



# Media Kit

**Reach Every Educator—  
Superintendent to Teacher**

***Educational Leadership® Magazine***

**ASCD eNewsletters**

**Effective June 2023–May 2024**

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### Advertising Sales

M.J. Mrvica Associates, Inc.

1-856-768-9360

[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

# 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](http://www.ascd.org).

\*Membership data as of March 2023.  
Includes Activate subscribers.

**93,483**  
MEMBERS\*

**109**  
COUNTRIES  
REPRESENTED

**52**  
AFFILIATE  
ORGANIZATIONS

## 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

<b>26 years</b> average experience as an educator	<b>94%</b> or more hold an advanced degree	
<b>\$142,000</b> average household income	<b>26%</b> are district based	<b>48%</b> are school based

## ASCD Members are School and District Leaders

School and district leaders*	<b>58%</b>
Classroom teachers	<b>12%</b>
Higher education faculty	<b>10%</b>
Specialists	<b>4.1%</b>
Others (consultants, school board members, counselors, etc.)	<b>14%</b>

\* 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

Curriculum and instructional materials and books	<b>64%</b>
Tools for professional development	<b>52%</b>
Textbooks	<b>44%</b>
School supplies	<b>36%</b>
Technology	<b>32%</b>
School equipment	<b>28%</b>

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

<b>Educational Leadership</b>	
Paid circulation	<b>116,399 *</b>
Total print circulation	<b>58,552</b>
Paid print plus pass-along	<b>257,600 **</b>

\* 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  
mjmrsvica@mrsvica.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

Instructional Leadership	<b>58%</b>
Brain and Learning	<b>57%</b>
Assessment and Grading	<b>53%</b>
Classroom and Behavior Management	<b>52%</b>
Differentiated Instruction	<b>52%</b>
Social-Emotional Learning	<b>51%</b>
Student Engagement and Motivation	<b>50%</b>

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



# EL Editorial Calendar and Closing Dates

## 2023–24 Publishing Year

### September 2023

**Print Ads Close:** July 5, 2023  
**Print Materials Close:** July 11, 2023  
**In-Home Delivery Begins:** August 28, 2023  
**Available Online:** August 28, 2023

#### 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.

### December 2023/ January 2024

**Print Ads Close:** October 10, 2023  
**Print Materials Close:** October 17, 2023  
**In-Home Delivery Begins:** December 4, 2023  
**Available Online:** December 4, 2023

#### 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.

### April 2024

**Print Ads Close:** February 5, 2024  
**Print Materials Close:** February 12, 2024  
**In-Home Delivery Begins:** April 1, 2024  
**Available Online:** April 1, 2024

#### 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.

### October 2023

**Print Ads Close:** August 7, 2023  
**Print Materials Close:** August 14, 2023  
**In-Home Delivery Begins:** October 2, 2023  
**Available Online:** October 2, 2023

#### 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.

### February 2024

**Print Ads Close:** November 20, 2023  
**Print Materials Close:** November 30, 2023  
**In-Home Delivery Begins:** January 29, 2024  
**Available Online:** January 29, 2024

#### 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.

### May 2024

**Print Ads Close:** March 11, 2024  
**Print Materials Close:** March 19, 2024  
**In-Home Delivery Begins:** May 6, 2024  
**Available Online:** May 6, 2024

#### 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.

### November 2023

**Print Ads Close:** September 5, 2023  
**Print Materials Close:** September 12, 2023  
**In-Home Delivery Begins:** October 30, 2023  
**Available Online:** October 30, 2023

#### The Challenge of Challenging Behavior

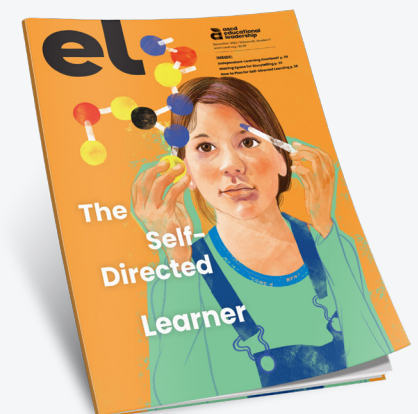
In the wake of the pandemic, challenging student behaviors are on the rise, causing frustration for teachers and raising questions about existing disciplinary policies and practices. This issue will take a deep dive into the topic of difficult student behaviors and explore ways educators can constructively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

### March 2024

**Print Ads Close:** January 2, 2024  
**Print Materials Close:** January 8, 2024  
**In-Home Delivery Begins:** February 26, 2024  
**Available Online:** February 26, 2024

#### 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?



Note: Dates are estimates and subject to change.

