



Media Kit

**Reach Every Educator—
Superintendent to Teacher**

Educational Leadership® Magazine

ASCD eNewsletters

Effective June 2024–May 2025

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Advertising Sales

M.J. Mrvica Associates, Inc.

1-856-768-9360

mjmrvica@mrvica.com

About ASCD

Dedicated to the whole child and transformational learning opportunities, ASCD is the organization for every educator.

Comprising 91,590 members*—superintendents, principals, teachers, professors, and education 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 2024.
Includes Activate and Witsby subscribers.

91,590
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

55%

6–25 years of experience
as an educator

44%

25+ years of experience
as an educator

Principal/Assistant Principal	30%
District Administration	16%
K–12 Teacher	12%
Instructional Coach	11%
Others (consultants, school board members, counselors, etc.)	31%

* Source: ASCD 2023 Membership Survey

Top Five Most-Valued Benefits for ASCD Members

8 print +1 digital issues of <i>Educational Leadership</i>	89%
Print member books	83%
ASCD Express e-newsletter	81%
ASCD Delivers e-newsletter	80%
Exclusive access to premium content from <i>Educational Leadership</i> magazine	66%

“EL Magazine, thank you for focusing on solutions to the real challenges we face.”
—Danielle Sievert, Director of Teaching and Learning, School District of New London

“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, Turnkey 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.

Let us put together a comprehensive multichannel package for you.

M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrsvica@mrsvica.com



Multiple Channels to Reach Your Target Market

<i>Educational Leadership</i>	
Paid circulation	90,464 *
Total print circulation	48,727
Paid print plus pass-along	214,400 **

* 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

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.

Top Interests of ASCD Members

Artificial Intelligence	61%
Instructional Strategies	60%
Student Engagement	60%
Leadership	58%
Professional Learning	52%
Assessment	49%
School Culture	49%
Curriculum	48%
Evidence-Based Resources	48%
Social Emotional Learning	45%

Source: ASCD 2023 Membership Survey



EL Editorial Calendar and Closing Dates

2024–25 Publishing Year

Summer 2024 (Digital Only)

Downloadable PDF Ads Close: June 3, 2024
Materials Close: June 11, 2024
Available Online: July 10, 2024

From Absent to Engaged

Absenteeism rates—and other signs of student disengagement—have increased sharply in many schools since the pandemic. What approaches can educators take to better connect with disaffected students and families and heighten access to and engagement in learning?

November 2024

Ads Close: September 3, 2024
Materials Close: September 10, 2024
In-Home Delivery Begins: October 28, 2024
Available Online: October 28, 2024

Growing a Generation of Digital Problem Solvers

Successfully using and learning through technology are essential skills for today's students. How can educators develop and support students' digital problem-solving and citizenship skills to help them use technology constructively, creatively, and ethically?

March 2025

Ads Close: January 2, 2025
Materials Close: January 9, 2025
In-Home Delivery Begins: March 3, 2025
Available Online: March 3, 2025

Strengthening Instructional Cultures

A school or district's instructional culture undergirds its core work of teaching and learning. This issue will highlight steps education leaders can take to create dynamic, coherent, teacher- and student-centered instructional cultures.

September 2024

Ads Close: July 1, 2024
Materials Close: July 8, 2024
In-Home Delivery Begins: August 26, 2024
Available Online: August 26, 2024

Helping New Teachers Thrive

New teachers make up a growing percentage of the profession—and need *a lot* of support. This issue will look at actions and systemic shifts instructional leaders can take to help new teachers thrive and boost overall staff capacity—while reducing turnover.

December 2024/ January 2025

Ads Close: October 1, 2024
Materials Close: October 8, 2024
In-Home Delivery Begins: December 2, 2024
Available Online: December 2, 2024

Centering Student Joy

As schools struggle to reinvent themselves post-pandemic, this issue will examine how educators can cultivate joy, including by prioritizing students' well-being and sense of belonging, creating learning experiences that spark curiosity and passion, elevating student voice, and offering work that holds meaning for students.

