



# 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](mailto: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](http://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	<b>30%</b>
District Administration	<b>16%</b>
K–12 Teacher	<b>12%</b>
Instructional Coach	<b>11%</b>
Others (consultants, school board members, counselors, etc.)	<b>31%</b>

\* Source: ASCD 2023 Membership Survey

## Top Five Most-Valued Benefits for ASCD Members

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

“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.



## Multiple Channels to Reach Your Target Market

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

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# 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	<b>61%</b>
Instructional Strategies	<b>60%</b>
Student Engagement	<b>60%</b>
Leadership	<b>58%</b>
Professional Learning	<b>52%</b>
Assessment	<b>49%</b>
School Culture	<b>49%</b>
Curriculum	<b>48%</b>
Evidence-Based Resources	<b>48%</b>
Social Emotional Learning	<b>45%</b>

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.

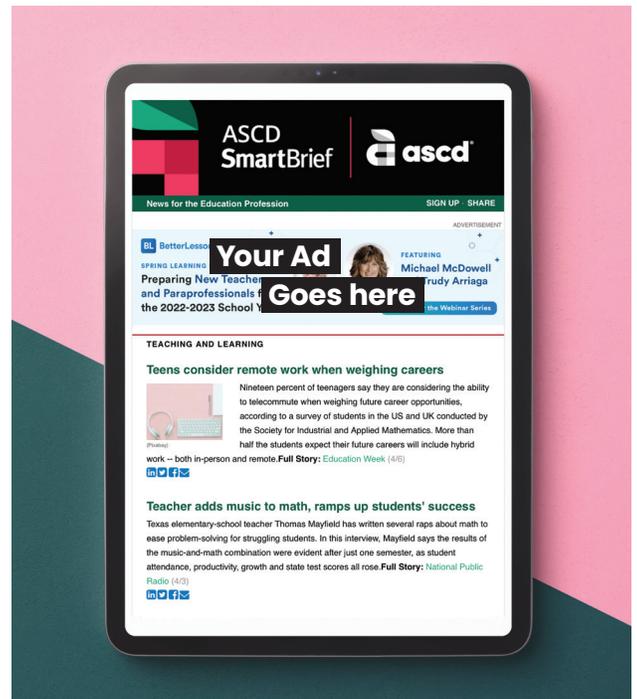
## EL cover tip (select issues): \$25,000

- 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](mailto: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**

ASCD Exhibits Management  
 800-280-6218 (U.S. and Canada)  
 541-346-3537 (International)  
[exhibits@ascd.org](mailto: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](mailto:mjmrvica@mrvica.com).  
No files above 8 MB can be accepted.

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

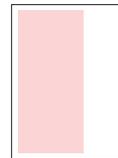
### Ad Sizes and Mechanical Requirements



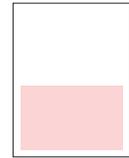
**2-Page Spread (full bleed)**  
Mechanical Requirements:  
16.5" x 10.75" (allows 1/8" trim on all sides)  
Trim Size:  
16.25" x 10.5"



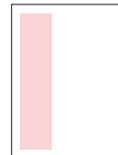
**Covers and Full Pages (bleed)**  
Bleed Size:  
8.375" x 10.75"  
(includes 1/8" bleed on all sides)  
Publication Trim Size:  
8.125" x 10.5"  
Live Area: 7.3" x 9.7"



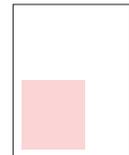
**2/3-Page Vertical**  
Mechanical Requirements:  
4.5" x 9.3"



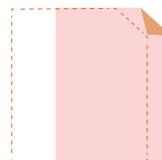
**1/2-Page Horizontal**  
Mechanical Requirements:  
6.9" x 4.5"



**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:** 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.

Publication Trim Size:  
8.125" x 10.5"  
Live Area:  
7.3" x 9.7"



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

### **Reserve Your Print Advertising**

M.J. Mrvica Associates, Inc.

1-856-768-9360

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