

EFFECTIVE
JUNE 2017–MAY 2018



ASCD MEDIA KIT

REACH **EVERY**
EDUCATOR —
SUPERINTENDENT
TO TEACHER

EDUCATIONAL LEADERSHIP MAGAZINE

ASCD.ORG WEBSITE

ASCD EXPRESS E-NEWSLETTER

SOCIAL MEDIA

TABLE OF CONTENTS



About ASCD.....	3
Our Audience.....	4
Our Market.....	5
<i>Educational Leadership® (EL) Magazine</i>	
Advertising Opportunities.....	6
Publication Information.....	6
<i>EL</i> Editorial Calendar and Closing Dates	7
<i>EL</i> Print Advertising Rates.....	8
<i>EL</i> Digital Advertising Rates	9
Digital Advertising Opportunities.....	10
ASCD.org Run of Site	10
<i>ASCD Express</i> E-Newsletter.....	11
ASCD <i>EDGE</i> ® Social Networking Platform	11
<i>Inservice</i> Blog.....	11
<i>ASCD SmartBrief</i>	11
Specialty Ad Product Opportunities.....	12
Exhibitor Opportunities	13
Sponsorship and Mailing List Opportunities.....	14
Advertising Specifications and Requirements	15
<i>EL</i> Magazine.....	15
Digital <i>EL</i> and <i>EL</i> App.....	15
Other Digital Platforms	16

ADVERTISING SALES
M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

ABOUT ASCD

Dedicated to the whole child, ASCD is the organization for every educator. Comprising 125,000 members—superintendents, principals, teachers, professors, and advocates from more than 138 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.

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

- Average experience as an educator is **27 years**
- More than **90%** hold an advanced degree
- **26%** are district based
- **52%** are school based

ASCD MEMBERS ARE SCHOOL AND DISTRICT LEADERS

School and district leaders*	65%
Classroom teachers	9%
Higher education faculty	9%
Teacher leaders and mentors	3%
Others (consultants, school board members, counselors, etc.)	14%

* Principals and assistant principals: 35%
 Central office administrators: 19%
 Superintendents and assistant superintendents: 8%
 Instructional coaches: 3%

PROFESSIONAL DEVELOPMENT PRODUCTS AND SERVICES PURCHASED OR RECOMMENDED

Classroom and instructional materials and books	60%
Curriculum products	49%
Tools for professional development	49%
Technology employed to deliver instruction	27%
Technology employed for evaluation or assessment	23%
Technology employed for learning management	22%

Source: ASCD 2016–17 Member Demographic and Needs Assessment Survey

“Trends are covered thoroughly in each issue of *Educational Leadership*.”

—Instructional Coach

**> 81% OF OUR AUDIENCE
 MAKE OR INFLUENCE
 PURCHASING DECISIONS
 FOR THEIR INSTITUTIONS**

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

<i>Educational Leadership</i> paid circulation	117,925*
<i>Educational Leadership</i> paid plus pass-along	542,455**
Visitors to ASCD.org per month	1,150,000 +
ASCD.org page views per month	1,900,000 +
<i>ASCD Express</i> e-newsletter circulation	162,000
ASCD annual conference attendees	9,000 +
Direct mail responsive names on ASCD lists	73,693

* Some subscribers receive *Educational Leadership* magazine as electronic-only subscriptions

** Based on 4.6 total exposures per copy



LET US PUT TOGETHER A COMPREHENSIVE MULTICHANNEL PACKAGE FOR YOU.

M. J. MRVICA ASSOCIATES, INC.
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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*.*

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 2016–17 Member Demographic and Needs Assessment Survey

Educational Leadership was named “Best Overall Publication” and “Best Overall Editorial” by the Association of American Publishers.