April 2025

Ads Close: February 3, 2025
Materials Close: February 10, 2025
In-Home Delivery Begins: March 31, 2025
Available Online: March 31, 2025

What's Going Right in Education

There are many challenges in K–12 education now, and it's easy to focus on what's going wrong. This issue will showcase examples of the *positive* impact of transformational teaching and leading on schools, students, and the world.

October 2024

Ads Close: August 1, 2024
Materials Close: August 8, 2024
In-Home Delivery Begins: September 30, 2024
Available Online: September 30, 2024

Teaching Up for Student Success

"Teaching up" is an instructional approach for providing students with equitable access to challenging learning opportunities *and* the scaffolding they need to be successful. This issue will look at ways to change mindsets and practices that hold some students back and how to ensure students with learning differences are included and supported in doing challenging work.

February 2025

Ads Close: November 8, 2024
Materials Close: November 15, 2024
In-Home Delivery Begins: January 27, 2025
Available Online: January 27, 2025

AI in Schools: What Works and What's Next

While Artificial Intelligence poses risks and uncertainties, it is a powerful learning and productivity tool in the hands of savvy educators. This issue will showcase ways schools and educators are using AI to enhance instruction and change the nature of their work and student learning.

May 2025

Ads Close: March 3, 2025
Materials Close: March 10, 2025
In-Home Delivery Begins: May 5, 2025
Available Online: May 5, 2025

The Biases We Carry

Educators' unconscious biases—not only racial and socioeconomic biases, but also biases toward certain ways of thinking, teaching, and leading—can significantly affect students' learning opportunities. This issue will take a nuanced look at how educators can identify and address entrenched biases, so they can cultivate more inclusive, growth-oriented, and innovative learning environments.

Note: Dates are estimates and subject to change.

EL Print Advertising Rates

Rates for Four-Color Ads

Size	1x	4x	8x
Full Page	\$8,515	\$8,005	\$7,493
2/3 Page	\$7,348	\$6,906	\$6,465
1/2 Page Horizontal	\$6,639	\$6,240	\$5,842
1/3 Page Square	\$5,183	\$4,872	\$4,561
1/3 Page Vertical	\$5,183	\$4,872	\$4,561

Rates for Black-and-White Ads

Size	1x	4x	8x
Full Page	\$6,676	\$6,276	\$5,875
2/3 Page	\$5,508	\$5,187	\$4,847
1/2 Page Horizontal	\$4,799	\$4,511	\$4,223
1/3 Page Square	\$3,560	\$3,346	\$3,142
1/3 Page Vertical	\$3,560	\$3,346	\$3,142

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 Delivers

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

ASCD Express

Award-winning free newsletter on instructional strategy. (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

Native Banner Ad Excerpts

Share an excerpt of your company's latest product, news, or announcements with ASCD's audience. Our members are actively seeking the latest information on proven products and services. Our native ad excerpts provide immediate exposure about your product or service.

ASCD Delivers: \$2,000
ASCD Express: \$3,750
Text: 400-character text ad including link to product page
Graphic Logo: high-resolution; 3:1 ratio, 600 x 200 pixel minimum

Specialty Ad Product Opportunities

EL Topic Selects:

Level 1 Sponsorship: \$4,000

**Level 2 Sponsorship
(includes Lead Generation): \$6,000**

- 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.

