



EdSurge

2025-2026 Media Kit

ISTE+ASCD is a professional learning organization whose mission is to empower educators to reimagine and redesign learning through impactful pedagogy and meaningful technology use.

EdSurge is an editorially independent project of ISTE+ASCD that aims to ignite curiosity about education.

Together, we provide powerful options for companies to reach decision makers in K-12 education.

Formed by the 2023 merger of two education powerhouses with more than 120 years of combined experience, **ISTE+ASCD is one of the largest and most influential professional learning organizations for K-12 educators and education leaders in the world.** Our mission is to empower educators to transform student learning through impactful pedagogy and meaningful technology use.

Our industry-leading publications and content channels—including the editorially independent news service EdSurge, *Educational Leadership* magazine, and specialized newsletters—provide powerful and innovative options for advertisers to directly reach engaged decision makers and influencers across school systems. Our content reaches hundreds of thousands of education professionals every month, including principals, superintendents, instructional coaches, curriculum directors, district technology leaders, industry professionals, and classroom teachers—all actively seeking solutions to enhance student learning experiences and outcomes.

At ISTE+ASCD, we are committed to connecting education organizations and service providers with highly engaged educator audiences through trusted brands and dynamic platforms. **We provide unparalleled ways to showcase solutions, drive awareness of transformative practices, and support the education community in improving learning for all students.**

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EdSurge Overview

EdSurge is a digital news outlet about education that illuminates, informs and ignites curiosity. By bringing human-centered insights for a changing education landscape, we offer a unique platform for companies to join the conversation on innovation in education.

Our EdSurge Solutions Studio team will help you reach PreK-12 innovators and decision makers as well as professionals in the edtech industry.

Working with clients through each step of the process, EdSurge will create custom, shareable, evergreen content and advertising solutions that highlight your organization's unique value.

