHANNELS TO REACH YOUR TARGET MARKET

<table>
<thead>
<tr>
<th>Channel</th>
<th>Circulation/Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Leadership</td>
<td>130,000*</td>
</tr>
<tr>
<td>Educational Leadership</td>
<td>352,000**</td>
</tr>
<tr>
<td>Visitors to ASCD.org per month</td>
<td>1,072,000 +</td>
</tr>
<tr>
<td>ASCD.org page views per month</td>
<td>1,696,000 +</td>
</tr>
<tr>
<td>ASCD Express e-newsletter circulation</td>
<td>275,000</td>
</tr>
<tr>
<td>ASCD annual conference attendees</td>
<td>10,000 +</td>
</tr>
<tr>
<td>Direct mail responsive names on ASCD lists</td>
<td>64,000 +</td>
</tr>
</tbody>
</table>

* Some subscribers receive Educational Leadership magazine as digital-only subscriptions or as part of our Activate digital library
** Based on 4.4 total exposures per print copy

LET US PUT TOGETHER A COMPREHENSIVE MULTICHANNEL PACKAGE FOR YOU.

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM
THE AWARD-WINNING EDUCATIONAL LEADERSHIP MAGAZINE IS #1 WITH READERS

Whatever level of educators you are targeting—you’ll reach them with ASCD’s Educational Leadership magazine! It’s the #1 ASCD member benefit. Virtually all ASCD members (95%) report that they regularly read Educational Leadership. They return to each issue an average of three times.*

Educational Leadership is an authoritative must-read for school administrators at state, regional, and district levels as well as for school principals, assistant principals, specialists, and teachers. Theme-based issues deliver the newest thinking, research, trend analysis, and commentary on learning, teaching, school improvement, and advancing the education profession.

*ASCD 2018–19 Member Demographic and Needs Assessment Survey

Educational Leadership was awarded the APEX “Grand Award” for publication excellence.

PUBLICATION INFORMATION

<table>
<thead>
<tr>
<th>TOP INTERESTS OF ASCD MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructional Leadership</td>
</tr>
<tr>
<td>Brain and Learning</td>
</tr>
<tr>
<td>Assessment and Grading</td>
</tr>
<tr>
<td>Classroom and Behavior Management</td>
</tr>
<tr>
<td>Differentiated Instruction</td>
</tr>
<tr>
<td>Social-Emotional Learning</td>
</tr>
<tr>
<td>Student Engagement and Motivation</td>
</tr>
<tr>
<td>58%</td>
</tr>
<tr>
<td>57%</td>
</tr>
<tr>
<td>53%</td>
</tr>
<tr>
<td>52%</td>
</tr>
<tr>
<td>52%</td>
</tr>
<tr>
<td>51%</td>
</tr>
<tr>
<td>50%</td>
</tr>
</tbody>
</table>

Source: ASCD 2018–19 Membership Demographic and Needs Assessment Survey
## 2019–20 PUBLISHING YEAR

### SUMMER 2019 (DIGITAL ONLY)
- Replica Ads Close: May 14, 2019
- Materials Close: May 24, 2019
- App Space and Materials Close: June 11, 2019
- Available Online: July 9, 2019

### HIGH-POWERED TEAMS
Our digital-only summer issue will explore the components of effective educator and school leadership teams, examining the art of team building (and maintenance) in schools and the role of teams in staff efficacy and school improvement. To be available online the week of July 6, the issue will be a practical and reflective professional development and planning resource for the new school year.

### SEPTEMBER 2019
- Print Ads Close: July 2, 2019
- Print Materials Close: July 11, 2019
- Digital Space and Materials Close: August 5, 2019
- In-Home Delivery Begins: August 26, 2019
- Available Online: August 26, 2019

### WHAT NEW TEACHERS NEED
Many new teachers quickly discover that they aren’t fully prepared for the practical realities of running a classroom. So what should they know? This issue will take a close look at the craft of teaching, with an emphasis on providing strategic advice (and moral support) to new teachers and those who support them. Topics to be addressed include classroom management, lesson design and execution, educator confidence, subject-area best practices, support programs and resources, and self-care.