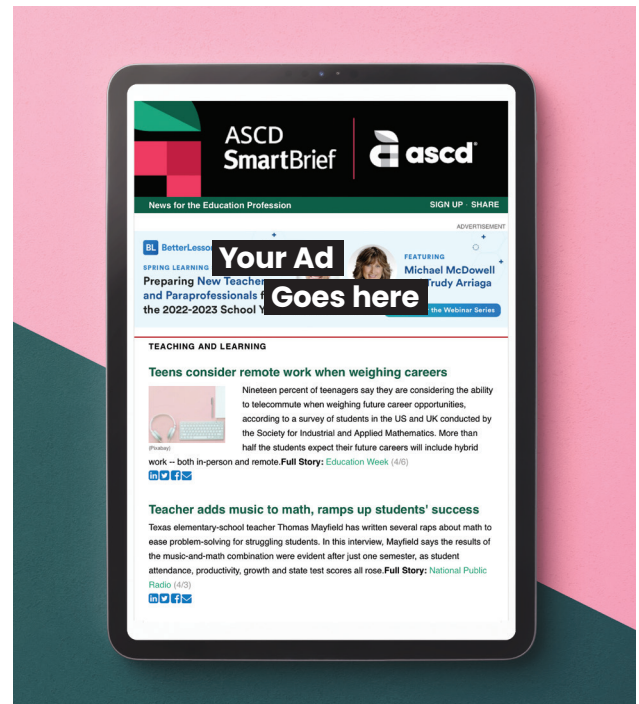
EL cover tip (select issues): \$25,000

- 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.

**Highlight your expertise and impact:
Ask us about new sponsored-content opportunities in *Educational Leadership*!**

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 230,000+ 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, whitepapers, e-books, video, and virtual events)

For questions regarding ASCD SmartBrief, contact

Tom Sikes, Managing Vice President
SmartBrief Education
1-845-414-6167
tsikes@smartbrief.com

Exhibitor Opportunities



**Double the impact
with an integrated
expo with learning
at its core!**

Exhibit at ASCD's 2025 Annual Conference — Now co-located with the ISTE Live Conference!

**San Antonio, TX
June 29–July 2, 2025**

ASCD Annual Conference has long been the place for leaders in curriculum, pedagogy, technology, and business solutions to come together for three days to learn, network, and explore new products and services. Attracting thousands of key decision makers, this conference has been one of the most anticipated and valued events in the education industry. ISTE Live has been one of the world's most comprehensive and dynamic conferences focused on innovation and technology in education.

The co-location of these two powerhouse events will create new opportunities to engage with an expanded market that includes all instructional roles from district leaders to classroom educators.

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 (and expanded) professional network.

**For questions regarding
exhibits, contact**

ASCD Exhibits Management
800-280-6218 (U.S. and Canada)
541-346-3537 (International)
exhibits@ascd.org

Sponsorship Opportunities

Broaden your impact through numerous sponsorship opportunities designed to help you align your brand and deepen your engagement with all instructional roles, from system-level leaders to classroom practitioners. Upcoming events include our Leadership Summit in Nashville, TN, in October 2024, and our Annual Conference in San Antonio, TX, in June 2025, now co-located with the ISTE Live Conference!

Upcoming ASCD Events

ASCD Leadership Summit

Nashville, TN

October 18–20, 2024

ASCD Annual Conference

San Antonio, TX

June 29–July 2, 2025



**For questions regarding
sponsorship opportunities, contact**

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800-280-6218 (U.S. and Canada)
541-346-3537 (International)
exhibits@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.
- 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.

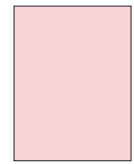
**For questions regarding
EL Magazine, contact**
M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrvica@mrvica.com

Ad Sizes and Mechanical Requirements



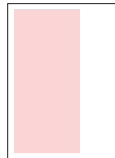
2-Page Spread (full bleed)

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



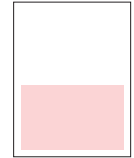
Covers and Full Pages (bleed)

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"



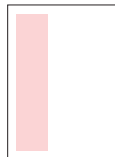
2/3-Page Vertical

Mechanical Requirements:
4.5" x 9.3"



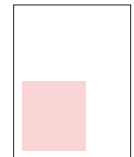
1/2-Page Horizontal

Mechanical Requirements:
6.9" x 4.5"



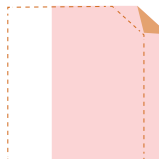
1/3-Page Vertical

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



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www.ascd.org