AAP REVERE
PRE K-12
LEARNING
AWARDS
2016 WINNER

PUBLICATION INFORMATION

TOP INTERESTS OF EL READERS

Student engagement	60%
Evidence-based practices	59%
Student-centered learning	52%
Struggling students	46%
Authentic learning	45%
Improving school climate	42%
Technology in the classroom	40%

Source: ASCD 2016–17 *Educational Leadership* Readership Study





EL EDITORIAL CALENDAR AND CLOSING DATES 2017–18 PUBLISHING YEAR

SUMMER 2017 (DIGITAL ONLY)

Ads Close: May 1, 2017
Materials Close: May 8, 2017
App Space and Materials Close: June 1, 2017
Available Online: June 29, 2017

GEARING UP FOR CHANGE

Change is a constant in K–12 education—but it seems particularly prevalent right now. This special online-only issue will feature best practices and personal reflections on how educators can both gear up for and proactively lead change in their schools.

SEPTEMBER 2017

Print Ads Close: July 5, 2017
Print Materials Close: July 5, 2017
Digital Space and Materials Close: August 1, 2017
In-Home Delivery Begins: August 24, 2017
Available Online: August 23, 2017

IN SYNC WITH FAMILIES

When it comes to helping students succeed, schools can't do it alone. This issue will explore successful partnerships between schools and families and other initiatives to strengthen the role of families, especially families who have traditionally felt estranged from schools.

OCTOBER 2017

Print Ads Close: July 31, 2017
Print Materials Close: August 7, 2017
Digital Space and Materials Close: September 1, 2017
In-Home Delivery Begins: September 28, 2017
Available Online: September 27, 2017

UNLEASHING PROBLEM SOLVERS

When schools foster students' ability to analyze key features of a problem, envision various approaches, marshal resources, and shape a solution, they give them competencies that feed achievement in many disciplines and areas of life. This issue will look at how educators can support and develop problem solving in learning—and what challenges they face in attempting to do so.

NOVEMBER 2017

Print Ads Close: August 31, 2017
Print Materials Close: September 6, 2017
Digital Space and Materials Close: October 2, 2017
In-Home Delivery Begins: October 26, 2017
Available Online: October 25, 2017

CITIZENS IN THE MAKING

Are U.S. schools falling short in preparing young people to participate in democracy? The question has deep resonance today. This issue will look at why civic literacy matters and how some educators are working to upgrade curriculum and instruction in this traditional but crucial area.

DECEMBER 2017/JANUARY 2018

Print Ads Close: October 4, 2017
Print Materials Close: October 5, 2017
Digital Space and Materials Close: November 1, 2017
In-Home Delivery Begins: December 4, 2017
Available Online: December 1, 2017

MENTAL HEALTH IN SCHOOLS

According to the National Institute of Mental Health, one in five youths ages 13–18 experiences a serious mental health condition, and of chronic cases of mental illness, 50 percent begin by age 14. This issue will look at conditions affecting children and teens, such as depression, anxiety, bipolar disorder, eating disorders, oppositional defiant disorder, and addiction, as well as the effects of trauma and stress on students.

FEBRUARY 2018

Print Ads Close: November 29, 2017
Print Materials Close: December 5, 2017
Digital Space and Materials Close: January 2, 2018
In-Home Delivery Begins: January 25, 2018
Available Online: January 24, 2018

MEASURING WHAT MATTERS

How can schools move beyond conventional assessment approaches and develop more expansive methods that gauge both deep understanding of content and whole-child development? This issue will explore how educators are rethinking "assessment."

MARCH 2018

Print Ads Close: January 3, 2018
Print Materials Close: January 8, 2018
Digital Space and Materials Close: February 1, 2018
In-Home Delivery Begins: February 22, 2018
Available Online: February 21, 2018

LEADING THE ENERGIZED SCHOOL

Certain schools exhibit a positive energy that is instantly recognizable: Students are actively engaged, teachers are enthusiastic, administrators are making things happen, and parents are happily lingering. This issue will explore how school leaders cultivate vibrant school cultures that combat initiative fatigue and maintain high staff morale despite the many demands on schools today.

