

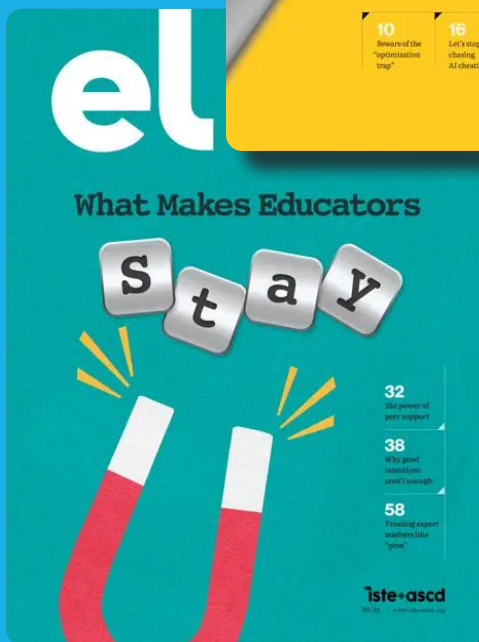
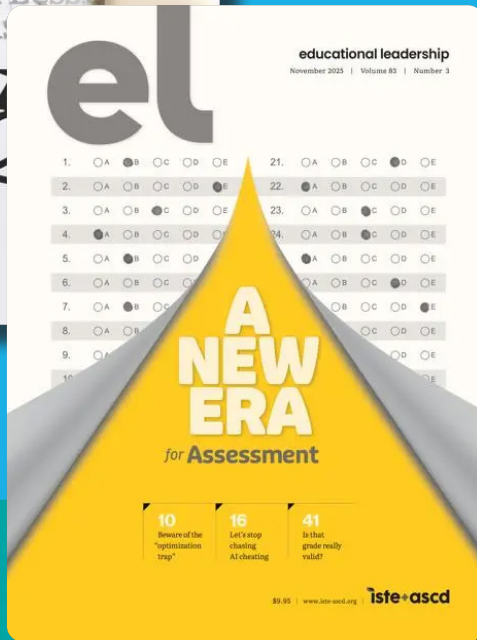


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MEDIA KIT

EDUCATIONAL LEADERSHIP MAGAZINE

Educational Leadership is the award-winning, flagship magazine of ISTE+ASCD, with a distinctive niche in the world of education publishing. Display advertising in *Educational Leadership* delivers direct access to education's top decision makers. As part of the essential read for district leaders, principals, instructional coaches, teachers, and edtech innovators, your ad gains repeated exposure as issues circulate through leadership teams and professional learning communities.



PRICING

FULL PAGE SPREAD

16.75" x 10.75" (includes 1/8" bleed on all sides)

\$12,000/Issue

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8.375" x 10.75" (includes 1/8" bleed on all sides)

\$7,500/Issue

HALF PAGE HORIZONTAL

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\$6,000/Issue

THIRD PAGE SQUARE

4.6" x 4.5"

\$4,500/Issue

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8.375" x 10.75" (includes 1/8" bleed on all sides)

\$9,500/Issue

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\$8,500/Issue

COVER TIP

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EXPRESS NEWSLETTER

Reach school influencers through their inbox and boost brand recognition by sponsoring the biweekly ISTE+ASCD *Express* newsletter, an award-winning free newsletter on instructional strategy. With 185K+ subscribers spanning ISTE+ASCD members and beyond, *Express* offers advertisers an excellent way to showcase their products, solutions, or latest announcements.

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iste+ascd
EXPRESS
March 27, 2025

Exclusive articles and tools on instructional strategy and classroom practice.

Amplifying Teacher Stories with Blogs and Podcasts
Julie Rust
How one school creates space for teachers' experiences to be heard, valued, and shared.

Teach Like a Park Ranger
James Foster
These five movies, inspired by National Park rangers, create interactive, student-centered learning adventures.

Five Myths About Teacher Professional Learning
Jim Knight
Reflecting on common misconceptions about educator development can help leaders create meaningful change.

From Classroom to Culture: How Teacher Leaders Shape Schools
Annie Sussman
By embracing vulnerability and collaboration, teacher leaders can create shared visions for instructional growth that inspire action.

