



2019 American School
Board Journal
MEDIA GUIDE

nsba.org/mediaguide

ASBJ connects you with decision-makers and education
leaders at 13,500 school districts nationwide!

AN **nsba** PUBLICATION

2019 American School Board Journal

MEDIA GUIDE

Reach school board members, superintendents, and top-level administrators through NSBA.

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American School Board Journal

THE SOURCE FOR SCHOOL LEADERS

For more than 100 years, ASBJ readers have turned to the magazine to obtain information they need to make decisions for their districts. Our subscribers represent key decision-makers, such as superintendents and business officials, in public schools across the United States.



35,318

Subscribers

(includes bonus distribution to every Superintendent in the country)

49%

have visited the website of an ASBJ advertiser

According to an independent survey, a majority of ASBJ readers:



77% are college educated or business owners



Have a median household income of **\$117,000**



70% come from suburban or rural districts

ASBJ readers consider the magazine a “must read” that provides balanced and accurate news on education issues.

AMERICAN SCHOOL BOARD JOURNAL

EDITORIAL CALENDAR 2019

ISSUE	FOCUS	AD CLOSING	MATERIALS DUE	MAIL DATE
January/February	Curriculum	12.06.2018	12.13.2018	01.03.2019
March/April	Educational Equity NSBA Conference Issue	02.07.2019	02.14.2019	03.14.2019
May/June	Technology	04.11.2019	04.19.2019	05.09.2019
July/August	Safety and Security	06.11.2019	06.18.2019	07.11.2019
September/October	Mega Issue Bonus distribution to every superintendent and school board president in the U.S.	08.15.2019	08.22.2019	09.03.2019
November/December	Health and Nutrition	10.9.2019	10.16.2019	11.07.2019
January/February	Curriculum	12.06.2019	12.13.2019	01.02.2020



ASBJ TECHNICAL SPECIFICATIONS



PRINT ADVERTISING RATES			
Size	1x	3x	6x
Full Page Spread	\$13,335	\$12,670	\$12,036
Full Page	\$7,845	\$7,600	\$7,230
Half Page Spread	\$9,044	\$8,590	\$8,160
½ Page Horiz.	\$4,760	\$4,565	\$4,365
⅓ Page	\$3,240	\$3,125	\$2,940
¼ Page	\$1,960	\$1,900	\$1,810

Please contact us regarding cover pricing.

AD PREPARATION GUIDE

FILE FORMATS:

All files should be submitted as high resolution 300 dpi, CMYK, X1-A PDF files.

PUBLICATION SPECIFICATIONS:

Trim size: 8.5" x 10.5"

Bleeds: All bleeds should be set for .5"

Safety: All live matter should be 3/4" from the trim (live area is 7" x 9").

SENDING MATERIALS:

Export PDF with bleeds – no crop marks needed.

PLEASE NAME FILE:

companyname_issuemoth.pdf

PLEASE EMAIL AD MATERIALS TO:

production@nsba.org

QUESTIONS?

For production questions or information on submitting materials, please email production@nsba.org.



- Trim Size: 8.5" x 10.5"
- Bleed: .5"
- Safety: 7" x 9"

ASBJ SUBSCRIBERS LIST

Reach over 18,000 board members, superintendents, and district administrators. Target your prospects by job function, location, gender, and home or business address. For more information, contact Raymond Tognella at rtognella@rickard2.com or (631) 820-3704.

DIGITAL EDITION

Looking for a more dynamic advertising opportunity? Incorporate your video advertisements for an interactive reader experience!

DIGITAL EDITION EMAIL

Exclusive opportunity to position your company on the email that delivers the Digital Edition to subscribers either text or a graphical ad.

ASBJ BRIEF: EMAIL NEWSLETTER 2019

Our monthly e-newsletter circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. Circulation is 38,129.

ISSUE	AD CLOSING	MATERIALS DUE	EMAIL DEPLOYED
January	01.03.2019	01.10.2019	01.19.2019
February	02.01.2019	02.08.2019	02.16.2019
March	03.01.2019	03.08.2019	03.16.2019
April	04.05.2019	04.12.2019	04.20.2019
May	05.03.2019	05.10.2019	05.18.2019
June	06.03.2019	06.10.2019	06.15.2019
July	07.02.2019	07.09.2019	07.20.2019
August	08.01.2019	08.08.2019	08.17.2019
September	09.02.2019	09.09.2019	09.21.2019
October	10.01.2019	10.08.2019	10.19.2019
November	11.01.2019	11.08.2019	11.16.2019
December	12.02.2019	12.09.2019	12.21.2019

ASBJ BRIEF

FIRST LEADERBOARD:

Leaderboard: \$3,000

Specs: 650 x 115 px

FIRST CONTENT AD:

Content Ad: \$1,500

Specs: 200 x 200 px image

30-40 word preview

500-1,000 words

SECOND CONTENT AD:

Leaderboard: \$1,500

Specs: 200 x 200 px image

30-40 word preview

500-1,000 words

SECOND LEADERBOARD:

Leaderboard: \$3,000

Specs: 650 x 115 px



From the Editor: Our new look
Kathleen Vall, ASBJ Editor-in-Chief

It's been a year since we published the first issue of ASBJ Brief. We'd done some tweaking to the look and feel of the newsletter, making it easier to read on mobile. I hope you've enjoyed reading the selected articles from our February issue. We are busy working on the April issue, which will feature the winning Magna Awards 2019 district programs.

