

# Web Banner Advertising nassp.org Ads and Rates

## Get maximum exposure!

Get your message out to school leaders through the nassp.org website banner advertising program. With more than 35,000 visitor sessions per month, nassp.org is used constantly for getting up-to-date news, finding and posting jobs, researching essential data, and more. Banner ads are a powerful reinforcement to any print campaign and offer maximum visibility to a targeted audience. Banner ads rotate across the entire website and are limited to no more than 8 running at one time.

### Banner Ad Rate

**\$1,600 per month**

### Material Specifications

#### Banner Size

Home page: 635 pixels wide x 79 high  
Interior pages: 180 pixels wide x 600 high

#### File format

Interlaced, nontransparent, static .gif  
or static .jpg

#### ALT Text

A description of the ad (five words maximum) for users who have image-loading turned off or are using a browser that does not display images.

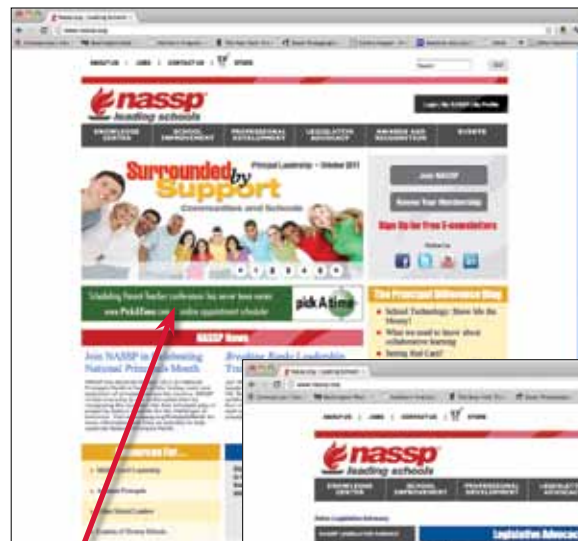
Submit files via e-mail to: [admaterials@nassp.org](mailto:admaterials@nassp.org)

#### Changes/Corrections

NASSP will charge a fee for resizing or any other production services to existing ads.

### Average Monthly Traffic on nassp.org

<b>Total Page Views</b>	<b>108,919</b>
<b>Total Visits Per Month</b>	<b>36,742</b>
<b>Time on Site</b>	<b>00:02:21</b>



**Your ad here**