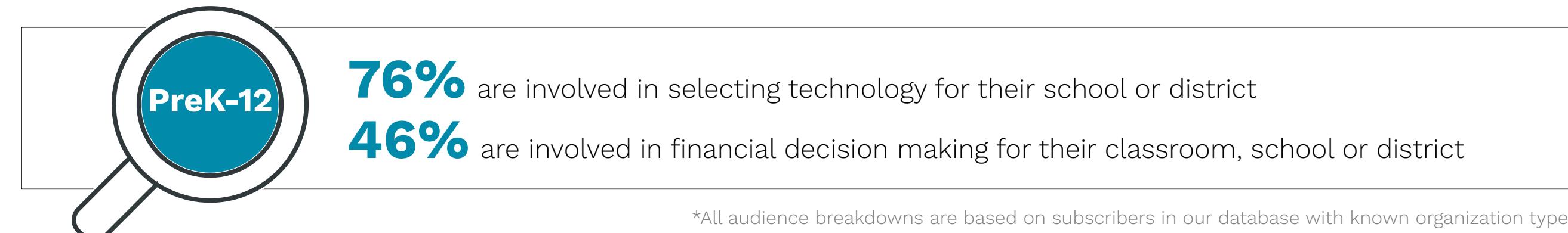
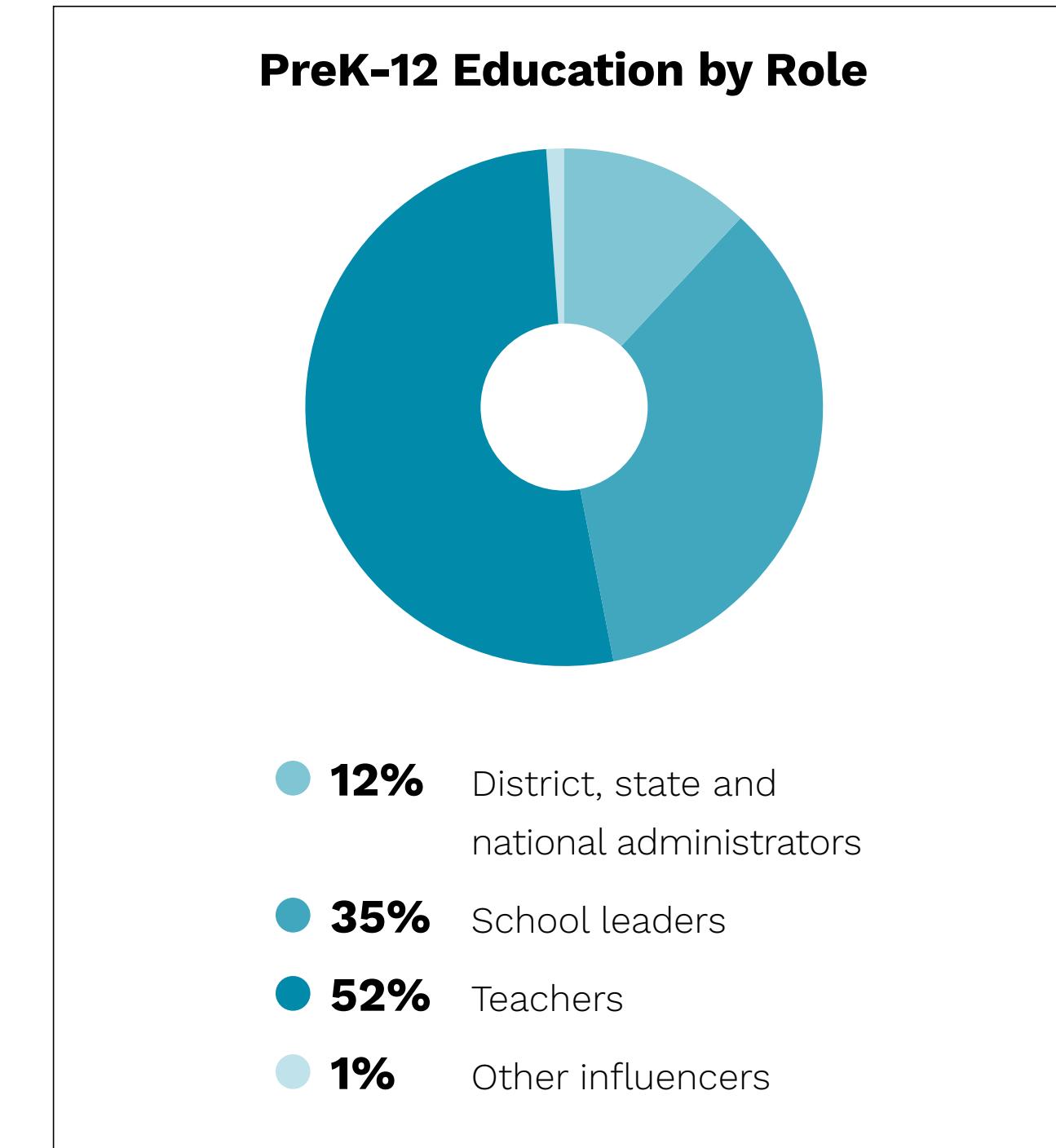
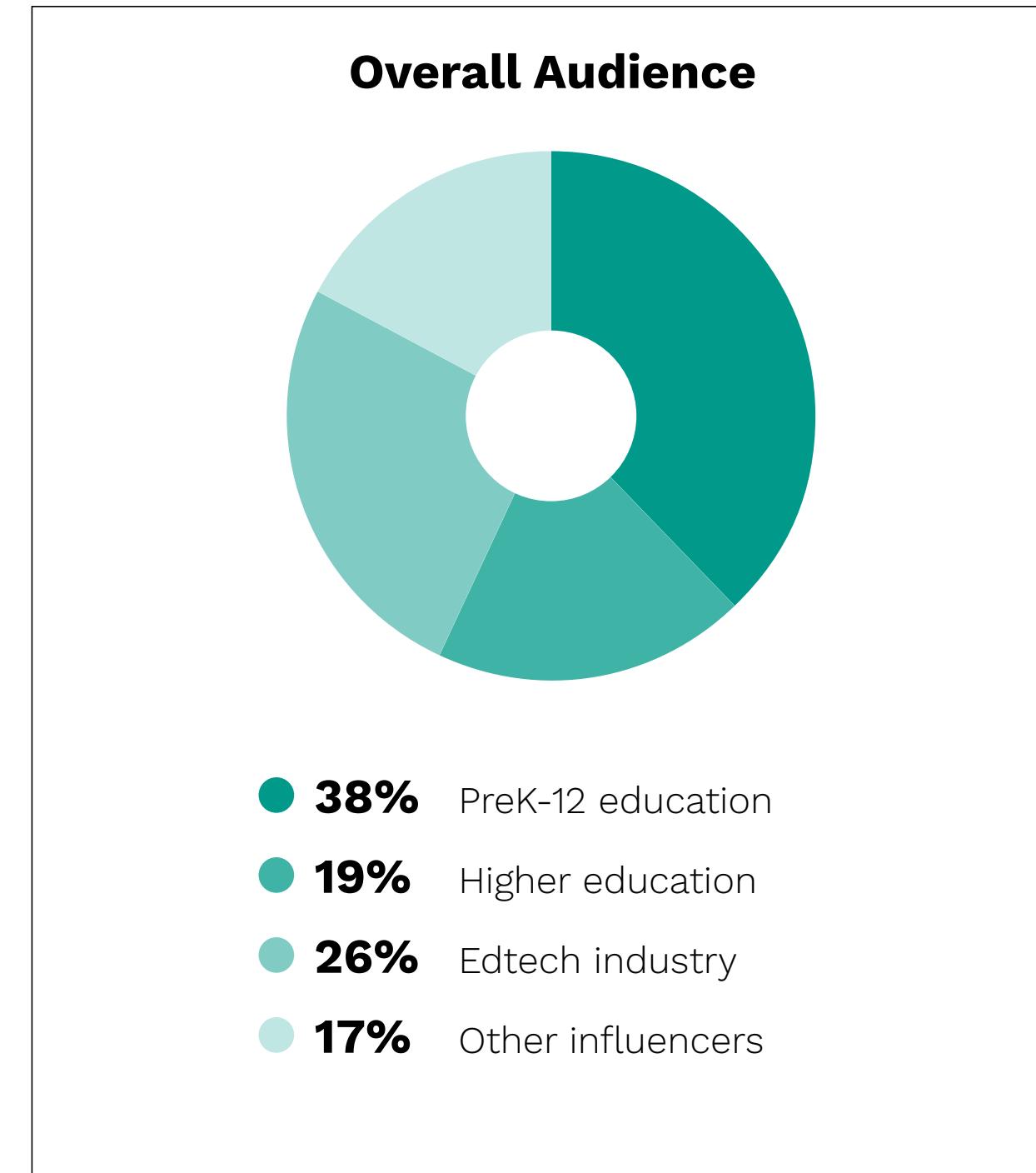
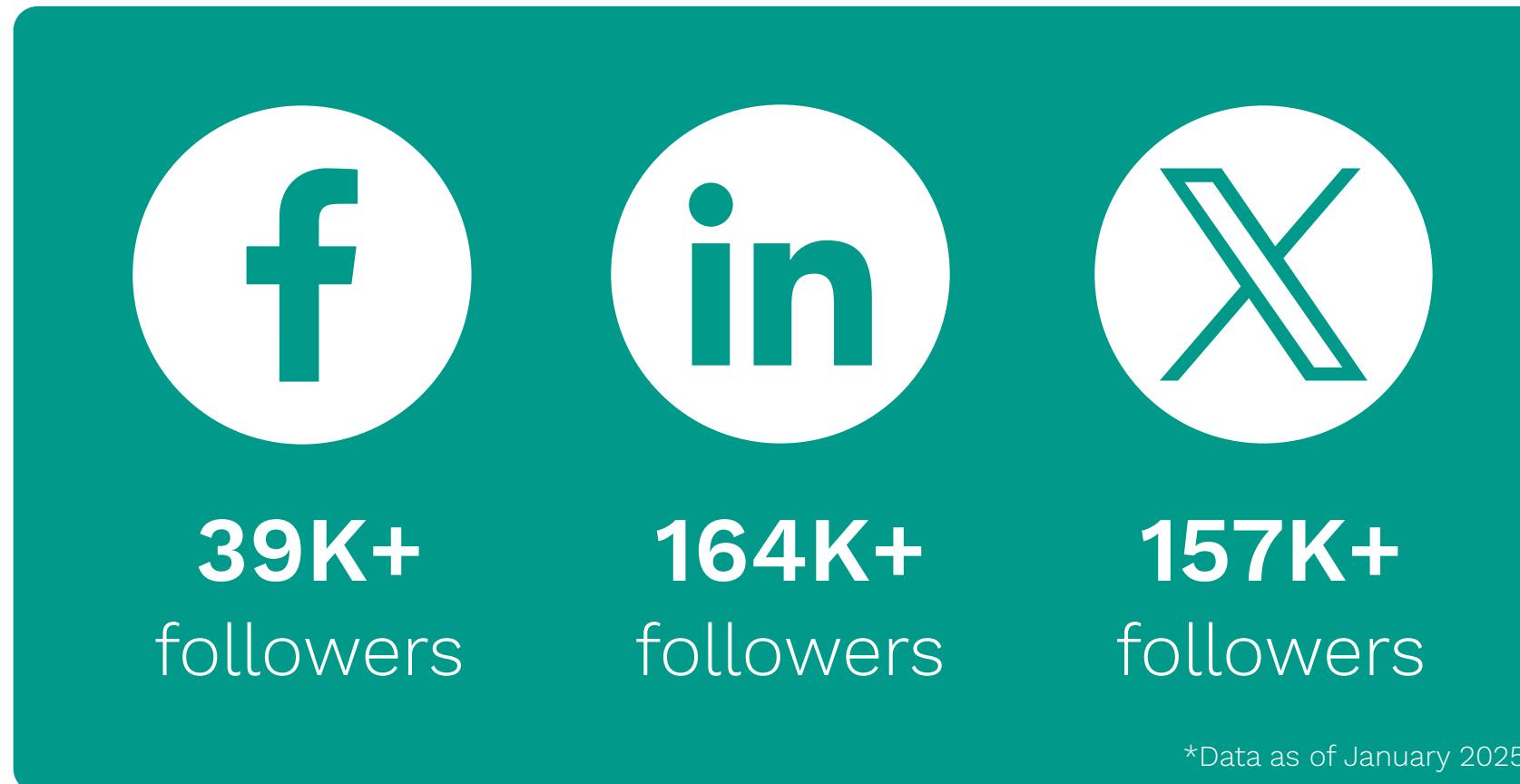
Articles and infographics offer dynamic ways to share your perspective while providing valuable insights to readers. Lead-generating webinars can help to position your organization as a thought leader in your field, while newsletter sponsorships and sponsored social media campaigns increase brand awareness and reach our highly targeted and engaged audience.



edsurge.com sees over **900K+ page views from 550K+ unique visitors every month**



EdSurge Audience



*All audience breakdowns are based on subscribers in our database with known organization types.