FEATURED SHOWCASE
(Image + Ad Copy)

Read more stories on strengthening instructional cultures in EL's March issue.

VIDEO
Read-Alouds That Engage
Watch how two teachers transform simple read-alouds into powerful learning experiences with strategic questioning. This video companion to Doug Fisher and Nancy Frey's March EL column shows these techniques in action.

BOX BANNER
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FEATURED COLUMN: CLASSROOM CONVERSATIONS
Protecting Student Curiosity
Jennifer Orr
When we respond negatively to students' curiosity—even unintentionally—we risk shutting down their natural drive to learn. Here's how educators can nurture and protect questions that fuel authentic engagement.

FEATURED SHOWCASE
(Image + Ad Copy)

RESOURCES
How to Make Every School Day Better
In her new book *Better Days: 150 Creative Practices and Daily Connections for Teachers and Students*, veteran educator Lisa J. Lucas offers simple practices to bring calm, connection, and joy back to teaching.

AI Tools for Your Classroom
Watch this webinar on AI exploration in K-12 settings to learn how to find safe and engaging tools that can integrate seamlessly into your classroom. The ISTE learning library also offers webinars on STEM, digital citizenship, and other technology topics.

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2025 ISTE LIVE 25 AND ASCD ANNUAL
Double Your Impact. Transform Education.
Experience a game-changing professional learning opportunity with the co-located ISTE Live and ASCD Annual conference in San Antonio, June 29-July 2, 2025. One registration unlocks access to both premier conferences, featuring over 1,000 learning experiences on innovative teaching, leadership, and much more. Connect with education's brightest minds, explore cutting-edge solutions to your biggest teaching challenges, and discover how to make learning more meaningful in the age of AI. Register once and experience both.

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PRICING

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\$1,750/Issue OR \$4,750/Qtr

TOP FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,500/Issue OR \$4,000/Qtr

BOX BANNER

Image: 300x250px

Formats: JPG or PNG

Placements: Exclusive to 2 Companies

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BOTTOM FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,250/Issue OR \$3,250/Qtr

BOTTOM BANNER

Image: 650x90px

Formats: JPG or PNG

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SPARK NEWSLETTER

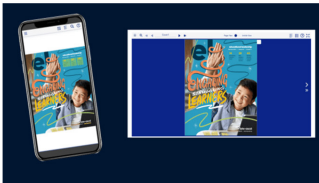
The ISTE *Spark* eNewsletter is a monthly publication providing its 70,000 subscribers educators, coaches, and leaders with up to date information and resources on the most relevant education technology topics.

Tuesday, February 17, 2026



Your bi-monthly member newsletter

- With *Teaching News Literacy in the Age of AI*, help students navigate the media landscape in the age of misinformation and conspiratorial thinking. Plus, deepen your understanding by exploring the study guide here.
- **Members: Lock in 5-hour self-paced courses at just \$49 before prices jump to \$69 in March.** Browse topics from AI to digital citizenship.
- Help your students build agency with AI: Innovator Challenge. Projects are due March 13.
- Congratulations to two new ISTE Seal holders KODEIT and Colleague.AI. View the detailed findings reports at <https://iste.org/seal>.



What Struggling Learners Need Most
EDUCATIONAL LEADERSHIP MAGAZINE | MEMBER EXCLUSIVE


Prefer to flip pages—or scroll? Now you can do both.

Educational Leadership is now available as an interactive digital book, giving members multiple ways to read. Flip through pages just like the print magazine or switch to a mobile-optimized view for reading on the go. This flexible, member-only experience is available anytime from your member dashboard, on desktop or mobile.

[Read more](#)

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Heroes of Progress: Using Fascinating People and Places to Build Student Character
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Discover how real-world stories of innovators and changemakers can become powerful case studies to teach character, foster civil discourse and deepen student reflection.

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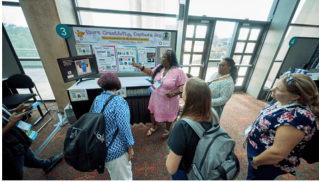
The Future of Assessment is Now
EDUCATIONAL LEADERSHIP MAGAZINE | MEMBER EXCLUSIVE

Real-time, strengths-based assessment tools are already changing how students learn.

