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About ASCD

Dedicated to the whole child, ASCD is the organization for every educator. Comprising 93,483 members*—superintendents, principals, teachers, professors, and advocates from 109 countries—the ASCD community also includes 52 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 2023. Includes Activate subscribers.
Our Audience

Profile of ASCD Members

26 years average experience as an educator
94% or more hold an advanced degree

$142,000 average household income
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>

Professional Development Products and Services Purchased or Recommended

<table>
<thead>
<tr>
<th>Category</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
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>Educational Leadership</th>
<th>116,399*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid circulation</td>
<td></td>
</tr>
<tr>
<td>Total print circulation</td>
<td>58,552</td>
</tr>
<tr>
<td>Paid print plus pass-along</td>
<td>257,600</td>
</tr>
</tbody>
</table>

*Some subscribers receive Educational Leadership in a print-replica edition as part of the ASCD 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
Educational Leadership® (EL) Magazine Advertising Opportunities

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></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
## Editorial Calendar and Closing Dates

### 2023–24 Publishing Year

<table>
<thead>
<tr>
<th>Issue</th>
<th>September 2023</th>
<th>December 2023/January 2024</th>
<th>April 2024</th>
<th>May 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Ads Close</td>
<td>July 5, 2023</td>
<td>October 10, 2023</td>
<td>February 5, 2024</td>
<td>March 11, 2024</td>
</tr>
<tr>
<td>Print Materials Close</td>
<td>July 11, 2023</td>
<td>October 17, 2023</td>
<td>March 19, 2024</td>
<td>April 11, 2024</td>
</tr>
<tr>
<td>In-Home Delivery Begins</td>
<td>August 28, 2023</td>
<td>December 4, 2023</td>
<td>April 1, 2024</td>
<td>May 6, 2024</td>
</tr>
<tr>
<td>Available Online</td>
<td>August 28, 2023</td>
<td>January 29, 2024</td>
<td>February 4, 2024</td>
<td>May 6, 2024</td>
</tr>
</tbody>
</table>

### The 10 Biggest Challenges in Education (and How to Overcome Them)

In this special issue, selected experts, thought leaders, and practitioners will examine the key challenges in schools today. The authors, chosen based on their areas of expertise, will provide context, solutions, and implementation approaches—making the issue a powerful “user’s manual” for teachers and school leaders.

### What New Leaders Need

Newly minted leaders in education face steep challenges and require specialized support. This issue will look at the demands facing new education leaders and how school systems can help them make more seamless transitions. It will also examine leadership skills development, onboarding mentorship programs, school-management best practices, and common personal and interpersonal challenges.

### Mental Health Matters

Educators have long understood how mental health affects students’ engagement and success. Events of the last few years have underscored the urgency of attending to students’ psychological safety and well-being. This issue will seek to raise awareness of current student mental health challenges and look at ways schools can better support students’ psychological and emotional wellness.

### The Challenge of Challenging Behavior

In the wake of the pandemic, challenging student behaviors are on the rise, causing frustration for teachers and raising questions about existing disciplinary policies and practices. This issue will take a deep dive into the topic of difficult student behaviors and explore ways educators can constructively address and resolve them while supporting students’ growth and dignity.

### Literacy Across the Disciplines

Literacy is not just for language arts and English classes! This issue will look at how schools can embed meaningful reading and writing practice in all content areas. Key topics include authentic interdisciplinary projects, research and source analysis, media literacy, technology integration, teacher professional development, working with struggling older readers, and strategic text selection.

### Can STEM Save the World?

STEM instruction that connects the classroom to our dynamic world not only fosters deeper learning, but also prepares young people to analyze and solve global challenges. This issue will explore how educators can engage students of all levels in multidisciplinary, inclusive, and inquiry-driven STEM instruction that is directly relevant to the world today.

### The Power of Teacher Agency

Teachers need autonomy and discretion to develop their practice and improve student learning. Yet with top-down policies, one-size-fits-all PD, and prescriptive instructional mandates, such agency can feel elusive. How can schools and districts restore teacher agency in this highly politicized, post-pandemic era? This issue will unpack the power of teacher agency—and outline strategies for cultivating it.