EdSurge Custom Articles

EdSurge custom articles offer **your perspective** on important topics in education, **highlight experts in the field** using your products and **showcase the impact you have** on teaching and student learning. Articles are an excellent way to share advice and resources directly with EdSurge readers, especially when your message is enhanced by the professional editorial support of our Solutions Studio team.

We offer three distinct formats:

- Thought Leadership** – An advice-based piece authored by a subject matter expert from your organization and edited by us. A writer/subject-matter expert from your organization will work with an EdSurge Solutions Studio editor to craft a newsy or advice-based thought leadership article that resonates with our tech-savvy educator audience.
- Q&A** – An EdSurge Solutions Studio reporter will interview one person selected by your organization, such as an educator, student, or subject-matter expert, who is familiar with your product or service. The resulting interview-based article will strike a conversational tone while highlighting your organization's practical impact on the education landscape.
- Multi-perspective Feature** – An EdSurge Solutions Studio reporter will interview two to three individuals selected by your organization, such as educators, students, or subject-matter experts, who are familiar with your product or service. These diverse perspectives will be woven into a narrative that demonstrates the various ways that your organization is addressing concerns across the broad education landscape.

This article type is ideally suited as a follow-up to an EdSurge webinar.



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**THOUGHT
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BASIC NEEDS

Understanding and Addressing the Surge of Chronic Absenteeism

SPONSORED CONTENT FROM OTUS

By Abbie Misha Mar 4, 2024



Image Credit: Mind Pro Studio / Shutterstock

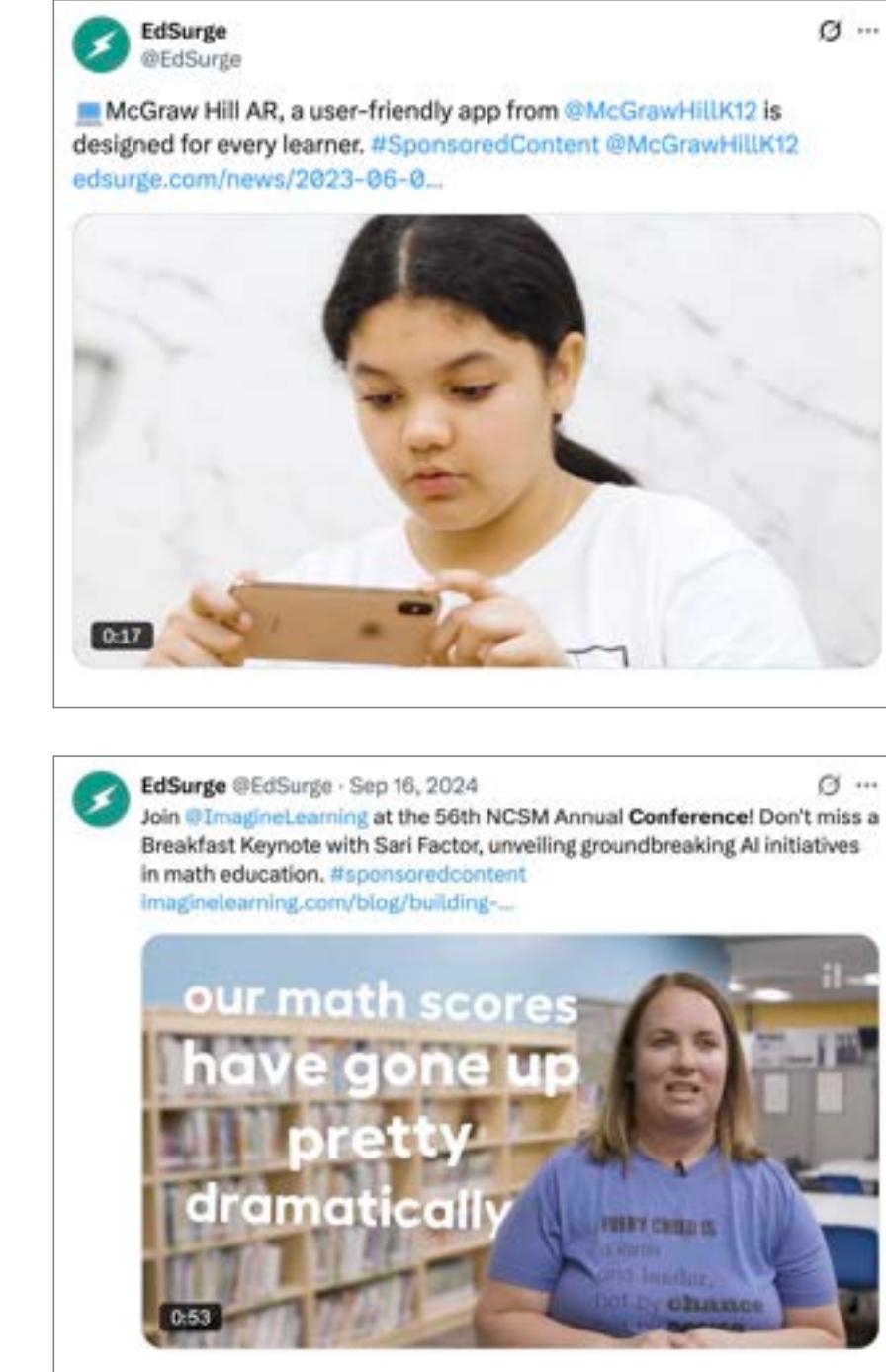
The national average rate of chronic absenteeism in K-12 schools has significantly increased in recent years. According to data from the U.S. Department of Education, nearly [14.7 million students, or 29.7 percent of the student population, were chronically absent in the 2021-22 school year](#). Early data from the 2022-23 school year indicates minor improvement, with [27.85 percent of the student population being chronically absent](#). These data reveal a substantial increase from the pre-pandemic rate of 16 percent in 2019.

