EFFECTIVE
JUNE 2020–MAY 2021

ASCD MEDIA KIT

REACH EVERY EDUCATOR — SUPERINTENDENT TO TEACHER

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

About ASCD ................................................................. 3
Our Audience ............................................................ 4
Our Market ................................................................. 5

Educational Leadership® (EL) Magazine
Advertising Opportunities ........................................ 6
  Publication Information ........................................... 6
  EL Editorial Calendar and Closing Dates .................. 7
  EL Print Advertising Rates ................................. 8
  EL Digital Advertising Rates ............................... 9

Digital Advertising Opportunities .............................10
  ASCD.org Run of Site ....................................... 10
  ASCD Express E-Newsletter .............................11
  Inservice Blog ............................................... 11
  ASCD SmartBrief ...........................................11

Specialty Ad Product Opportunities ..........................12

Exhibitor Opportunities .........................................13

Sponsorship and Mailing List Opportunities ..................14

Advertising Specifications and Requirements ............15
  EL Magazine .................................................. 15
  Digital EL and EL App .................................... 15
  Other Digital Platforms ....................................16

ADVERTISING SALES
M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM
ABOUT ASCD

Dedicated to the whole child, ASCD is the organization for every educator. Comprising 133,573 members*—superintendents, principals, teachers, professors, and advocates from more than 129 countries—the ASCD community also includes 75 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 August 2019. Includes Activate subscribers.

YOUR CONNECTION TO THE GLOBAL EDUCATION MARKET

REACH EVERY EDUCATOR

- Superintendents
- Central Office Staff
- Instructional Coaches
- Principals
- Teachers
- Higher Education Faculty

REACH EVERY GRADE

- Elementary School
- Middle School
- High School
- Higher Education
**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>Category</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!

— @drncgarrett
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>Magazine</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Leadership</td>
<td>136,000*</td>
</tr>
<tr>
<td>Educational Leadership</td>
<td>598,000**</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Visitors per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors to ASCD.org</td>
<td>696,000 +</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Page views per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCD.org</td>
<td>1,464,000 +</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCD Express</td>
<td>300,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCD annual conference</td>
<td>10,000 +</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>List</th>
<th>Names on List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail responsive</td>
<td>82,000 +</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

PUBLICATION INFORMATION

TOP INTERESTS OF ASCD MEMBERS

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

Source: ASCD 2018–19 Membership Demographic and Needs Assessment Survey
EL MEDIA KIT 2020-21

**EDITORIAL CALENDAR AND CLOSING DATES 2020–21 PUBLISHING YEAR**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>In-Home Delivery Begins</th>
<th>Digital Space and Materials Close</th>
<th>Print Materials Close</th>
<th>Print Ads Close</th>
<th>Available Online</th>
</tr>
</thead>
</table>

**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 BLACK-AND-WHITE 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>$6,546</td>
<td>$6,153</td>
<td>$5,760</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,400</td>
<td>$5,086</td>
<td>$4,752</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$4,705</td>
<td>$4,423</td>
<td>$4,141</td>
</tr>
<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>
</tbody>
</table>

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>
</tr>
<tr>
<td>2/3 Page</td>
<td>$7,204</td>
<td>$6,771</td>
<td>$6,339</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$6,509</td>
<td>$6,118</td>
<td>$5,728</td>
</tr>
<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>
</tbody>
</table>

RATES FOR PRIME LOCATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$10,126</td>
<td>$9,518</td>
<td>$8,912</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$9,378</td>
<td>$8,816</td>
<td>$8,253</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$9,670</td>
<td>$9,090</td>
<td>$8,510</td>
</tr>
<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

> 43,000+ UNIQUE VISITORS LAST YEAR
> 191 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.
- Artwork overlays a fraction of the page (both width and height).
- Can have an embedded external link.
- User can close, but it appears when the page is revisited.

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 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 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

> 98,262 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.
- Ad 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
ASCD.ORG RUN OF SITE
> AVERAGE MONTHLY VISITORS: 696,530
> AVERAGE MONTHLY PAGE VIEWS: 1,464,183
> 2019 GROSS VISITS: 8,358,350
> 2019 GROSS PAGE VIEWS: 17,570,196

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>

FOR QUESTIONS REGARDING BANNER
ADVERTISING ON ASCD.ORG, CONTACT
M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

MORE THAN 90% OF ASCD MEMBERS VISIT WWW.ASCD.ORG
**ASCD EXPRESS E-NEWSLETTER**

> **CIRCULATION:** 300,000

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</td>
<td>$3,500</td>
</tr>
<tr>
<td>(468 x 60)</td>
<td>(per issue)</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$2,500</td>
</tr>
<tr>
<td>(300 x 250)</td>
<td>(per issue)</td>
</tr>
</tbody>
</table>

**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)

**INSERVICE BLOG**

> **AVERAGE MONTHLY VISITORS:** 94,105

> **AVERAGE MONTHLY PAGE VIEWS:** 104,653

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</td>
<td>$1,500</td>
</tr>
<tr>
<td>(300 x 250)</td>
<td>(per month)</td>
</tr>
</tbody>
</table>

**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 removable for reference or distribution.

**WHITE PAPERS: $4,000**
- 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 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 2021 ANNUAL CONFERENCE AND EXHIBIT SHOW

ASCD EMPOWER21
MARCH 26–29, 2021 • WASHINGTON, D.C.

ASCD Empower21 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 Empower21, 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

SUBJECT AREA INTERESTS

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Interest</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
SPONSORSHIP AND MAILING LIST OPPORTUNITIES

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. members</td>
<td>82,209</td>
</tr>
<tr>
<td>Canadian members</td>
<td>3,390</td>
</tr>
</tbody>
</table>

MAILING LIST BY GRADE LEVEL

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>PreK/early childhood</td>
<td>18,250</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>7,824</td>
</tr>
<tr>
<td>Elementary school</td>
<td>23,236</td>
</tr>
<tr>
<td>Middle/junior high school</td>
<td>11,462</td>
</tr>
<tr>
<td>Secondary/high school</td>
<td>25,809</td>
</tr>
<tr>
<td>College/university</td>
<td>2,568</td>
</tr>
</tbody>
</table>

UPCOMING ASCD SPONSORSHIP OPPORTUNITIES

ASCD EMPOWER

March 27–29, 2021 • Washington, DC
March 18–21, 2022 • Chicago, IL

CONFERENCE ON EDUCATIONAL LEADERSHIP

October 23–25, 2020 • Dallas, TX
October 22–24, 2021 • Orlando, FL

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"

1/2-Page Horizontal
Mechanical Requirements:
6.9" x 4.5"

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

1/3-Page Square
Mechanical Requirements:
4.6" x 4.5"

Covers and Full Pages (bleed)
Bleed Size: 8.375" x 10.75" (includes 1/8" bleed on all sides)
Publication Trim Size: 8.125" x 10.5" Live Area: 7.3" x 9.7"

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)

FOR QUESTIONS REGARDING EL MAGAZINE, DIGITAL EL, OR EL APP ADVERTISING, CONTACT
M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

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

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

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