



NASSP'S *PRINCIPAL LEADERSHIP* 2019-20 MEDIA KIT

Powerful print and digital
advertising opportunities

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PRINCIPAL

LEADERSHIP

A Publication of the National
Association of Secondary
School Principals

MARCH 2019

ALUMNI PROGRAMS ENRICH COMMUNITIES

Engagement Offers
Connections, Partnerships

34



The Value of Co-Teaching
From Isolation to Collaboration

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Avoiding Burnout
10 Practical Strategies

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Empowering Adult Learners
Leading With Personalized Support

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CATCH ONE PRINCIPAL'S INTEREST AND INFLUENCE THOUSANDS OF TEACHERS AND STUDENTS.

More than 22,500 decision makers in secondary schools throughout the country receive *Principal Leadership* for the information and direction it contains, which can help them improve their practice. You'll want your product or service in front of our readers when they are deciding what change to make, what program to adopt, what product to purchase, and what service to contract to make their middle level and high schools better places to learn.

Readership and Buying Habits

Whether enhancing the facility or the instructional program, principals and assistant principals have a great deal of discretion in determining the products and services from which the school can derive the greatest benefit. The following overview reveals NASSP members' purchasing habits and power.

More than 90 percent of readers rated the publication as excellent or good in:*

- Usefulness of content
- Ability of headlines to entice them to read an article
- Cover art and text that encourages them to open and read
- Relevance of content to their work
- Overall satisfaction with the magazine

CIRCULATION: 22,500+

What do NASSP members purchase?*

- 66.3% Awards, certificates, recognition services
- 59.1% Curriculum programs
- 58.5% Professional development programs
- 54.9% Textbooks
- 53.2% Furniture
- 52.4% Audiovisual equipment
- 49.0% Reference books
- 48.2% Fundraising programs
- 47.9% Character education programs
- 46.2% Technology and computer hardware
- 45.1% School safety programs and equipment
- 43.7% Test preparation programs
- 42.9% School photography
- 42.3% Yearbooks
- 42.1% Career and guidance programs
- 41.5% Signage
- 40.1% Stationery products
- 38.4% Physical plant/facilities equipment and supplies
- 35.4% Customized supplies and clothing
- 33.7% Distance learning programs
- 29.5% Uniforms/caps and gowns
- 29.5% Business machines
- 28.1% School reform programs
- 25.9% Vending machines

*Results based on 2014-15 *Principal Leadership* readership survey.

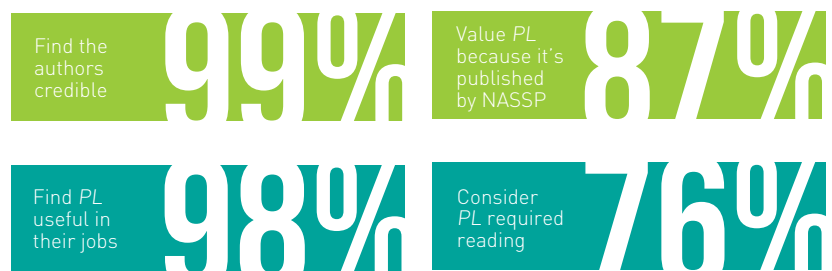
PL READERSHIP

Members value *Principal Leadership*

NASSP MEMBERS TAKE ACTION!

- 46% Visited the advertiser's website
- 32% Discussed ad with others
- 31% Filed ad for future reference
- 21% Passed ad along to others
- 17% Purchased product/service

Readex Research Survey



Member reader habits



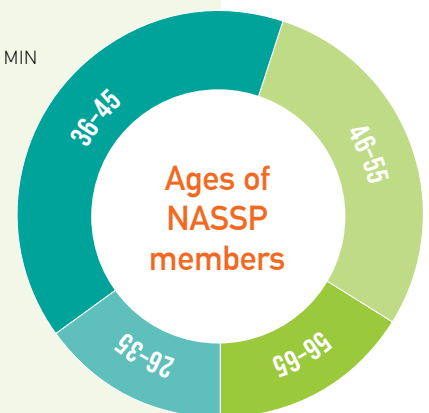
Where members' schools are located



Positions held by NASSP members



2012-13 NASSP *Principal Leadership* reader survey.