Chronic absenteeism is generally defined as missing at least 10 percent of school days a year, equating to 18 days in a typical 180-day school year. *All absences are counted*



Custom Infographic

Use visual storytelling to broadcast your message to the education world. Drafted in collaboration with your organization and designed by our EdSurge Solutions Studio staff, an infographic brings your message to life through easily digestible written content paired with compelling imagery.



EdSurge Enhanced Social Media Campaign

EdSurge offers a variety of customized social media campaign options. We'll work together to create multiple posts spread out over 7 days on two or more platforms. Our default distribution includes posts on BlueSky, Facebook, LinkedIn and Instagram.

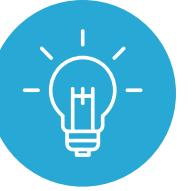
Simply provide URLs optimized for social media sharing to highlight your message, your company's social media handles, and your desired audience. EdSurge will craft the posts with content linking directly to your website. For maximum impact, we suggest a month-long social media campaign.



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Custom Landing Page

For a more comprehensive campaign, EdSurge can create a unique landing page within our site to promote a particular education-related theme of interest for your company and our readers. This page will feature a customized introductory message describing the collection's theme, how it's explored across each piece of content, and its relevance in education. Each piece of related content published throughout your campaign will include a prominent callout to guide readers back to the landing page to view the full collection.



Custom Webinar

Custom webinars engage the EdSurge audience with a lively discussion on a topic of your choice, featuring a panel of subject matter experts—researchers, educators, edtech executives—of your choosing.

Promoted, produced and facilitated by the EdSurge team, webinars are a great way to disseminate practical classroom applications gleaned from research findings with education practitioners and enthusiasts across multiple channels.

Webinars are featured on our homepage and social media channels as well as in dedicated emails and our newsletters. These events are gated, and a list of leads is shared with you at the completion of the campaign and several times thereafter. Webinars remain as evergreen content on our website.



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**LEAD
GENERATION**



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Newsletter and Article Sponsorship

Newsletter Sponsorship

Boost brand recognition by sponsoring one of our popular EdSurge newsletters. EdSurge offers two types of newsletter sponsorships.

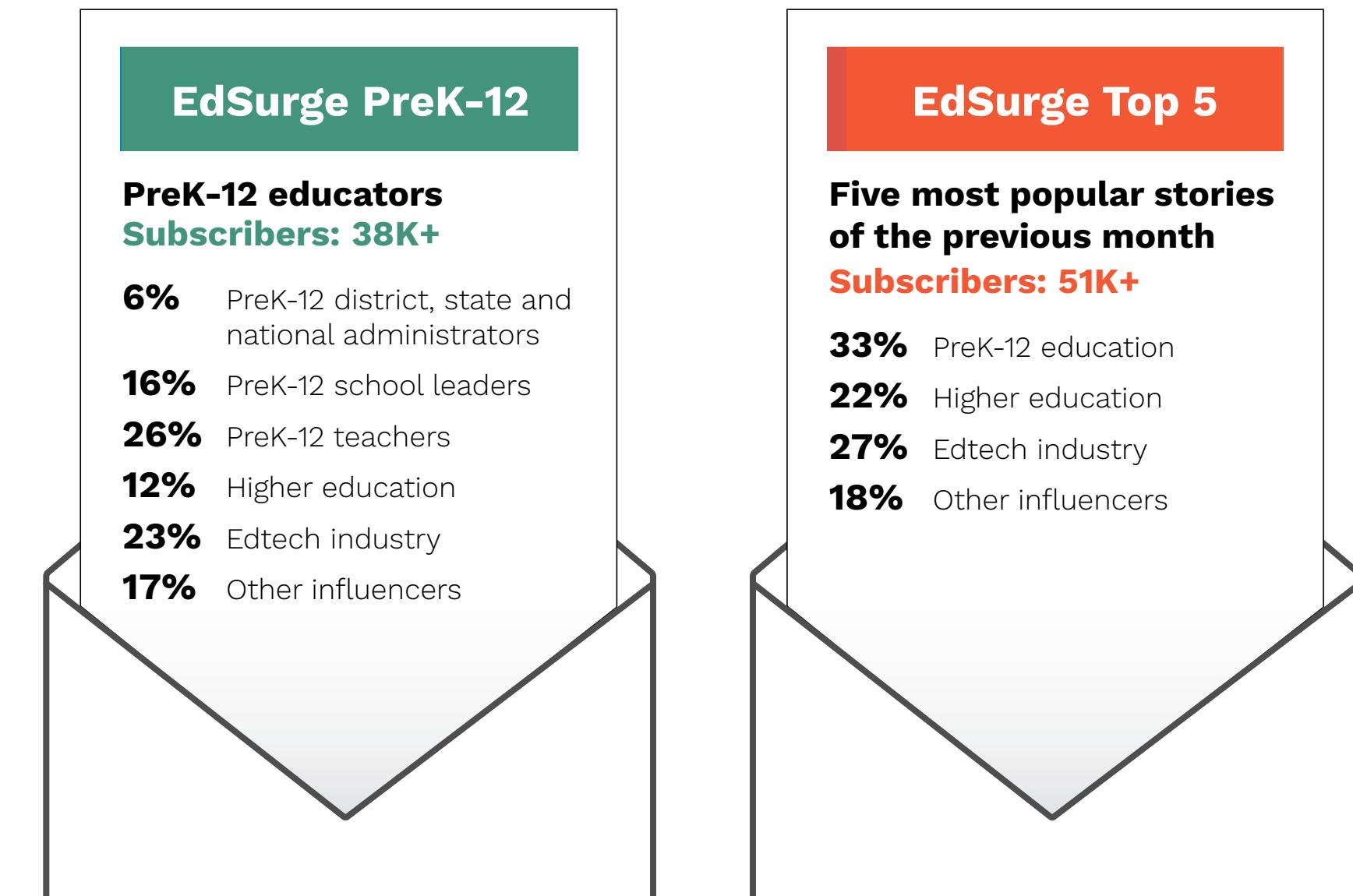
- ⚡ **Primary Ad Sponsorships** include two logo placements: at the top of the page and again at mid-newsletter, both hyperlinked to a landing page of your choice. The mid-newsletter placement is followed by a 400-character text ad of your choice.
- ⚡ **Banner Ad Sponsorships** are full-width logo ads at mid-newsletter that are hyperlinked to a landing page of your choice.

In-article Ad Sponsorship

EdSurge publishes timely and in-depth articles on a range of critical topics in education, from early childhood education, to edtech developments, to changes in curriculum and instruction. EdSurge can help you target your specific audience with a customized advertisement placed within these articles. Ads appear within the article and can include a call to action or unique URL link.