APRIL 2018

Print Ads Close: January 31, 2018
Print Materials Close: February 5, 2018
Digital Space and Materials Close: March 1, 2018
In-Home Delivery Begins: March 29, 2018
Available Online: March 28, 2018

LEARNING TO WRITE, WRITING TO LEARN

According to NAEP results, only 27 percent of students perform at or above proficient levels in writing. And anecdotally, many teachers report that their students are weak in writing. This issue will explore strategies for effective writing instruction, focusing on the connections between writing, reading, and thinking.

MAY 2018

Print Ads Close: March 5, 2018
Print Materials Close: March 6, 2018
Digital Space and Materials Close: April 2, 2018
In-Home Delivery Begins: May 3, 2018
Available Online: May 2, 2018

BOLSTERING THE TEACHER PIPELINE

The teacher workforce is changing dramatically—as are the instructional and professional demands on educators. This issue will look at how teacher-preparation initiatives are evolving to train the next generation of teachers. It will also explore how schools leaders are leveraging and adapting to new models of teacher development and support.

Note: Dates are estimates and subject to change. Ads in the *EL* app run from the first day of the month to the last day of the month.

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

YOUR PRINT AD BUY DELIVERS BONUS DIGITAL REACH

All *Educational Leadership* print ads are **automatically included** in the digital edition. Enjoy extended circulation with no additional creative necessary.

> CIRCULATION 117,925

> PASS-ALONG 424,530

> EL READERS SHARE THEIR
ISSUE WITH AN AVERAGE
OF 4.6 PEOPLE



EL DIGITAL ADVERTISING RATES

DIGITAL EL

> 56,000+ UNIQUE VISITORS
LAST YEAR

> 240 VISITORS PER DAY ON AVERAGE

Accessible from laptops or mobile devices, every digital *EL* issue features enhanced content. Print advertisements are automatically included in the digital version as a value add (no additional fees apply).

Issues Available for Sale: Summer, September, October, November, December/January, February, March, April, and May. Full-page ads and spreads only in summer issue (no fractional ads).

Leaderboard Ad: \$3,000 per ad

- Ad remains constant as users flip through the digital edition archive.
- Ad runs at the top of the digital edition in the space between the page and the top navigation frame.

Bellyband: \$2,800 per bellyband

- Available within each issue of the digital edition (one available per issue).
- Artwork overlays the full width of a page and a fraction of the height.
- Can have an embedded external link.
- User can click to close, but it appears when the page is revisited.

Blow-In Card: \$2,400 per card

- Available within each issue of the digital edition (two available per issue).

- Artwork overlays a fraction of the page (both width and height).
- Can have an embedded external link.
- User can click to close, but it appears when the page is revisited.

Custom Links (Hot Links/Enhanced Links): \$50 per link

- Available to print advertisers within each issue of the digital edition (within a display ad).
- Words/phrases and images/icons can be made into custom links.

Multimedia (Audio or Video) Enhancement: \$500 per video or audio

- Must run within a print ad space purchased by the advertiser.
- Audio can run in a player that pops up when image or text is clicked.
- Video can be played within the page of the ad itself in the image allocated (if the space meets minimum requirements); otherwise, image can be clicked to have the video pop up in a player and run on top of the page.

Summer Digital-Only Edition

- Offers special content for educators who want to plan ahead for next year's challenges and catch up on education trends. Reach educators during the time of year when they can devote more undivided attention to your messages.
- Leaderboard ads, bellybands, blow-in cards, and full-page or two-page display ads available (see image at right).



FOR QUESTIONS REGARDING DIGITAL EL, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM



EL APP

> 299,000 SCREEN VIEWS LAST YEAR

Ideal for educators on the go, this app provides another way to grab your prospects' attention while they are using their smartphones and tablets. The *EL* app is available on iPhone, iPod, iPad, Kindle Fire, Android, and Android Tablet.

Monthly advertising space is available.