[Read More](#)

First Leaderboard

First
Content Ad



Second
Content Ad

Kindergarten benchmarks grow from 47% to 92%

Sixteen elementary schools in the sixth largest district in Pennsylvania successfully raise kindergarten benchmark scores to unprecedented levels of achievement using a comprehensive Multi-Tiered System of Supports process.

This article brought to you by Step by Step Learning

[Read More](#)

Your national information and networking resource

NatCon is the leading national executive program for school board members, superintendents, and district leaders. The program benefits encompass three resources critical to advancing equity and excellence in public education: community, tools, and insights.

[Read More](#)

Building futures while staying debt-free

Powering America offers industry-supported apprenticeship training programs that prepare students for careers in the expanding electrical and high-tech information systems industry.

This article brought to you by Powering America

[Read More](#)

Do Not Miss

nsba
2019
PHILADELPHIA

The Conference for
Public Education Leaders
March 30–April 1, 2019

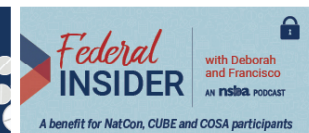
[Register Now](#)

Second Leaderboard



Prescription Drug benefit costs continue to increase faster than any other medical program offered by schools. With this innovative pharmacy benefit program, save money and put it back where it belongs: student achievement.

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Season 2, Episode 5: NSBA's Deborah Rigby and Sonja Trainor highlight events from NSBA's 2019 Advocacy Institute and advocacy day on Capitol Hill. They also provide updates on potential future legislation regarding the reauthorization of the Higher Education Act. Season 1 is open to the public, while Season 2 is a benefit of NatCon, COSA and CUBE participants.

[Listen Here](#)

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ASBJ PRINT AND ASBJ BRIEF EMAIL ADVERTISING PACKAGES

Take advantage of school decision-makers who both read the ASBJ print and the thousands who receive the monthly ASBJ Brief email. Increase your brand recognition by targeting both in-print and digitally, gaining direct access to superintendents, business officials, and education leaders' inboxes. Purchasing a print and email package not only ensures engagement with your brand across platforms but provides competitive pricing. Contact us for a quote.



asbj Brief

American School Board Journal

March 2019 | Edition 15 Advancing Public Education

Lead Story


**2019 Magna Award Winners:
Equity in action**

An elementary program that encourages and supports underrepresented students to take higher-level math classes. An initiative that trains teachers to be equity leaders in their schools, which then sparked students and parents to be trained, as well. A large district making systemic changes in the way it does business to close the achievement gap.

These are three of the exemplary programs honored by the 2019 Magna Awards. Dive in and read about how districts are helping their underserved students in "The Hard Work of Equity," our April cover story.


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In Focus




The long legacy of segregation
For the 65th anniversary of *Brown v. Board of Education*, ASBJ revisits Summerton, South Carolina, home of *Briggs v. Elliott*, a key case that laid roots for the seminal Supreme Court decision.

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Growing good students starts with empathy
Empathy is considered the root of all social and emotional learning. With today's emphasis on SEL, it's not surprising that some districts are embracing programs that teach and cultivate the ability to feel and see from another's point of view.

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Women in leadership: View from the inside
Monica E. Goldson, the interim chief executive officer of Maryland's Prince George's County Public Schools, reflects on her journey from the classroom to the head of one of the largest districts in the country.

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LET'S START THE CONVERSATION

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ABOUT NSBA

The National School Boards Association (NSBA) is the leading advocate for public education. For more than 75 years, we have been leading the effort to support and enhance public education. We are succeeding in creating the best possible environment for students to realize their dreams.

NSBA is a federation of 50 state and territorial associations representing more than 90,000 school board officials across the United States. These local officials govern more than 13,500 local school districts serving the nation's 50 million public school students. Working with and through our state associations, and serving as their Washington, D.C., office, NSBA advocates for equity and excellence in public education through school board governance.

We believe public education is America's most vital institution. It is a civil right necessary to the dignity and freedom of the American people, and all children deserve equal access to an education that allows them to reach their potential.

In pursuit of these beliefs, NSBA and its members will continue to lead the national conversation about public education, advocate for public policies that ensure all students everywhere have access to a great public education where they live, create a better understanding of the importance and benefits of the role of school boards and local governance, and enhance the effectiveness of school boards.

NSBA is a not-for-profit organization. The public policy agenda is determined by a 150-member Delegate Assembly made up of local school board members who represent their state associations of school boards. The Board of Directors translates this policy into action. Programs and services are administered by the NSBA Executive Director and professional staff. NSBA is headquartered in Alexandria, Virginia, part of the metropolitan Washington, D.C., area.



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