[Read more](#)

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Transforming Schools Mastermind - Community Meetup
COMMUNITY EVENTS | ISTE+ASCD COMMUNITY LEADERS

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MEMBER COMMUNITIES NEWSLETTER

The ISTE *Member Communities* eNewsletter is a monthly publication providing its 70,000 subscribers up to date information and resources on the most relevant education technology topics.

ISTE+ASCD

Member Communities

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TOP DISCUSSIONS

Our community loved these discussions this month! Click through to read what your peers have to say.



Cultivating Human Attributes Alongside AI Integration

"As teachers globally navigate the revolution brought by AI, we face a central question: How do we cultivate human attributes in a world increasingly shaped by tech?"

>> READ MORE



Seeking Fresh Ideas for Elementary CS

"We currently run a program that allows schools to apply for a grant that provides curriculum and physical computing devices. The size of the program has been amazing but I feel like it needs some fresh ideas."

>> READ MORE

Community Member of the Month Nicole Zumpano



Nicole Zumpano, an ISTE+ASCD community leader, shares her passion for tech and her mission of bringing best practices to every classroom in our community.

>> LISTEN TO OUR CONVERSATION WITH Nicole Zumpano.



What's Good in Games?

"Which esports games do your teams/students compete in?"

>> JOIN THE CONVERSATION

UPCOMING EVENTS

January 27, 6 p.m. MX | 7 p.m. ET: Colaborar para Innovar, comunidades de aprendizaje profesional docente. [Learn more.](#)

February 2, 4 p.m. PT | 7 p.m. ET: Transforming Schools Mastermind Meetup. [Learn more.](#)

February 3, 10 a.m. PT | 1 p.m. ET: Using AI in Instructional Coaching: Best Practices and Tools. [Learn more.](#)

>> CHECK OUT MORE COMMUNITY EVENTS IN CONNECT!

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\$4,750/6 Months OR \$7,950/Year

BOTTOM BANNER

Image: 600x90px

Formats: JPG or PNG

\$2,700/6 Months OR \$4,500/Year

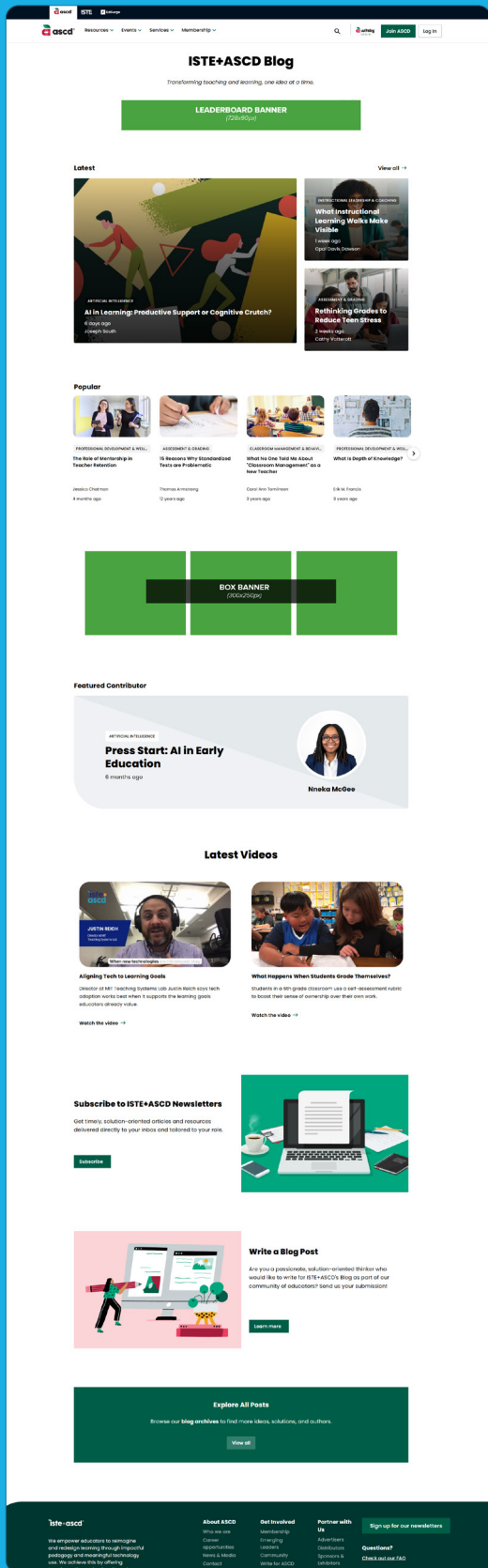
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ISTE+ASCD BLOG

