



iste + ascd

MEDIA KIT

EDUCATIONAL LEADERSHIP MAGAZINE

Educational Leadership is the award-winning, flagship magazine of ISTE+ASCD, with a distinctive niche in the world of education publishing. Display advertising in *Educational Leadership* delivers direct access to education's top decision makers. As part of the essential read for district leaders, principals, instructional coaches, teachers, and edtech innovators, your ad gains repeated exposure as issues circulate through leadership teams and professional learning communities.



PRICING

FULL PAGE SPREAD

16.75" x 10.75" (includes 1/8" bleed on all sides)

\$12,000/Issue

FULL PAGE

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

\$7,500/Issue

HALF PAGE HORIZONTAL

6.9" x 4.5"

\$6,000/Issue

THIRD PAGE SQUARE

4.6" x 4.5"

\$4,500/Issue

INSIDE FRONT COVER

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

\$9,500/Issue

INSIDE BACK COVER

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

\$8,000/Issue

BACK COVER

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

\$8,500/Issue

All positions are available on a first-come, first-serve basis.

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EXPRESS NEWSLETTER

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.

PRICING

LEADERBOARD BANNER

Image: 650x90px

Formats: JPG or PNG

\$1,750/Issue OR \$4,750/Qtr

TOP FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,500/Issue OR \$4,000/Qtr

BOX BANNER

Image: 300x250px

Formats: JPG or PNG

Placements: Exclusive to 2 Companies

\$1,250/Issue OR \$3,250/Qtr

BOTTOM FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,250/Issue OR \$3,250/Qtr

BOTTOM BANNER

Image: 650x90px

Formats: JPG or PNG

\$1,000/Issue OR \$2,750/Qtr

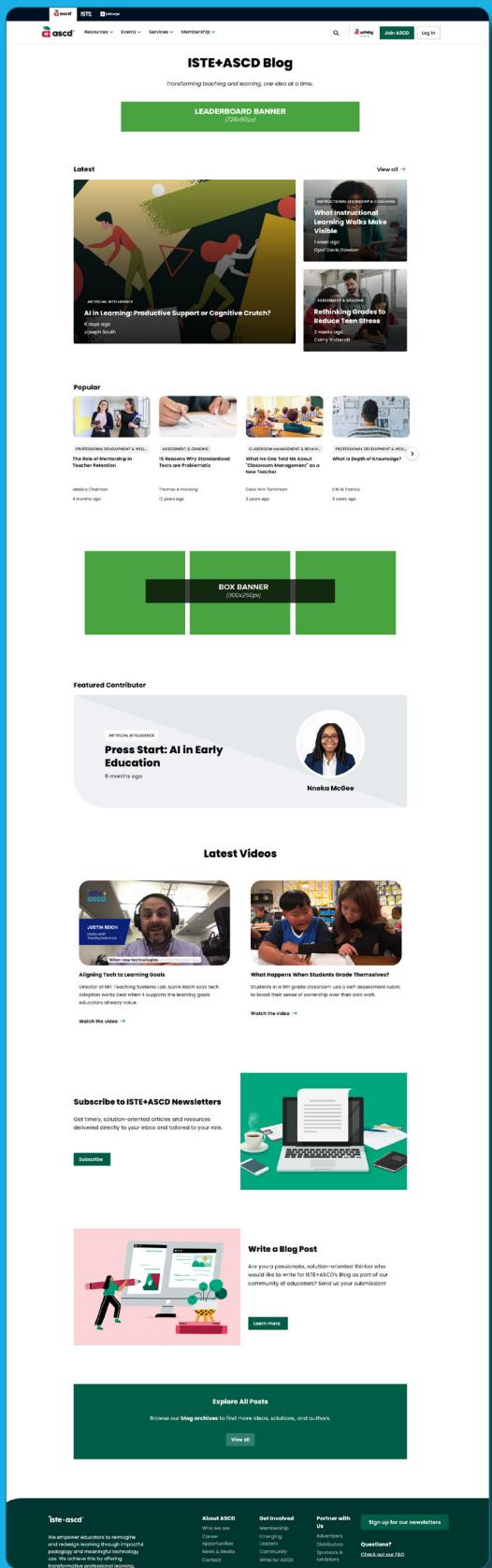
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ISTE+ASCD BLOG

The ISTE+ASCD blog is a unified platform featuring practical, conversational, and evidence-based strategies for K-12 educators, covering topics like AI in education, digital citizenship, student engagement, and instructional leadership. It serves as a resource for teachers and administrators to discover innovative, classroom-ready ideas and stay updated on pedagogical trends.



The screenshot shows the ISTE+ASCD Blog homepage. At the top, there's a green 'LEADERBOARD BANNER' with the text 'Transforming teaching and learning, one idea at a time.' Below it is a 'Latest' section featuring a post by Joseph South titled 'AI in Learning: Productive Support or Cognitive Crutch?' and a post by Cindy Schrock titled 'Rethinking Grades to Reduce Teen Stress.' The 'Popular' section includes posts by Jessica Charnon, Thomas J. Armstrong, Carol Ann Tomlinson, and Edie K. Francis. A 'BOX BANNER' is positioned in the center of the page. The 'Featured Contributor' section highlights Nneka McGee with a post titled 'Press Start: AI in Early Education.' The 'Latest Videos' section features two video thumbnails: 'Algebra Puzzles & Learning Goals' and 'What Happens When Students Grade Themselves?'. At the bottom, there are sections for 'Subscribe to ISTE+ASCD Newsletters', 'Write a Blog Post', and 'Explore All Posts'.

PRICING

LEADERBOARD BANNER

Image: 728x90px

Formats: JPG, PNG, GIF, HTML5, 3rd Party Tags

Placements: Exclusive to 10 Companies

Position: Homepage Only

\$4,500/Year

BOX BANNER

Image: 300x250px

Formats: JPG, PNG, GIF, HTML5, 3rd Party Tags

Placements: Exclusive to 15 Companies

Position: Homepage Only

\$3,500/Year

All positions are available on a first-come, first-serve basis.

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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.

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EL Topic Selects

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

SPONSORED BY
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Project Lead The Way

PRICING

EL TOPIC SELECTS

Chosen Theme of Collection

Includes Generated Leads List

Placements: Exclusive to 2 Companies Per Month

\$8,500/Topic Select

All positions are available on a first-come, first-serve basis.

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