### OCTOBER 2019
- Print Ads Close: August 5, 2019
- Print Materials Close: August 14, 2019
- Digital Space and Materials Close: September 9, 2019
- In-Home Delivery Begins: September 30, 2019
- Available Online: September 30, 2019

### MAKING SCHOOL A SAFE PLACE
This issue will look at how schools can cultivate a greater sense of overall safety of students—in both physical and emotional terms. How can school leaders ensure that students and teachers feel protected and free to learn and teach? How can they skillfully address incidents of violence, whether active or potential? How can schools be more responsive to the needs of students suffering from trauma and those whose differences may make them vulnerable to harassment or bullying?

### NOVEMBER 2019
- Print Ads Close: September 3, 2019
- Print Materials Close: September 12, 2019
- Digital Space and Materials Close: October 7, 2019
- In-Home Delivery Begins: October 28, 2019
- Available Online: October 28, 2019

### A CULTURE OF LEARNING
Instructional coaching isn’t simply a box that needs to be checked: It’s an opportunity for even the most effective educators to grow and learn from one another. This issue will explore how schools are creating cultures of coaching (including through technology and video), so that all faculty see the practice as an essential and ongoing lever for instructional improvement.

### DECEMBER 2019/JANUARY 2020
- Print Ads Close: October 7, 2019
- Print Materials Close: October 17, 2019
- Digital Space and Materials Close: November 11, 2019
- In-Home Delivery Begins: December 9, 2019
- Available Online: December 9, 2019

### BUILDING BRIDGES FOR ELL’S
English language learners (ELLs) are the fastest-growing student population group in the United States. Yet most teachers are not trained to work with these learners. This issue will look at the structures and strategies that schools can use to improve instruction for ELLs and maximize their learning opportunities. Articles will explore specific challenges these students face today and look at how can schools create supportive spaces for these students.

### FEBRUARY 2020
- Print Ads Close: November 27, 2019
- Print Materials Close: December 4, 2019
- Digital Space and Materials Close: January 6, 2020
- In-Home Delivery Begins: January 27, 2020
- Available Online: January 27, 2020

### ROOTED IN READING
Developing strong, enthusiastic readers is one of the central objectives of schools, and yet reading instruction is often beset by complex structural challenges, shifting resources, and competing priorities. This issue will look at effective practices for teaching reading and supporting student engagement in reading at all grade levels. Topics to be addressed include struggling readers, reading research, technology, and close reading.

### MARCH 2020 (CONFERENCE ISSUE)
- Print Ads Close: January 14, 2020
- Print Materials Close: January 23, 2020
- Digital Space and Materials Close: February 10, 2020
- In-Home Delivery Begins: February 27, 2020
- Available Online: March 2, 2020

### THE EMPOWERED STUDENT
Giving students more say and control over their own education—as well as creating climates that foster student expression—has become a growing priority in K–12 education, intersecting with personalized and student-centered learning movements. But what does this look like in practice? This issue will explore that question. Topics to be addressed include the role of technology, curriculum integration, student activism, problem-solving skills, and student choice.

### APRIL 2020
- Print Ads Close: February 3, 2020
- Print Materials Close: February 12, 2020
- Digital Space and Materials Close: March 9, 2020
- In-Home Delivery Begins: March 30, 2020
- Available Online: March 30, 2020

### DEEPER DISCUSSIONS
Long considered ancillary to other academic priorities, oral communication skills are now increasingly seen as central to student growth and success. This issue will consider ways to go beyond traditional formats for classroom exchanges to discussions that promote higher-order thinking, effective communication, and social-emotional learning skills. The issue will also look at how discussion skills contribute to whole child development and how educators can foster more effective discussions among themselves.

### MAY 2020
- Print Ads Close: March 10, 2020
- Print Materials Close: March 19, 2020
- Digital Space and Materials Close: April 13, 2020
- In-Home Delivery Begins: May 4, 2020
- Available Online: May 4, 2020

### LEARNING AND THE BRAIN
Research in neuroscience is shedding new light on how students learn and develop. How can educators make the most of this information—and how can they sort genuine scientific findings from myths and hearsay? This issue will offer a solution-oriented look at brain science and education, highlighting both groundbreaking findings and practical takeaways.