### The Emotionally Intelligent Educator

For educators and school leaders, having a strong sense of emotional intelligence—the ability to recognize and manage one’s own feelings, and to recognize and respond effectively to others’ feelings—can be a key to school success. How can teachers and leaders be more in tune with students’ needs—as well as their own—and strengthen self-awareness, empathy, optimism, and teamwork?

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Note: Dates are estimates and subject to change.
# 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>
</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>
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</table>

### Rates for Black-and-White Ads

<table>
<thead>
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<th>Size</th>
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<th>8x</th>
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</thead>
<tbody>
<tr>
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<td>$6,153</td>
<td>$5,760</td>
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<td>$5,400</td>
<td>$5,086</td>
<td>$4,752</td>
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<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>
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</table>

### Rates for Prime Locations

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
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<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>

> **ASCD members return to each issue of **EL** three times.**

> **EL readers share their issue with an average of 4.4 people.**

### eNewsletter Advertising Opportunities

**ASCD Delivers:**
- Leaderboard - $1,750 per issue
  - Dimensions: 468 x 60 + URL
  - File formats accepted: JPEG or GIF
  - Maximum size: 40kb Colors: RGB

**ASCD Express:**
- Leaderboard - $3,500 per issue
  - Dimensions: 468 x 60 + URL
  - File formats accepted: JPEG or GIF
  - Maximum size: 40kb Colors: RGB

**ASCD Delivers:**
- Medium Rectangle - $1,250 per issue
  - Dimensions: 300 x 250 + URL
  - File formats accepted: JPEG or GIF
  - Maximum size: 40kb Colors: RGB

**ASCD Express:**
- Medium Rectangle - $2,500 per issue
  - Dimensions: 300 x 250 + URL
  - File formats accepted: JPEG or GIF
  - Maximum size: 40kb Colors: RGB
Specialty Ad Product Opportunities

**EL Topic Selects:**

**Level 1 Sponsorship:** $3,500

**Level 2 Sponsorship (includes Lead Generation):** $5,000

- 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 emails, including ASCD SmartBrief 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 and backside messaging, easily removable for reference or distribution.

Other nontraditional advertising opportunities available upon request.

ASCD SmartBrief Opportunities

Reach 269,000+ educators and administrators with the ASCD SmartBrief e-newsletters, influential curated publications for education leaders.

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

For questions regarding specialty ad products, contact
M.J. Mrvica Associates, Inc.
1-856-768-9360
mjrivrca@mrvica.com

For questions regarding ASCD SmartBrief, contact
Tom Sikes, Publisher
SmartBrief Education
1-646-462-4629
tslikes@smartbrief.com
Exhibitor Opportunities

Exhibit at ASCD’s 2023 Annual Conference

ASCD’s Annual Conference
Washington, D.C.
March 22–25, 2024

ASCD Annual Conference 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 ASCD Annual Conference, 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.

84% of attendees say the Exhibit Show is an important part of the conference experience.

“[This is our Bible. We have 40 principals and assistant principals, and we utilize it heavily.]”
—Educational Leadership Focus Group Participant, March 2022

For questions regarding exhibits, contact
Mary Michalik
Sponsorship Director
1-312-265-9650
Mary@CorcExpo.com
Sponsorship Opportunities

ASCD is planning on hosting many events in the coming year! Including our Leadership Summit in Grapevine, TX in October 2023, and our Annual Conference in Washington, D.C. in 2024!

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.

Upcoming ASCD Sponsorship Opportunities

ASCD’s Annual Conference
Washington, D.C.
March 22–25, 2024

For questions regarding sponsorship opportunities, contact
Mary Michalik
Sponsorship Director
1-312-265-9650
Mary@CorcExpo.com
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.
- 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.
- 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.
- 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.*

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**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"

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"

2/3-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"

2-Page Advertiser-Supplied Insert *

Mechanical Requirements:
- Live Area: 7.375" x 9.75" + .375" margins
- Supplied size to vendor: 8.125" x 10.75"
- (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"

Note for full-page ads:
- 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.

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For questions regarding *EL Magazine*, contact

M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrvica@mrvica.com
Reach the Decision Makers in Education

Reserve Your Print Advertising

M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrvica@mrvica.com