

YOUR online connection to school leaders

NSBA delivers valuable content and professional development opportunities directly to school leaders' computers, tablets, and smartphones. Our online advertising opportunities give vendors a unique opportunity to reach district decision makers efficiently and economically.

School Board News E-newsletter

A weekly update filled with critical information for superintendent/school board leadership teams, including legislative initiatives, upcoming court cases, grant information, and more. Circulation is over 17,000.

Rates* Skyscraper\$2,000/week
Square\$1,500/week

Specs

Skyscraper Banner Specs: 160 x 600 pixels
Square Banner Specs: 250 x 250 pixels

Blogs

The School Board News Today blog is written for school leaders and others with an interest in education. It features posts on education trends, views, and news, as well as court cases, school finance, and education reform. It averages 4,402 visits per month.

Rates*

Leaderboard Banner \$1,500/month
Square Banner \$1250/month

Specs

Leaderboard Specs: 728 x 90 pixels
Square Specs: 250 x 250 pixels

GIF format preferred. Size of file may not exceed 40k.

ASBJ.com averaged 69,661 visitors and 278,477 impressions each month last year.



ASBJ.com Banner Advertising

Choose from eight of the most visited pages on the asbj.com site. Advertisers enjoy limited exclusivity on these pages, with up to five companies sharing the rotation during each 30 day period. The asbj.com site averaged 69,661 visitors and 278,477 impressions each month last year.

Rates* Banner ad.....\$2,000/month
Leaderboard .\$.1,500/month

Specs

Standard Banner Specs: 468 x 60 pixels
Leaderboard Specs: 728 x 90 pixels

GIF format preferred. Size of file may not exceed 40k.
IFrame code required when providing scripts.

Webinars

NSBA webinars provide an effective method for you to deliver your message to a receptive audience eager to learn more about hot-button issues, and the products and services that can help them achieve their goals. We partner with companies on topic-specific, turn-key webinars throughout the year on critical issues of interest to school leaders and administrators.

Advertisers receive recognition on all webinar marketing efforts, recognition at the beginning of the webinar, their company logo on each slide, an opportunity for your corporate message at the end of the webinar, and a list of registrant email addresses for post-webinar follow-up.

Rate*: \$15,000

Anthologies

Promote your organization on our online compilations of popular articles on topics including facilities, safety, health/wellness, technology, and more. Advertisers receive a banner ad and recognition on the asbj.com home page.

Rates* Banner ad \$2,000/month
Leaderboard . . . \$1,500/month

Specs

Standard Banner Specs: 468 x 60 pixels
Leaderboard Specs: 728 x 90 pixels

GIF format preferred. Size of file may not exceed 40k.

*=Net of 15% agency commission

The National School Boards Association (NSBA)



NSBA is a nonprofit organization representing the nation's state school boards associations and more than 95,000 local school board members who govern 14,980 public school districts. Through our BPA-audited magazine *American School Board Journal (ASBJ)*, our Annual Conference, and online resources, we can connect you to America's school leaders.

Last year our nation's public schools spent over \$446 billion* on computer hardware and software, curriculum products, professional development and employee benefit services, and more. These purchasing decisions were made by a team of school leaders that included school board members, the superintendent, school business officials, and technology directors.

NSBA can connect you to the school leaders who are making these important buying decisions. Contact us today.

* MDR, 2011.

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