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**Note:** Dates are estimates and subject to change. Ads in the EL app run from the first day of the month to the last day of the month.
EL PRINT ADVERTISING RATES

RATES FOR FOUR-COLOR ADS

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,349</td>
<td>$7,849</td>
<td>$7,347</td>
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<tr>
<td>2/3 Page</td>
<td>$7,204</td>
<td>$6,771</td>
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<td>1/2 Page Horizontal</td>
<td>$6,509</td>
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<td>$5,728</td>
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<tr>
<td>1/3 Page Square</td>
<td>$5,082</td>
<td>$4,777</td>
<td>$4,472</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$5,082</td>
<td>$4,777</td>
<td>$4,472</td>
</tr>
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RATES FOR BLACK-AND-WHITE ADS

<table>
<thead>
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<tbody>
<tr>
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<td>$6,153</td>
<td>$5,760</td>
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<tr>
<td>2/3 Page</td>
<td>$5,400</td>
<td>$5,086</td>
<td>$4,752</td>
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<td>1/2 Page Horizontal</td>
<td>$4,705</td>
<td>$4,423</td>
<td>$4,141</td>
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<tr>
<td>1/3 Page Square</td>
<td>$3,491</td>
<td>$3,281</td>
<td>$3,081</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$3,491</td>
<td>$3,281</td>
<td>$3,081</td>
</tr>
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</table>

RATES FOR PRIME LOCATIONS

<table>
<thead>
<tr>
<th>Size</th>
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<th>4x</th>
<th>8x</th>
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<tbody>
<tr>
<td>Cover 4</td>
<td>$10,126</td>
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<td>$8,912</td>
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<tr>
<td>Cover 3</td>
<td>$9,378</td>
<td>$8,816</td>
<td>$8,253</td>
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<tr>
<td>Cover 2</td>
<td>$9,670</td>
<td>$9,090</td>
<td>$8,510</td>
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<tr>
<td>Cover Tip</td>
<td>$25,000</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

YOUR PRINT AD BUY DELIVERS BONUS DIGITAL REACH

All Educational Leadership print ads are automatically included in the digital edition. Enjoy extended circulation with no additional creative necessary.

> ASCD MEMBERS RETURN TO EACH ISSUE OF EL THREE TIMES

> EL READERS SHARE THEIR ISSUE WITH AN AVERAGE OF 4.4 PEOPLE
**EL DIGITAL ADVERTISING RATES**

**DIGITAL EL**

> 60,000+ UNIQUE VISITORS LAST YEAR

> 165 VISITORS PER DAY ON AVERAGE

Accessible from laptops or mobile devices, every digital EL issue features enhanced content. Print advertisements are automatically included in the digital version as a value add (no additional fees apply).

**Issues Available for Sale:** Summer, September, October, November, December/January, February, March, April, and May. Full-page ads and spreads only in summer issue (no fractional ads).

**Leaderboard Ad:** $3,000 per ad
- Ad remains constant as users flip through the digital edition archive.
- Ad runs at the top of the digital edition in the space between the page and the top navigation frame.

**Bellyband:** $2,800 per bellyband
- Available within each issue of the digital edition (one available per issue).
- Artwork overlays the full width of a page and a fraction of the height.
- Can have an embedded external link.
- User can click to close, but it appears when the page is revisited.

**Blow-In Card:** $2,400 per card
- Available within each issue of the digital edition (two available per issue).
- Artwork overlays a fraction of the page (both width and height).
- Can have an embedded external link.
- User can click to close, but it appears when the page is revisited.

**Custom Links (Hot Links/Enhanced Links):** $50 per link
- Available to print advertisers within each issue of the digital edition (within a display ad).
- Words/phrases and images/icons can be made into custom links.