The ISTE+ASCD blog is a unified platform featuring practical, conversational, and evidence-based strategies for K-12 educators, covering topics like AI in education, digital citizenship, student engagement, and instructional leadership. It serves as a resource for teachers and administrators to discover innovative, classroom-ready ideas and stay updated on pedagogical trends.



PRICING

BOX BANNER

Image: 300x250px

Formats: JPG, PNG, GIF, HTML5, 3rd Party Tags

Placements: Exclusive to 15 Companies

Position: Homepage Only + Interior Blog Page

\$4,500/Year

LEADERBOARD BANNER

Image: 728x90px

Formats: JPG, PNG, GIF, HTML5, 3rd Party Tags

Placements: Exclusive to 10 Companies

Position: Homepage Only

\$3,500/Year

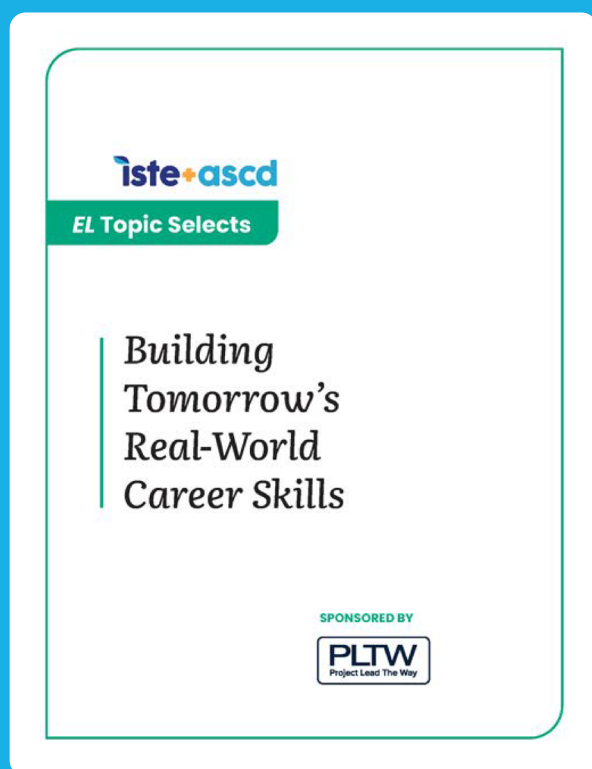
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EL TOPIC SELECTS

EL Topic Selects are downloadable collections of Educational Leadership articles focusing on critical issues in education today. Advertiser Selected Topics allow for a 'pack' of articles to be curated especially surrounding your company's selection allowing for the included advertising assets to be seamlessly incorporated within the article selection. Readers are then provided an engaging experience with your company's chosen theme and message. Sent to the trusted superintendents, principals, and district decision-makers who receive the Educational Leadership Magazine, Topic Selects boasts an 85,000 distribution list, sent both direct and digitally. Cross promoted within several digital publications, including ISTE + ASCD's Express Newsletter, over 3 months, Topic Selects provide continued engagement opportunities for lead generation, which is provided regularly throughout that time.



PRICING

STANDARD TOPIC

Logos for Cross Promotion

Placements: Exclusive to 2 Companies Per Month

\$8,500/Topic Select

PREMIUM TOPIC

Full Page Spread

500 Word Article

Placements: Exclusive to 2 Companies Per Month

\$11,000/Topic Select

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