App Ad: \$650 per month (3 available)

- Ads run from the first of the month to the last of the month across all issues.
- Ad sizes are device specific. Advertisers must supply ads in all three sizes:
 - Small ad (iPhone, iPod, Android): appears on home screen, RSS/feed, search, text-only pages, bookmarks, and library.
 - Medium ad (iPad and Kindle Fire): appears on RSS/feed, search, text-only pages, bookmarks, and library.
 - Large ad (iPad and Kindle Fire): appears on RSS/feed, text-only pages, and library.
- Ads are served upon launch of the app and run throughout the user's experience.

Interstitial Ad: \$50 per ad (issue specific)

- Advertisers with a full-page ad in the print issue may include their ad in the text view of the *EL* app.
- Ads will appear between articles in the text view of the issue.
- No additional creative necessary.

DIGITAL ADVERTISING OPPORTUNITIES

ASCD.ORG RUN OF SITE

- > AVERAGE MONTHLY VISITORS: 1,150,000
- > AVERAGE MONTHLY PAGE VIEWS: 1,900,000
- > 2016 GROSS VISITS: 13,800,000
- > 2016 GROSS PAGE VIEWS: 22,850,000

POSSIBLE PAGES FOR AD PLACEMENT

- About ASCD
- Books and Publications
- Conferences
- Professional Development
- Programs
- Topics
- EL Archives

ASCD.ORG ADVERTISING RATES

Size	CPM
Leaderboard (ROS)	\$25
Skyscraper (ROS)	\$20



MORE THAN
90%
OF ASCD MEMBERS
VISIT **WWW.ASCD.ORG**

Source: ASCD 2016-17
Educational Leadership Readership Study

FOR QUESTIONS REGARDING BANNER
ADVERTISING ON ASCD.ORG, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

ASCD EXPRESS E-NEWSLETTER

> CIRCULATION: 162,000

ASCD Express is the education profession's top e-newsletter focused solely on professional development. Twenty-four times per year, your advertising message can reach readers and send click-throughs to your online store, survey, blog, or home page.

ASCD EXPRESS ADVERTISING RATES

Position	Price
Leaderboard (468 x 60)	\$3,500 (per issue)
Medium Rectangle (300 x 250)	\$2,500 (per issue)

The screenshot shows the top of an ASCD Express e-newsletter. At the top is a 'LEADERBOARD' ad. Below it is the newsletter header with 'VOLUME 10 ISSUE 12' and the title 'The Future of Education'. The main content area includes a featured article 'Five Trends That Are Transforming Education' and an 'ASCD Spotlight' section. At the bottom, there is a 'MEDIUM RECTANGLE' ad.

ASCD SMARTBRIEF

Reach 300,000+ educators and administrators with *ASCD SmartBrief* e-newsletter.

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

ASCD EDGE® SOCIAL NETWORKING PLATFORM

> AVERAGE MONTHLY VISITORS:
25,000

> AVERAGE MONTHLY PAGE VIEWS:
32,800

ASCD Edge features rich media (page push down) capabilities that draw even more attention to this already sticky destination.

ASCD EDGE BANNER ADVERTISING RATES

Position	Price
Leaderboard (728 x 90)	\$3,000 (per month)
Medium Rectangle (300 x 250)	\$2,500 (per month)

Note: Rich media rates available upon request

The screenshot shows the ASCD Edge social networking platform. At the top is a 'LEADERBOARD' ad. Below it is a navigation bar with 'Explore', 'Members', 'Blogs', 'Groups', 'Ask & Share', and a 'Log In / Register' button. The main content area features a 'On Point' section with a featured article and a grid of 'All Categories' with various user avatars. On the right side, there is a 'MEDIUM RECTANGLE' ad.

INSERVICE BLOG

> AVERAGE MONTHLY VISITORS:
35,000

> AVERAGE MONTHLY PAGE VIEWS:
44,000

Inservice is an online outreach to the education community. Updated daily, this blog features commentary from ASCD Faculty, guest blog posts, and more.