**Multimedia (Audio or Video) Enhancement:** $500 per video or audio
- Must run within a print ad space purchased by the advertiser.
- Audio can run in a player that pops up when image or text is clicked.
- Video can be played within the page of the ad itself in the image allocated (if the space meets minimum requirements); otherwise, image can be clicked to have the video pop up in a player and run on top of the page.

**Summer Digital-Only Edition**
- Offers special content for educators who want to plan ahead for next year’s challenges and catch up on education trends. Reach educators during the time of year when they can devote more undivided attention to your messages.
- Leaderboard ads, bellybands, blow-in cards, and full-page or two-page display ads available (see image at right).
- Summer issue is outside our subscriptions paywall, leading to higher page impressions.

**EL APP**

> 154,000 SCREEN VIEWS LAST YEAR

Ideal for educators on the go, this app provides another way to grab your prospects’ attention while they are using their smartphones and tablets. The **EL** app is available on iPhone, iPod, iPad, Kindle Fire, Android, and Android Tablet.

Monthly advertising space is available.

**App Ad:** $650 per month (3 available)
- Ads run from the first of the month to the last of the month across all issues.
- Ads sizes are device specific: Advertisers must supply ads in all three sizes:
  - Small ad (iPhone, iPod, Android): appears on home screen, RSS/feed, search, text-only pages, bookmarks, and library.
  - Medium ad (iPad and Kindle Fire): appears on RSS/feed, search, text-only pages, bookmarks, and library.
  - Large ad (iPad and Kindle Fire): appears on RSS/feed, text-only pages, and library.
- Ads are served upon launch of the app and run throughout the user’s experience.

**Interstitial Ad:** $50 per ad (issue specific)
- Advertisers with a full-page ad in the print issue may include their ad in the text view of the **EL** app.
- Ads will appear between articles in the text view of the issue.
- No additional creative necessary.

FOR QUESTIONS REGARDING DIGITAL **EL**, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM
DIGITAL ADVERTISING OPPORTUNITIES

ASCD.ORG RUN OF SITE

- AVERAGE MONTHLY VISITORS: 1,072,102
- AVERAGE MONTHLY PAGE VIEWS: 1,696,000
- 2018 GROSS VISITS: 12,865,000
- 2018 GROSS PAGE VIEWS: 20,355,000

POSSIBLE PAGES FOR AD PLACEMENT

- About ASCD
- Books and Publications
- Conferences
- Professional Development
- Programs
- Topics
- EL Archives
- EL Table of Contents Page
- EL Home Page
- All pages in an EL Issue
  (see online issue sponsorship, p.12)

ASCD.ORG ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle (ROS)</td>
<td>$25</td>
</tr>
</tbody>
</table>

MORE THAN 90% OF ASCD MEMBERS VISIT WWW.ASCD.ORG

Source: ASCD 2016–17 Educational Leadership Readership Study

FOR QUESTIONS REGARDING BANNER ADVERTISING ON ASCD.ORG, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM
**ASCD EXPRESS E-NEWSLETTER**

> CIRCULATION: 275,000

*ASCD Express* is the education profession’s top e-newsletter focused solely on professional development. Twenty-four times per year, your advertising message can reach readers and send click-throughs to your online store, survey, blog, or home page. Topic sponsorships and geo-targeting options available.

**ASCD EXPRESS ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (468 x 60)</td>
<td>$3,500 (per issue)</td>
</tr>
</tbody>
</table>

**INSERVICE BLOG**

> AVERAGE MONTHLY VISITORS: 86,000

> AVERAGE MONTHLY PAGE VIEWS: 102,900

*Inservice* is an online outreach to the education community. Updated daily, this blog features commentary from ASCD Faculty, guest blog posts, and more.

**INSERVICE ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle (300 x 250)</td>
<td>$1,500 (per month)</td>
</tr>
</tbody>
</table>

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**ASCD SMARTBRIEF**

Reach 300,000+ educators and administrators with *ASCD SmartBrief* e-newsletter.