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Ad Specs

Primary Ad Sponsorship:

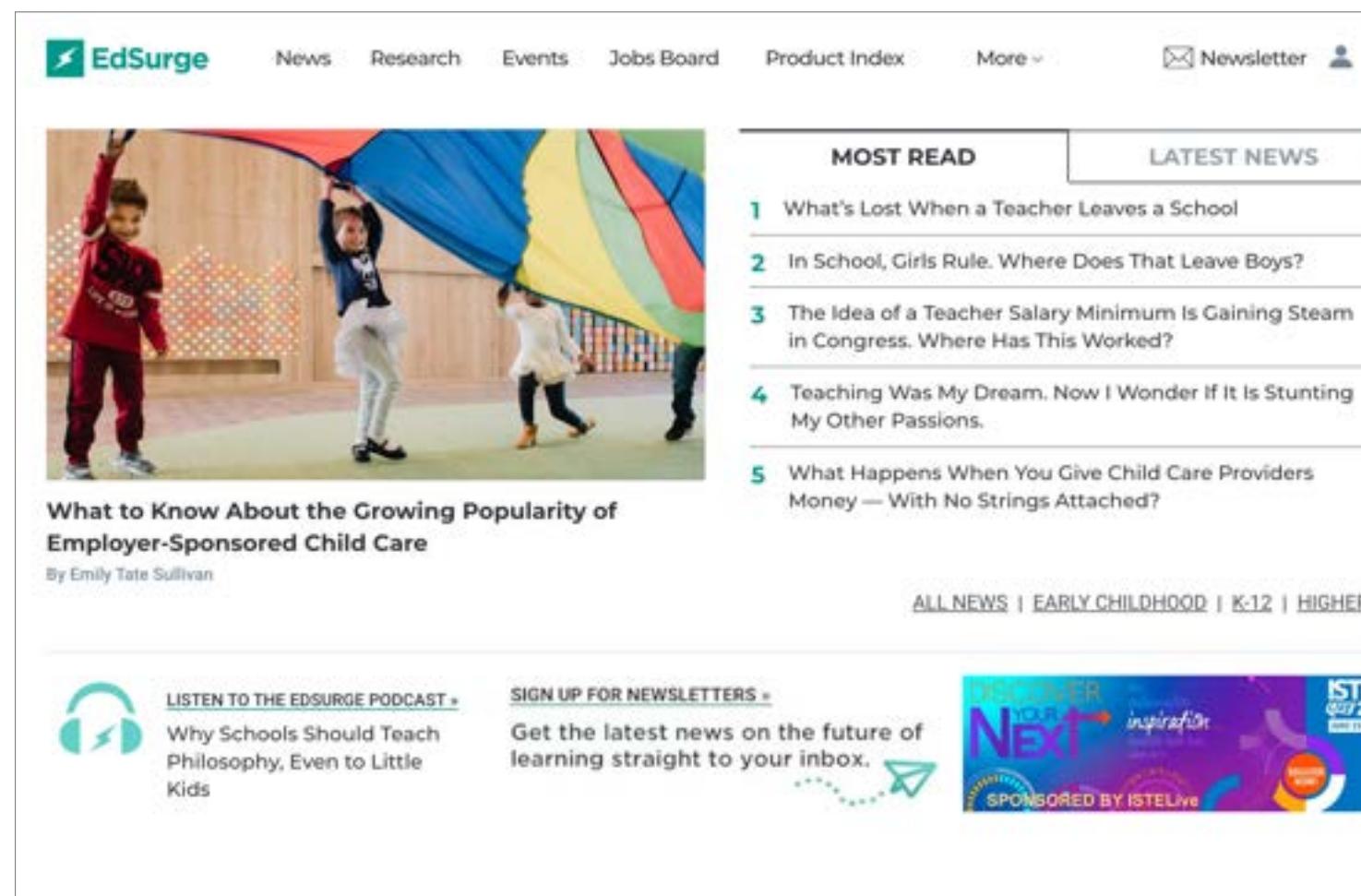
- 400-character text ad including link to product page
- Graphic logo (PNG file with transparent background, 600 dpi min)
- Target URL for logo

Banner and Article Ads:

- Graphic rectangle banner
- JPG or PNG file
- 3:1 ratio, 600 px width min
- Target URL

Signature Sponsor

The Signature Sponsor is an exclusive, month-long placement on the EdSurge homepage. Make your brand visible to our loyal audience of 900K+ site visitors per month.



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 **AMPLIFICATION**

Homepage Ad Specs:

- Logo
- Tagline
- Exclusive placement

Custom Sponsored Podcast Series

With a series of three, 30-minute podcasts delivered over a period of three months, EdSurge clients have an opportunity to showcase their expertise and highlight the impact their products are having on improved student learning and support for educators. This series is ideally suited to developing a story around how your products or services are making a difference for learners.

EdSurge will produce and facilitate this podcast series and help to craft an engaging conversation with one or two guests per episode. Each episode has an opportunity for two ad readouts—once at the beginning of the episode and the second readout at the end of the episode. All podcast episodes remain as evergreen content on EdSurge.com.

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 **AMPLIFICATION**

 **THOUGHT LEADERSHIP**

Custom Sponsored Content

	Rate
Infographic	\$9,000
Q&A Article	\$8,400
Thought Leadership Article	\$7,800
Multi-perspective Feature Article (not included in Article 3-Pak)	\$11,400
Landing Page	\$15,000
Webinar	\$17,500
Custom Sponsored Podcast Series	\$30,000

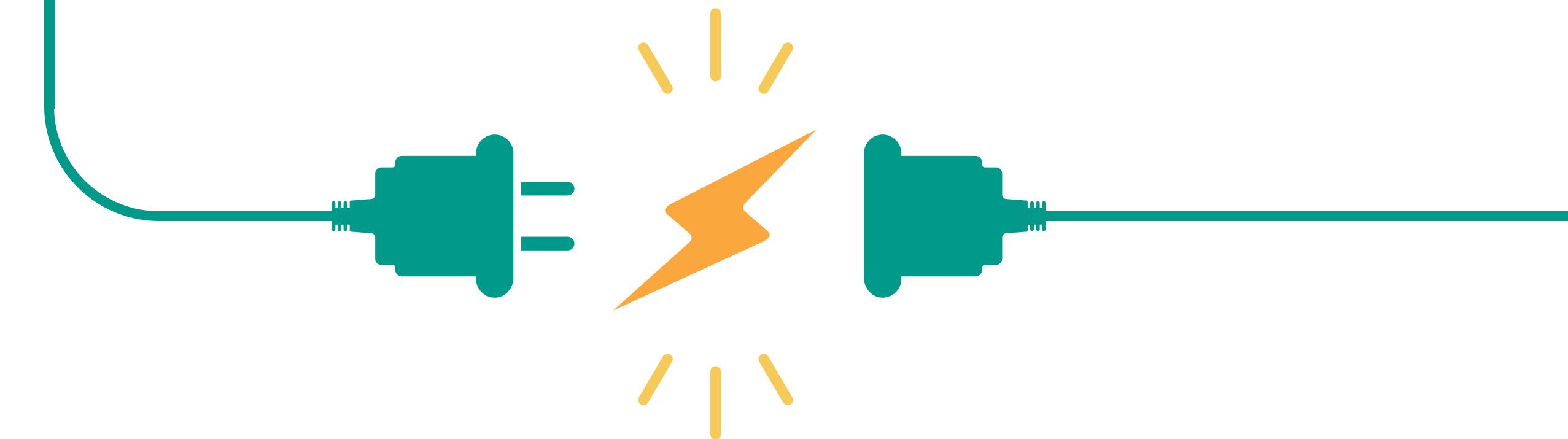
Advertising

Weekly Advertising Options

	Rate
Enhanced Social Media Campaign	\$8,000
Weekly Home Page Ad	\$7,500
Standard Social Media Campaign	\$5,000
K-12 Newsletter - Primary	\$3,500
K-12 Newsletter - Banner	\$2,750