## EL Print Advertising Rates

### Rates for Four-Color Ads

Size	1x	4x	8x
Full Page	\$8,349	\$7,849	\$7,347
2/3 Page	\$7,204	\$6,771	\$6,339
1/2 Page Horizontal	\$6,509	\$6,118	\$5,728
1/3 Page Square	\$5,082	\$4,777	\$4,472
1/3 Page Vertical	\$5,082	\$4,777	\$4,472

### Rates for Black-and-White Ads

Size	1x	4x	8x
Full Page	\$6,546	\$6,153	\$5,760
2/3 Page	\$5,400	\$5,086	\$4,752
1/2 Page Horizontal	\$4,705	\$4,423	\$4,141
1/3 Page Square	\$3,491	\$3,281	\$3,081
1/3 Page Vertical	\$3,491	\$3,281	\$3,081

### Rates for Prime Locations

Size	1x	4x	8x
Cover 4	\$10,126	\$9,518	\$8,912
Cover 3	\$9,378	\$8,816	\$8,253
Cover 2	\$9,670	\$9,090	\$8,510
Cover Tip	\$25,000	NA	NA



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

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

### Reach school influencers through their inbox.

#### ASCD Express

- Award-winning free newsletter on instructional strategy. (Biweekly.)

#### ASCD Delivers

- Exclusive content, resources, and analysis for ASCD members. (Biweekly.)

## 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

Medium Rectangle - \$1,250 per issue  
Dimensions: 300 x 250 + 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

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.

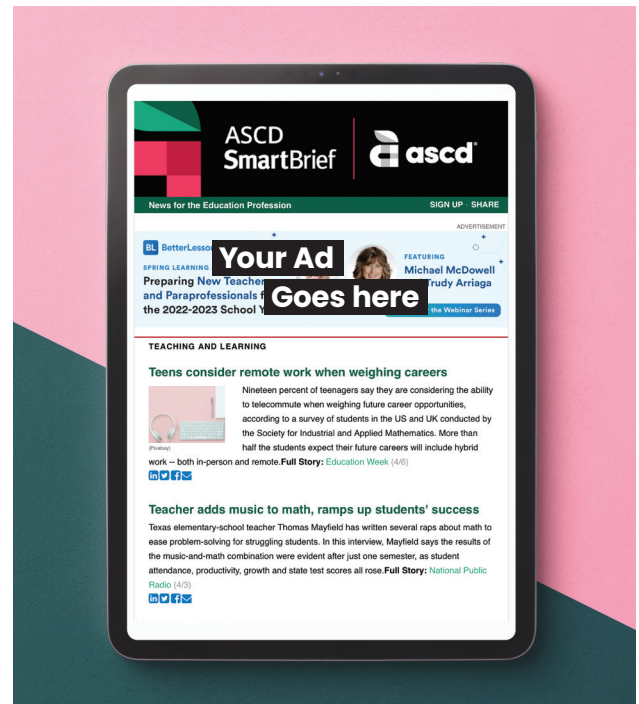
## EL cover tip (select issues): \$25,000

- 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.

## For questions regarding specialty ad products, contact

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



# ASCD SmartBrief Opportunities

## ASCD SMARTBRIEF

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 ASCD SmartBrief, contact

Tom Sikes, Publisher  
SmartBrief Education  
1-646-462-4629  
tsikes@smartbrief.com

# Exhibitor Opportunities



## 84%

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

## 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.

“ 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](mailto: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](mailto:mjmrvica@mrvica.com).

No files above 8 MB can be accepted.

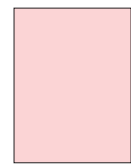
**For questions regarding  
EL Magazine, contact**  
M.J. Mrvica Associates, Inc.  
1-856-768-9360  
[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

### Ad Sizes and Mechanical Requirements



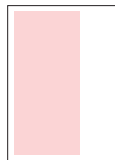
#### 2-Page Spread (full bleed)

Mechanical Requirements:  
16.5" x 10.75" (allows  
1/8" trim on all sides)  
Trim Size:  
16.25" x 10.5"



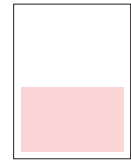
#### Covers and Full Pages (bleed)

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"



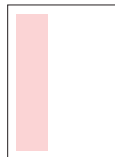
#### 2/3-Page Vertical

Mechanical Requirements:  
4.5" x 9.3"



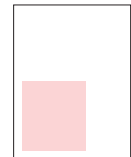
#### 1/2-Page Horizontal

Mechanical Requirements:  
6.9" x 4.5"



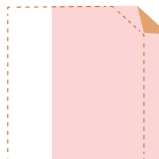
#### 1/3-Page Vertical

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: 8.37" 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.





## **Reach the Decision Makers in Education**

### **Reserve Your Print Advertising**

M.J. Mrvica Associates, Inc.

1-856-768-9360

[mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)



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