- Native graphic, text, and banner ads
- Dedicated e-mails
- Custom content (webinars, white papers, e-books, and more)

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FOR QUESTIONS REGARDING *ASCD EXPRESS*, *ASCD EDGE*, AND *INSERVICE* ADVERTISING ON ASCD.ORG, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

FOR QUESTIONS REGARDING *ASCD SMARTBRIEF*, CONTACT

TOM SIKES
PUBLISHER, SMARTBRIEF EDUCATION
1-646-462-4629
TSIKES@SMARTBRIEF.COM

SPECIALTY AD PRODUCT OPPORTUNITIES

**EL TOPIC SELECTS: $3,500**
- Sponsor downloadable PDFs of high-impact *EL* articles on select topics.
- Packets feature sponsor credit, logo, and short advertising message.
- Wide exposure to ASCD audience and membership through online promotion on ASCD.org and e-mails, including *ASCD SmartBrief* and *ASCD Express* promotional spots.

**EL COVER TIP (SELECT ISSUES): $25,000**
- Get high-visibility placement with cover tip-on.
- Premium spot is typically reserved for ASCD membership messaging but is available for select issues.
- One page front & backside messaging, easily removeable for reference or distribution.

**WHITE PAPERS: $3,500**
- Organizational or product white papers can be hosted for three months as part of a portal on ASCD.org.
- White papers are given wide exposure to the ASCD audience through online promotion and e-mails, including *ASCD SmartBrief* and *ASCD Express* ad spots.
- Lead generation provided.

**ONLINE EL ISSUE SPONSORSHIP: $4,500**
- Sponsor a complete issue of *EL* (for the first month of publication) on the ASCD.org website to promote your brand in connection with high-quality independent content on a specific topic area. (See p. 7 for upcoming issue themes.)
- Credit language and sponsor logo appear on *EL* landing page and on issue table of contents.
- Top ad position provided run-of-site on 150,000 page impressions, including all pages in the issue.

**DIGITAL EDITION EL SPONSORSHIP: $4,000**
- Sponsor a complete issue of the digital tablet edition of *EL*.
  (See p. 7 for upcoming issue themes.)
- Includes cover leaf ad placement, interstitial ad in the *EL* app, and online promotion of sponsorship.
- Digital and online issue sponsorships can be combined for reduced total cost.

Other nontraditional advertising opportunities available upon request.

FOR QUESTIONS REGARDING SPECIALTY AD PRODUCTS, CONTACT
M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM
EXHIBITOR OPPORTUNITIES

EXHIBIT AT ASCD’S 2020 ANNUAL CONFERENCE AND EXHIBIT SHOW

ASCD EMPOWER20
MARCH 14–16, 2020 • LOS ANGELES, CA

ASCD Empower20 is where leaders in curriculum, pedagogy, technology, and business solutions come together for three days to learn, network, and explore new products and services. Attracting thousands of key decision makers, this conference is one of the most anticipated and valued events in the education industry.

At Empower20, you’ll have the opportunity to

• Generate and nurture qualified leads.
• Enhance your company’s credibility and standing.
• Create greater awareness and visibility for your brand.
• Differentiate your company from competitors.
• Deepen ties with an influential professional network.

ANNUAL CONFERENCE AUDIENCE

<table>
<thead>
<tr>
<th>SUBJECT AREA INTERESTS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td>32%</td>
</tr>
<tr>
<td>Math</td>
<td>26%</td>
</tr>
<tr>
<td>Writing</td>
<td>25%</td>
</tr>
<tr>
<td>Social Studies</td>
<td>19%</td>
</tr>
<tr>
<td>Science</td>
<td>20%</td>
</tr>
<tr>
<td>Special Education</td>
<td>14%</td>
</tr>
<tr>
<td>ESL</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: 2015 ASCD Annual Conference Survey

> 84% OF ATTENDEES SAY THE EXHIBIT SHOW IS AN IMPORTANT PART OF THE CONFERENCE EXPERIENCE

> ATTENDEES SPEND 2 HOURS AND 12 MINUTES ON AVERAGE IN THE EXHIBIT HALL

FOR QUESTIONS REGARDING EXHIBITS, CONTACT

MARY MICHALIK
SPONSORSHIP DIRECTOR
1-312-265-9650
MARY@CORCEXPO.COM
ASCD presents three major national conferences and many regional and local events each year.