Popular Packages

	Rate
Custom Article 3-Pak: Any Combination of Q&A Article, Thought Leadership Article, or Infographic	\$22,000
Solutions Studio Package: Custom Article 3-Pak + Webinar + Landing Page	\$49,000
EdSurge/EL Magazine: Custom Content Cross-Publishing 3-Pak	\$33,000



Monthly Advertising Options

	Rate
Top 5 Newsletter - Primary	\$4,000
Top 5 Newsletter - Banner	\$4,000

Monthly Buyout

Newsletter Exclusive: K-12 Package: Primary + Banner Ads	\$22,000
Signature Sponsor: One-Month Exclusive edsurge.com Website Ad	\$25,000

Enhanced Social Media Campaign: One Month Exclusive, Posting on Two or More Platforms	\$27,000
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Please contact sales@edsurge.com to inquire about other package opportunities, including bundle discounts.

Educational Leadership Magazine

Educational Leadership is the award-winning, flagship magazine of ISTE+ASCD, with a distinctive niche in the world of education publishing. It is the premier publication for solution-oriented, evidence-based content for instructional leaders—including principals, assistant principals, teachers, instructional coaches, district administrators, and researchers.

Founded in 1943, *Educational Leadership* magazine has long been a trusted source of peer-to-peer guidance, idea-sharing, and inspiration, and continues to publish many of the most dynamic and influential voices in education. *EL* is often used as a resource for leadership-team and professional learning community activities and discussions in schools.



EL generates nearly **2.2 million page views annually from 1.2 million users**



Educational Leadership Magazine Audience

Readership Statistics



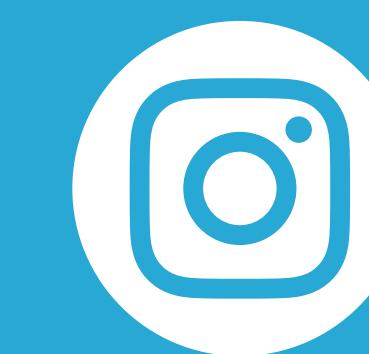
- **23%** Principal/Assistant Principal
- **12%** District Administrator
- **24%** K-12 Teacher
- **11%** Instructional Coach
- **30%** Other (consultant, school board member, counselor)

Virtually all ISTE+ASCD members (95%) report that they regularly read *Educational Leadership* and they return to each issue an average of three times. Readers report *Educational Leadership* Magazine is the #1 benefit of ISTE+ASCD.

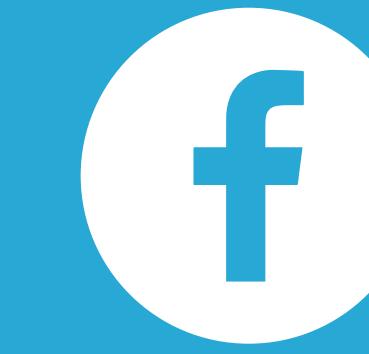
***Educational Leadership* Paid
Circulation - 85,000**

ISTE+ASCD Social Followers

In 2025, ISTE and ASCD merged their membership programs, creating broader reach for products and an unparalleled learning community around innovative technology and effective pedagogy.



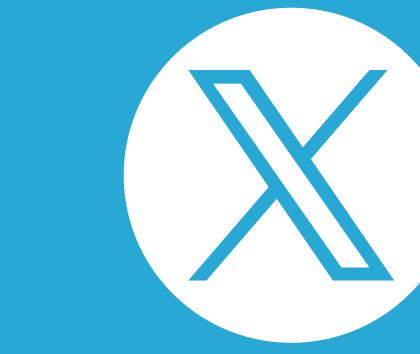
44K+
followers



241K+
followers



139K+
followers



451K+
followers

*Data as of September 2025

Advertising Options

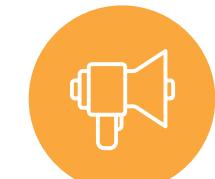
Display advertising in *Educational Leadership* delivers direct access to education's top decision makers. As part of the essential read for superintendents, principals, and district leaders, your ad gains repeated exposure as issues circulate through leadership teams and professional learning communities. In *Educational Leadership*, your display ad doesn't just build awareness—it builds influence with the people who control budgets and shape policy.

- Full Page - Full Color
- Outside Back Cover - Full Color
- Inside Front Or Back Cover - Full Color
- Color 2/3 Page - Full Color
- Color 1/2 Page Horizontal - Full Color
- Color 1/3 Page Square Or Vertical - Full Color

**Multiple ads of the same size are subject to discounting*



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AMPLIFICATION



1/2-Page Horizontal

Mechanical Requirements
6.9" x 4.5"



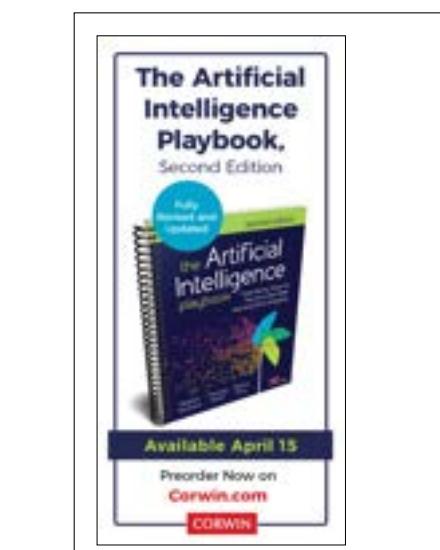
1/3-Page Vertical

Mechanical Requirements
2.2" x 9.3"



1/3-Page Square

Mechanical Requirements
4.6" x 4.5"



2/3-Page Vertical

Mechanical Requirements
4.5" x 9.3"



Inside Font, Back Cover or Full Pages (bleed)