INSERVICE ADVERTISING RATES

Position	Price
Leaderboard (728 x 90)	\$2,500 (per month)
Medium Rectangle (300 x 250)	\$1,500 (per month)

The screenshot shows the Inservice blog. At the top is a 'LEADERBOARD' ad. Below it is a navigation bar with 'ABOUT', 'BLOG', 'ADVERTISE', and 'ASCD BLOG'. The main content area features a 'LEADERBOARD' ad and a 'MEDIUM RECTANGLE' ad. The blog content includes a featured article 'Let's Take Time To Rethink Next-Generation Accountability' and a list of 'RECENT ARTICLES'.

FOR QUESTIONS REGARDING ASCD EXPRESS, ASCD EDGE, AND INSERVICE ADVERTISING ON ASCD.ORG, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

FOR QUESTIONS REGARDING ASCD SMARTBRIEF, CONTACT

TOM SIKES
PUBLISHER, SMARTBRIEF EDUCATION
1-646-462-4629
TSIKES@SMARTBRIEF.COM
MEDIA KIT: <https://smartbrief.octiv.com/view/ASCD-2017-MEDIA-KIT>

SPECIALTY AD PRODUCT OPPORTUNITIES

EL TOPIC SELECTS: \$3,500

- 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 e-mails, including *ASCD SmartBrief* and *ASCD Express* promotional spots.

THOUGHT LEADER ROUNDTABLE: \$25,000 (ONE AVAILABLE PER YEAR)

- Sponsor an ASCD-moderated convening of educator experts and writers to explore a select K-12 education topic. Acknowledgment of sponsor provided at event.
- Pull-out edited transcript of discussion to be printed as a special section in *EL*, with sponsor credit, logo, and short advertising message.
- Transcript also available as a digital download, with online and e-mail promotion, including *ASCD SmartBrief* and *ASCD Express* promotional spots.

WHITE PAPERS: \$3,500

- Organizational or product white papers can be hosted for three months as part of a portal on ASCD.org.
- White papers are given wide exposure to the ASCD audience through online promotion and e-mails, including *ASCD SmartBrief* and *ASCD Express* ad spots.
- Lead generation provided.

ONLINE EL ISSUE SPONSORSHIP: \$4,500

- Sponsor a complete issue of *EL* (for the first month of publication) on the ASCD website to promote your brand in connection with high-quality independent content on a specific topic area. (See p. 7 for upcoming issue themes.)
- Credit language and sponsor logo appear on *EL* landing page and on issue table of contents.
- Top ad position ad provided on all webpages and articles in the issue.

DIGITAL EDITION EL SPONSORSHIP: \$4,000

- Sponsor a complete issue of the digital edition of *EL*. (See p. 7 for upcoming issue themes.)
- Includes cover leaf ad placement, interstitial ad in the *EL* app, and online promotion of sponsorship.
- Digital and online issue sponsorships can be combined for reduced total cost.

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

EXHIBITOR OPPORTUNITIES



- > 84% OF ATTENDEES SAY THE EXHIBIT SHOW IS AN IMPORTANT PART OF THE CONFERENCE EXPERIENCE
- > ATTENDEES SPEND 2 HOURS AND 12 MINUTES ON AVERAGE IN THE EXHIBIT HALL

EXHIBIT AT ASCD'S 2018 ANNUAL CONFERENCE AND EXHIBIT SHOW

ASCD EMPOWER18

MARCH 24–26, 2018 • BOSTON, MA

ASCD Empower18 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, it is one of the most anticipated and valued events in the education industry.

At Empower18, 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.

ANNUAL CONFERENCE AUDIENCE

SUBJECT AREA INTERESTS

Reading	32%
Math	26%
Writing	25%
Social Studies	19%
Science	20%
Special Education	14%
ESL	13%

Source: 2015 ASCD Annual Conference Survey

FOR QUESTIONS REGARDING EXHIBITS, CONTACT

BRIAN OSIKA
EXHIBIT SALES
1-800-933-2723 X 5489 (TOLL FREE)
1-703-578-9600 X 5489 (LOCAL)
EXHIBITS@ASCD.ORG

SPONSORSHIP AND MAILING LIST OPPORTUNITIES

ASCD presents three major national conferences and many regional and local events each year.