Contact us today to learn more about these and other opportunities to align your brand with ours and receive the market recognition you’ve been looking for.

RENT THE ASCD MAILING LIST

The ASCD mailing list is one of the most-mailed, highest-responsive lists in the education market. The ASCD list can help you reach all grade levels, subject areas, and job titles in the education field.

MAILING LIST BY COUNTRY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. members</td>
<td>64,265</td>
</tr>
<tr>
<td>Canadian members</td>
<td>3,094</td>
</tr>
</tbody>
</table>

MAILING LIST BY GRADE LEVEL

<table>
<thead>
<tr>
<th>Grade Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PreK/early childhood</td>
<td>16,124</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>6,797</td>
</tr>
<tr>
<td>Elementary school</td>
<td>3,863</td>
</tr>
<tr>
<td>Middle/junior high school</td>
<td>5,625</td>
</tr>
<tr>
<td>Secondary/high school</td>
<td>8,498</td>
</tr>
<tr>
<td>College/university</td>
<td>2,122</td>
</tr>
</tbody>
</table>

UPCOMING ASCD SPONSORSHIP OPPORTUNITIES

ASCD EMPOWER
March 14–16, 2020 • Los Angeles, CA
March 27–29, 2021 • Washington, DC

CONFERENCE ON TEACHING EXCELLENCE
June 25–27, 2019 • Orlando, FL
June 26–28, 2020 • Denver, CO

CONFERENCE ON EDUCATIONAL LEADERSHIP
November 8–10, 2019 • National Harbor, MD
October 23–25, 2020 • Dallas, TX

FOR QUESTIONS REGARDING SPONSORSHIP OPPORTUNITIES, CONTACT

MARY MICHALIK
SPONSORSHIP DIRECTOR
1-312-265-9650
MARY@CORCEXPO.COM

FOR QUESTIONS REGARDING THE ASCD MAILING LIST, CONTACT

SEAN REGAN
MEMBERSHIP MANAGER
1-800-933-2723 X 5611 (TOLL FREE)
1-703-578-9600 X 5611 (LOCAL)
SEAN.REGAN@ASCD.ORG
ADVERTISING SPECIFICATIONS AND REQUIREMENTS

EL MAGAZINE

MATERIALS SPECIFICATIONS
For optimum reproduction quality, your materials should be sent according to the following specifications. Contact M. J. Mrvica Associates, Inc. if you have questions or concerns regarding specs.
• Art should be at least 300 dpi at the desired print size and originate in Adobe Photoshop or Adobe Illustrator.
• High-resolution press-ready PDFs are required. PDFs must have fonts embedded or outlined.
• Fonts need to be OpenType or Type 1 Adobe fonts. True Type fonts cannot be used.
• All colors should be CMYK.
• Optimum density is 280.
• Unacceptable programs include but are not limited to Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, Aldus Freehand, and Adobe PageMaker. However, if you are currently using one of these programs, please try to export a high-resolution PDF/ EPS file with outlined fonts.
• Digital materials are required. If you must supply film or cannot meet the digital requirements listed, please contact M. J. Mrvica Associates, Inc.
• Specifications for cover-tip available on request.

HOW TO SUBMIT FILES
Send a high-resolution PDF to mjmrvica@mrvica.com. (No files above 8 MB can be accepted.)

DIGITAL EL AND EL APP

DIGITAL EL
Audio Enhancement
• Maximum size: 100 MB
• Maximum length: 4 minutes
• Publisher will add play arrow and close button.
• File formats accepted: MP3 or WAV
• Advertiser must notify ASCD as to which image or link the audio file will be embedded in.