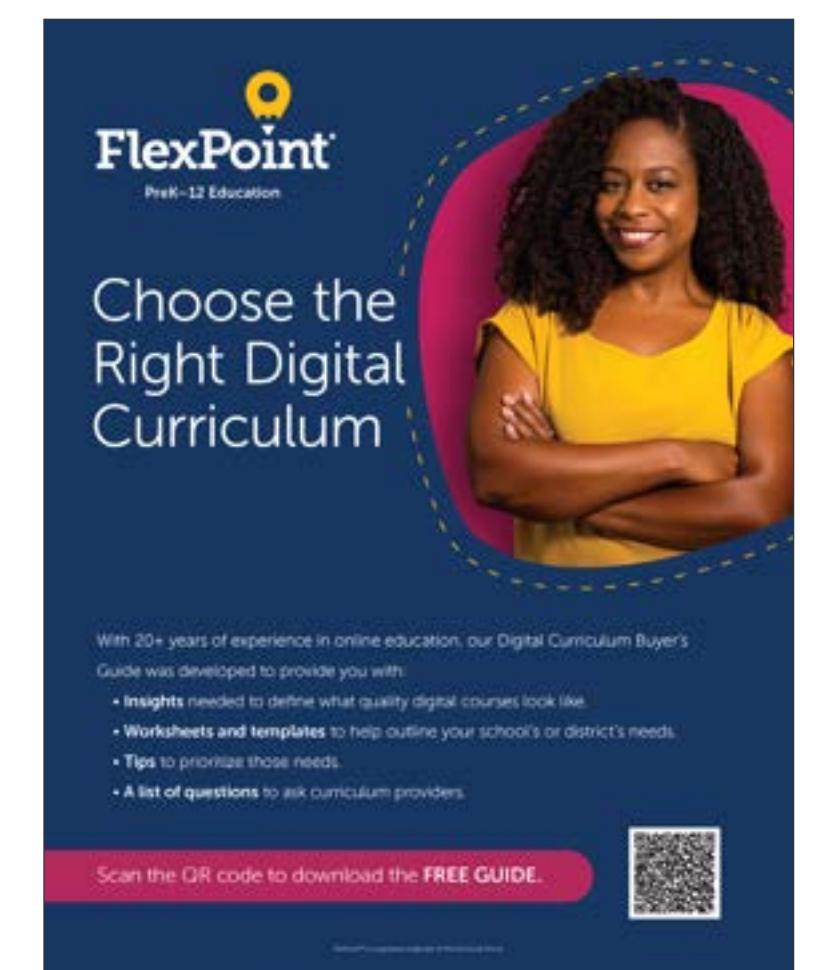
Bleed Size:
8.375" x 10.75"
(includes 1/8" bleed on all sides)

Publication Trim Size:
8.125" x 10.5"

Live Area: 7.3" x 9.7"



Educational Leadership Magazine



back cover

Custom *Educational Leadership* Articles

***Educational Leadership* sponsored-content articles**

enable education companies and organizations to highlight their perspectives and expertise on important topics in education or highlight leaders and practitioners in the field using their products or services to impact teaching and learning. These articles give organizations integrated placement in one of the most respected and trusted publications in K-12 education, and are presented in a way that conveys thought leadership and provides brand credibility.

Educational Leadership articles include the “Sponsored Content” label along with the sponsoring organization’s name. The article content is provided by the sponsoring organization with ISTE+ASCD reserving the right to review and suggest edits to the articles.

Articles will appear in the main body of the publication and will also be featured in the digital version of *EL* magazine. Your article will also be promoted in the ISTE+ASCD Express newsletter, on the ISTE+ASCD website, and organically across our social media channels.

SPONSORED CONTENT MCGRAW HILL

Empowering Young Scholars with Differentiation in Study Groups

By JAN HASBROUCK and DOUGLAS FISHER

When you were in college, what did you do when you encountered a new concept that was particularly challenging? For many of us, the answer was to join or form a study group—a gathering of peers coming together to learn from each other, build knowledge together, and support one another.

While peer groups to support learning were originally a collegiate practice, they can also have a valuable place in elementary schools. After all, even our youngest learners deserve to be treated as scholars: respected, empowered, and challenged.

We took inspiration from these higher education practices when we developed two new instructional models for differentiation in K-5 classrooms: Study Groups and Focus Groups.

Study Groups and Focus Groups are effective supports for differentiating instruction that can also help build trusting relationships between students and teachers, foster self-efficacy, and send a message to students that they are capable of learning like college students—that they belong in a challenging, exciting learning environment.

What are Study Groups and Focus Groups?

A **Study Group** is an instructional model that helps teachers provide additional guided practice and instruction in flexible small groups. Some students work with the teacher, following the whole class lesson to receive additional guided practice. Meanwhile, students who are ready for independent practice can work alone or with an assigned study buddy. Groups are formed based on a blend of student choice and teacher direction, informed by data.

For a **Focus Group**, teachers meet with 3-5 students with a shared instructional need for 20 minutes of explicit instruction 1-5 times a week. Focus Groups are also based on student performance data and should change frequently based on students' evolving needs. Instruction in a Focus Group reinforces, enriches, or extends learning, independent of where the class is in the scope and sequence.

Why Use Study Groups and Focus Groups?

Decades of research have formed a consensus that systematically designed, explicitly delivered instruction is essential to support new learning. But getting it right—deciding who gets additional support and how much, what the other students are doing at that time, and how to appropriately challenge each learner—is a perpetual challenge.

While the tried-and-true gradual release of responsibility model is a trusted and evidence-based approach to deliver explicit instruction, the guided instruction step is where we often find that our learners have widely different needs. Varying the amount of guided practice is at the heart of scaffolding instruction. Focus Group and Study Group options both offer additional guided practice to students who need it (or desire it) and support the ability of the teacher to provide essential supportive feedback.

How Do Study Groups and Focus Groups Foster Belonging?

Using Study Groups and Focus Groups sends a message to students that you trust them to take ownership of their learning, gives them an opportunity to work together, builds relationships between students and teachers, and, most importantly, makes differentiation effective and efficient. Here are a few ways these research-based practices can contribute to a sense of belonging in your classroom:

Build Trust with Choice

Providing the choice to participate in Study Groups—when possible—is an important way to convey to students that you trust them to exercise ownership over their learning and begin to build self-efficacy, or their belief in their ability to successfully perform and achieve their desired result on specific tasks or goals. In Study Groups, students learn to self-reflect about their learning and advocate for their own needs.

Foster Relationships with Supportive Feedback

We now have decades of research on the value of feedback. Study Groups and Focus Groups provide teachers with an opportunity to correct errors in real-time, differentiating feedback by error type and frequency. Regular, meaningful small-group time with their teachers will help our most fragile learners begin to believe that their teachers see them, understand them, and are here to help.

Create Community with Group Work

Study Groups and Focus Groups allow students to work together toward joint goals or individual goals through collaborative practice or cooperative learning. In an ELA classroom, paired partner and group work create a community of learners who embrace their growth as readers and writers, together (much like a collegiate writing workshop).

Use Data to Boost Student Confidence

We encourage teachers to leverage student data from sources across programs and observational checklists to create flexible groups (in addition to student choice). Research has shown that by temporarily grouping students, heterogeneously or homogeneously, to complete a task or work on a skill, we can appropriately focus instruction and increase student confidence. When students are successful and appropriately challenged, we can also foster self-efficacy.

We're pleased to announce that Study Groups and Focus Groups are cornerstone instructional models embedded in McGraw Hill's new K-5 Literacy program. For more on how the program leverages research-based practices to ensure every student feels they belong in a reading and writing classroom, visit mheducation.com/explore-emerge. ■

Copyright © 2025 Jan Hasbrouck and Douglas Fisher

Jan Hasbrouck is a researcher, educational consultant, and author who works with schools and agencies in the U.S. and internationally. Her research in reading fluency, academic assessment and interventions, and instructional coaching has been widely published.