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.

RENT THE ASCD MAILING LIST

The ASCD mailing list is one of the most-mailed, highest-responsive lists in the education market. The ASCD list can help you reach all grade levels, subject areas, and job titles in the education field.

MAILING LIST BY COUNTRY

U.S. members	70,291
Canadian members	3,402

MAILING LIST BY GRADE LEVEL

PreK/early childhood	6,236
Kindergarten	5,297
Elementary school	22,489
Middle/junior high school	17,053
Secondary/high school	23,582
College/university	2,486

UPCOMING ASCD SPONSORSHIP OPPORTUNITIES

ASCD EMPOWER

March 16–18, 2019 • Chicago, IL
March 14–16, 2020 • Los Angeles, CA

CONFERENCE ON TEACHING EXCELLENCE

June 30–July 2, 2017 • Denver, CO
June 29–July 1, 2018 • Dallas, TX

CONFERENCE ON EDUCATIONAL LEADERSHIP

October 27–29, 2017 • Kissimmee, FL
November 2–4, 2018 • Nashville, TN

FOR QUESTIONS REGARDING SPONSORSHIP OPPORTUNITIES, CONTACT

MICKEY MARTIN
MANAGER, SPONSORSHIP SALES
1-800-933-2723 X 5487 (TOLL FREE)
1-703-578-9600 X 5487 (LOCAL)
MICKEY.MARTIN.CON@ASCD.ORG

FOR QUESTIONS REGARDING THE ASCD MAILING LIST, CONTACT

KAREN SOMERVILLE
MANAGING DIRECTOR, MEMBERSHIP
1-800-933-2723 X 5665 (TOLL FREE)
1-703-578-9600 X 5665 (LOCAL)
KAREN.SOMERVILLE@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.
- 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.
- 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.
- Digital materials are required. If you must supply film or cannot meet the digital requirements listed, please contact M. J. Mrvica Associates, Inc.

HOW TO SUBMIT FILES

Send a high-resolution PDF to mjmrsvica@mrsvica.com. (No files above 8 MB can be accepted.)

DIGITAL EL AND EL APP

DIGITAL EL

Audio Enhancement

- **Maximum size:** 100 MB
- **Maximum length:** 4 minutes
- Publisher will add play arrow and close button.
- **File formats accepted:** MP3 or WAV
- Advertiser must notify ASCD as to which image or link the audio file will be embedded in.

Bellyband

- 800 pixels wide x 175 pixels high
- Referral link (full URL) must be sent with creative.
- **File formats accepted:** JPEG, GIF, or animated GIF

Blow-In Card

- 500 pixels wide x 300 pixels high
- Referral link (full URL) should be sent with creative.
- **File formats accepted:** JPEG, GIF, or animated GIF

Custom Links (Hot Links/Enhanced Links)

- Advertiser must notify ASCD as to which words/phrases or images/icons in their creative are to be made into custom links.
- Referral link (full URL) for each custom link must be sent with creative.

AD SIZES AND MECHANICAL REQUIREMENTS



2-Page Spread (full bleed)

Mechanical Requirements:
16 3/4" x 11 1/8" (allows
1/8" trim on all sides)
Trim Size:
16 1/2" x 10 7/8"



Covers and Full Pages (bleed)

Bleed Size:
8 3/8" x 11 1/8"
(includes 1/8" bleed on all
sides except gutter)
Publication Trim Size:
8 1/4" x 10 7/8"
Live Area: 7 3/16" x 9 7/8"



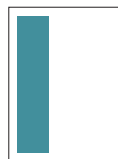
2/3-Page Vertical

Mechanical Requirements:
4 11/16" x 9 7/8"



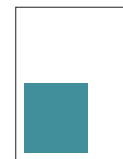
1/2-Page Horizontal

Mechanical Requirements:
7 3/16" x 4 3/4"