Bellyband
• 800 pixels wide x 175 pixels high
• Referral link (full URL) must be sent with creative.
• File formats accepted: JPEG, GIF, or animated GIF

Blow-In Card
• 500 pixels wide x 300 pixels high
• Referral link (full URL) should be sent with creative.
• File formats accepted: JPEG, GIF, or animated GIF

Custom Links (Hot Links/Enhanced Links)
• Advertiser must notify ASCD as to which words/phrases or images/icons in their creative are to be made into custom links.
• Referral link (full URL) for each custom link must be sent with creative.

AD SIZES AND MECHANICAL REQUIREMENTS

2-Page Spread (full bleed)
Mechanical Requirements:
16.5" x 10.75" (allows 1/8" trim on all sides)
Trim Size:
16.25" x 10.5"

2/3-Page Vertical
Mechanical Requirements:
4.5" x 9.3"

1/3-Page Vertical
Mechanical Requirements:
2.2" x 9.3"

2-Page Advertiser-Supplied Insert *
Mechanical Requirements:
Live Area: 7.375" x 9.75" - .375" margins
Supplied size to vendor: 8.375" x 10.75"
allows for 1/8" grind-off at the spine for binding - will trim 1/8" at head, face and foot with the magazine
Size of insert after trimming:
8.125" x 10.5" (same size as EL trim)

Note for full-page ads:
Publication Trim Size:
8.125" x 10.5"
Live Area:
7.3" x 9.7"
Please keep all important graphics and text within the live area. All full-page ads bleed. If you wish to submit a nonbleed ad, please allow a border of at least 1/4" of white space.
ADVERTISING SPECIFICATIONS AND REQUIREMENTS (continued)

DIGITAL EL (continued)

Display Ad
• Ads that run in print EL issues are automatically migrated to the digital edition. No additional creative necessary.

Interstitial Ad
• Full-page ads that run in print EL are migrated to the text view in the EL app for advertisers selecting this option. No additional creative necessary.

Leaderboard Ad
• 728 pixels wide x 90 pixels high (industry standard)
• Referral link (full URL) must be sent with creative.
• File formats accepted: JPEG, GIF, or animated GIF

Summer Digital-Only Edition
• 4C, high-resolution, press-ready PDF only
• Full page: 8.25” x 10.875” trim
• Spread: 16.5” x 10.875” trim; submit as single pages

Video Enhancement
• Maximum size: 100 MB
• Maximum length: 4 minutes
• 480 pixels wide minimum
• Video file is embedded in a specific image on the creative supplied by the advertiser and will be set to a fixed size (will not scale with the page unless clicked to pop up in a player and run full screen).

• Provide a video still with optional play arrow to avoid black when video is embedded into the file. For the iPad, the image appearing in the first frame will appear as the video still, unless a different one is provided by the advertiser.
• File formats accepted: .MPG, .MP4, .WMV, .MOV, or .AVI

EL APP

App Ad
• Materials are due by the 20th of the month purchased.
• Advertiser must supply creative in all sizes below, since the devices have different size requirements:
  ◦ Small: 320 pixels wide x 50 pixels high (iPhone and Android)
  ◦ Medium: 728 pixels wide x 90 pixels high (iPad and Kindle Fire)
  ◦ Large: 960 pixels wide x 90 pixels high (iPad and Kindle Fire)
• File format accepted: PNG only

ADDITIONAL REQUIREMENTS

ASCD EXPRESS

Leaderboard Ad
Ad dimensions: 468 x 60 pixels
File formats accepted: JPEG or GIF
Maximum size: 40 KB
Colors: RGB

Medium Rectangle Ad
Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG or GIF
Maximum size: 40 KB
Colors: RGB
Note: No Flash, animated GIF, or other Rich Media ads are accepted for ASCD Express

INSERVICE

Medium Rectangle
Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

OTHER DIGITAL PLATFORMS

ASCD.ORG

Medium Rectangle Ad
Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB
REACH THE DECISION MAKERS IN EDUCATION

- EDUCATIONAL LEADERSHIP MAGAZINE
- ASCD.ORG
- ASCD EXPRESS

RESERVE YOUR PRINT AND DIGITAL ADVERTISING

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

ASCD
LEARN. TEACH. LEAD.

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Alexandria, VA 22311–1704

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