Douglas Fisher is a professor of educational leadership at San Diego State University and a teacher leader at Health Sciences High & Middle College. He is a member of the Reading Hall of Fame. His books include Better Learning Through Structured Teaching (ASCD, 2020) and Better Than Carrots and Sticks (ASCD, 2015).



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**THOUGHT
LEADERSHIP**

Educational Leadership 2025-26 Editorial Calendar

September 2025

Teaching for Belonging

By prioritizing relationship-building and authentic connection, educators can move beyond control and compliance and transform schools and classrooms into engaged learning communities. This issue will explore how educators can foster greater belonging in learning, including through culturally responsive teaching, asset-based practices, and life-skills development. A focus will be on how belonging creates deeper learning.

October 2025

What Makes Educators Stay

Teacher and leader turnover remains one of the most pressing challenges facing schools today, with far-reaching effects on student learning and school culture. This issue will highlight high-impact practices and strategies—from career pathways and collaborative decision-making to changes in instructional support—that schools and districts are utilizing to keep their best talent.

November 2025

A New Era for Assessment

Testing is at a crossroads. This issue will explore how educators and leaders can leverage advancements in technology and new thinking on measurement and feedback to create assessments that are more authentic, growth-oriented, and relevant to teaching and learning.

December 2025 / January 2026

The Power of Less in Schools

Now more than ever, education has a “too much” problem. This issue will explore how leaders can thoughtfully pare down priorities and processes to create more coherent, innovative, and sustainable teaching and learning environments.

February 2026

Engaging Struggling Learners

Every student deserves vibrant, challenging instruction that sparks curiosity and builds confidence. Yet too often, students who are below grade level face a diminished curriculum of remedial drills and simplified content—practices that can trigger cycles of disengagement. This issue will explore how some schools are changing this narrative by providing greater support for teachers and making learning more engaging, authentic, and challenge-driven.

March 2026

Literacy in the Age of AI

Advancements in generative artificial intelligence have profound implications for how schools teach reading and writing—and indeed for how we define literacy today. This issue will explore how educators can leverage AI tools to improve basic skills development, enhance creativity and critical thinking in reading and writing projects, and expand possibilities for discovery and deeper engagement in literacy learning.

April 2026

Igniting Curiosity in Schools

Students are naturally curious. This issue will unpack how educators can skillfully tap into this innate drive to transform learning from passive to passionate. Topics will include igniting wonder across disciplines, designing student-led inquiry projects and activities, leveraging curiosity-driven questioning techniques, and nurturing student exploration.

May 2026

Putting the “Professional” Back in PD

Great teaching deserves more than “drive-by” PD. This issue will examine how to transform professional learning from a passive experience into a dynamic, teacher-driven process that creates lasting impact in classrooms and boosts educators’ sense of efficacy and growth.

EL Topic Selects

EL Topic Selects are downloadable collections of *Educational Leadership* articles focusing on critical issues in education today. Each collection is curated by *EL*'s Editor-In-Chief and designed to provide insight, context, and solutions on a specific area of school leadership or instruction. They are an ideal resource for planning, knowledge-building, or team discussion.

The sponsor amplifies its brand in connection with the featured topic and receives wide exposure to the ISTE+ASCD audience and membership through online promotion on the ISTE+ASCD website, newsletters, and emails, including ISTE+ASCD SmartBrief promotional spots. Weekly lead generation reports are sent directly to the sponsor in a timely manner.



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**LEAD
GENERATION**

iste+ascd

EL Topic Selects

**Building
Tomorrow's
Real-World
Career Skills**

SPONSORED BY

PLTW
Project Lead The Way

ISTE+ASCD Express Newsletter Sponsorship

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.

The **Exclusive** Express sponsorship includes three advertising placements: top (Leaderboard), mid-way (Medium Rectangle) and at the bottom (Native Banner) of the newsletter, while the **Standard** Express sponsorship includes ads at the top (Leaderboard) and bottom (Native Banner) of the e-newsletter.

Ad Specs

Leaderboard

- Graphic rectangle banner
- JPG or PNG file
- 500 dpi min
- Target URL

Medium Rectangle

- Graphic rectangle banner
- JPG or PNG file
- 300 x 250 px min
- Target URL

Native Banner

- 400-character text ad including link to product page
- Graphic logo
- JPG or PNG file with transparent background
- 3:1 ratio, 600x200 px min



BRAND
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***Educational Leadership* Advertisement Pricing**

	Rate
Full Interior Page, Full Color	\$9,000
Outside Back Cover - Full Color	\$10,700
Inside Front Or Back Cover - Full Color	\$9,750
Color 2/3 Page - Full Color	\$7,500
Color 1/2 Page Horizontal - Full Color	\$6,750
Color 1/3 Page Square Or Vertical - Full Color	\$5,250

***Educational Leadership* Article**

	Rate
Article Price	\$9,000

***Educational Leadership* Advertising Packages**

	Rate
1/3 Page Color Vertical Or Horizontal Ads - Three Ads In Three Separate Issues	\$13,500
Cover 4 Package Ads - Outside Back Cover, Four Separate Issues	\$32,500
Full Page Interior Color Ads - Six Ads In Six Separate Issues	\$43,500

***EL* Topic Selects**

	Rate
<i>EL</i> Topic Selects Topic Pack, Includes Lead Generation	\$6,000

Exclusive Newsletter Sponsorship

	Rate
Includes: Leaderboard, Medium Rectangle and Native Banner Ad In One Issue of ISTE+ASCD Express	\$8,250

Standard Newsletter Sponsorship

	Rate
Includes: Leaderboard and Native Banner Ad In One Issue of ISTE+ASCD Express	\$6,250

Combined Package Pricing

EdSurge/*Educational Leadership* Cross-Published Custom Articles

	Rate
Cross-Published Thought Leadership Article	\$11,800
Cross-Published Q&A Article	\$12,670
Cross-Published Infographic	\$13,600

Premier Combined EdSurge/*Educational Leadership* Packages

Our customized combination packages allow companies to optimize audience reach and increase visibility by placing their content across our platforms.

EdSurge/*EL* Magazine Custom Content Cross-Publishing 3-Pak

Rate

\$33,000

Premier Package A

Custom Content Cross-Publishing 3-Pak	
EdSurge Enhanced Social Media Campaign For One Month	
Exclusive EdSurge Newsletter Sponsorship For One Month	\$75,000

Premier Package B

Custom Content Cross-Publishing 3-Pak	
Inside Front Or Back Cover Ad Placement In One <i>EL</i> Magazine Issue	
1/3 Page Color Vertical Or Horizontal Ad – Three Ads In Three Separate <i>EL</i> Issues	\$86,500
EdSurge Enhanced Social Media Campaign For One Month	

Please contact sales@edsurge.com to inquire about other package opportunities, including bundle discounts.

EdSurge and *EL Magazine* Clients include:



**Curriculum
Associates**[®]

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