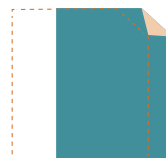
1/3-Page Vertical

Mechanical Requirements:
2 1/4" x 9 7/8"



1/3-Page Square

Mechanical Requirements:
4 11/16" x 4 3/4"



2-Page Advertiser-Supplied Insert *

Mechanical Requirements:
11 7/8" x 11 1/8"
(allows for 3 1/2" flap without
printing, for binding into journal,
and 1/8" trim on all sides
except flap)

Note for full-page ads:

Publication Trim Size:
8 1/4" x 10 7/8"
Live Area:
7 3/16" x 9 7/8"

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.

FOR QUESTIONS REGARDING **EL** MAGAZINE,
DIGITAL **EL**, OR **EL** APP ADVERTISING, CONTACT

M. J. MRVICA ASSOCIATES, INC.
1-856-768-9360
MJMRVICA@MRVICA.COM

ADVERTISING SPECIFICATIONS AND REQUIREMENTS *(continued)*

DIGITAL EL *(continued)*

Display Ad

- Ads that run in print *EL* issues are automatically migrated to the digital edition. No additional creative necessary.

Interstitial Ad

- Full-page ads that run in print *EL* are migrated to the text view in the *EL* app for advertisers selecting this option. No additional creative necessary.

Leaderboard Ad

- 728 pixels wide x 90 pixels high (industry standard)
- Referral link (full URL) must be sent with creative.
- **File formats accepted:** JPEG, GIF, or animated GIF

Summer Digital-Only Edition

- 4C, high-resolution, press-ready PDF only
- **Full page:** 8.25 x 10.875 trim
- **Spread:** 16.5" x 10.875" trim; submit as single pages

Video Enhancement

- **Maximum size:** 100 MB
- **Maximum length:** 4 minutes
- 480 pixels wide minimum
- Video file is embedded in a specific image on the creative supplied by the advertiser and will be set to a fixed size (will not scale with the page unless clicked to pop up in a player and run full screen).

- Provide a video still with optional play arrow to avoid black when video is embedded into the file. For the iPad, the image appearing in the first frame will appear as the video still, unless a different one is provided by the advertiser.
- **File formats accepted:** .MPG, .MP4, .WMV, .MOV, or .AVI

EL APP

App Ad

- Materials are due by the 20th of the month purchased.
- Advertiser must supply creative in all sizes below, since the devices have different size requirements:
 - **Small:** 320 pixels wide x 50 pixels high (iPhone and Android)
 - **Medium:** 728 pixels wide x 90 pixels high (iPad and Kindle Fire)
 - **Large:** 960 pixels wide x 90 pixels high (iPad and Kindle Fire)
- File format accepted: PNG only

OTHER DIGITAL PLATFORMS

ASC D.ORG

Leaderboard Ad

Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

Skyscraper Ad

Ad dimensions: 160 x 600 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

ASC D EXPRESS

Leaderboard Ad

Ad dimensions: 468 x 60 pixels
File formats accepted: JPEG or GIF
Maximum size: 40 KB
Colors: RGB

Medium Rectangle Ad

Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG or GIF
Maximum size: 40 KB
Colors: RGB
Note: No Flash, animated GIF, or other Rich Media ads are accepted for *ASC D Express*

ASC D EDGE

Leaderboard Ad

Ad dimensions: 728 x 90 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

Skyscraper Ad

Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

INSERVICE

Leaderboard Ad

Ad dimensions: 728 x 90 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB

Skyscraper Ad

Ad dimensions: 300 x 250 pixels
File formats accepted: JPEG, Flash, GIF, or animated GIF (limited to four loops)
Maximum size: 40 KB
Colors: RGB





REACH THE DECISION MAKERS IN EDUCATION

- *EDUCATIONAL LEADERSHIP* MAGAZINE
- ASCD.ORG
- *ASCD EXPRESS*

RESERVE YOUR PRINT AND DIGITAL ADVERTISING

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