2019-20

EDITORIAL CALENDAR*

SEPTEMBER 2019	<ul style="list-style-type: none"> Teacher Retention/Dealing With Teacher Shortages Assistant Principal of the Year Ensuring Students' Emotional Health; National Principals Conference Highlights; Building Ranks Framework 	AD CLOSE: JULY 8, 2019 ART DUE: JULY 15, 2019
OCTOBER 2019	<ul style="list-style-type: none"> Engaging Stakeholders on Technology; Digital Principals of the Year Female Students and STEM at the Middle Level AI and AR in the classroom; Virtual Bio Labs; STEAM and Startups Digital Principals 	AD CLOSE: AUGUST 5, 2019 ART DUE: AUGUST 12, 2019
NOVEMBER 2019	<ul style="list-style-type: none"> Helping Students Overcome Trauma College Preparedness and Life Skills Training; Vocational Training Integration 	AD CLOSE: SEPTEMBER 5, 2019 ART DUE: SEPTEMBER 12, 2019
DECEMBER 2019	<ul style="list-style-type: none"> Rural Education and Intersection With Health and Business Quick, Innovative, Easily Adoptable Ideas From Principals Earning College Credits in High School; Connection to Higher Education and Principal Prep 	AD CLOSE: OCTOBER 2, 2019 ART DUE: OCTOBER 9, 2019
JANUARY 2020	<ul style="list-style-type: none"> Collaborative Leadership National Principal of the Year Dealing With Tardiness and Absenteeism; Using Culturally Responsive Instruction Through an Equity Lens and Building a Diverse Teacher Workforce 	AD CLOSE: OCTOBER 31, 2019 ART DUE: NOVEMBER 7, 2019
FEBRUARY 2020	<ul style="list-style-type: none"> School Safety Communication During a Crisis Trauma's Effect on Principals; Other School Safety Topics 	AD CLOSE: NOVEMBER 14, 2019 ART DUE: NOVEMBER 21, 2019
MARCH 2020	<ul style="list-style-type: none"> Special Education Today: Are IEPs Preparing Students for Adulthood? Equity and Building Ranks Podcasts in the Classroom; Are IEPs Preparing Kids for Adult Life? 	AD CLOSE: DECEMBER 18, 2019 ART DUE: JANUARY 2, 2020
APRIL 2020	<ul style="list-style-type: none"> Encouraging and Fostering Student Voice Community and Staff Engagement Sex Education Done Right; Transgender Issues and Student Empowerment 	AD CLOSE: JANUARY 28, 2020 ART DUE: FEBRUARY 4, 2020
MAY 2020	<ul style="list-style-type: none"> 2020 National Principals Conference Thought Leaders Parent Portal Best Practices Vision V Mission; Health Education 	AD CLOSE: FEBRUARY 28, 2020 ART DUE: MARCH 6, 2020

*Feature topics are subject to change.

KIM DANIELE

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410-584-1975

RATES AND SPECS

Four-Color Rates

Space	1x	3x	9x
Full page	\$6,450	\$6,310	\$5,885
2/3 page	\$6,060	\$5,845	\$5,680
1/2 page horizontal	\$5,025	\$4,805	\$4,615
1/3 page	\$4,095	\$4,040	\$3,900

Cover Rates

Cover 2	\$7,895
Cover 3	\$7,760
Cover 4	\$8,000

Note: Special covers are NOT subject to cancellation.

Inserts available upon request. Contact Kim Daniele at kim.daniele@mci-group.com or 410-584-1975 for pricing.

Ad Sizes

Space	W x H
Full page bleed	9.25" x 11.125"
Full page	8.5" x 10.375"
2/3 page	4.516" x 9.541"
1/2 page horizontal	7.625" x 4.5"
1/3 square	3.8167" x 3.8167"
1/3 vertical	2.166" x 9.541"

Magazine Specs

Trim size	9" x 10.875"
Bleed size	9.25" x 11.125"
Safety	1/4" inside trim
Binding	Saddle stitched

If your advertisement requires special placement (e.g., right-facing, front section), add 10 percent to the appropriate advertising rate. There is no additional charge for bleeds.

ARTWORK GUIDELINES

File Submission

HOW TO SUBMIT FILES

Submit files to NASSP.sendmyad.com.

Please supply only a print-ready PDF file.

We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission.

Do NOT include a bleed with fractional ads unless specified.

Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. Black & white ads should use black only (not 4-color); images should be grayscale. We cannot guarantee an exact color match. If advertiser requires a critical color match, please contact Megan Lebo.

The publisher is not responsible for printing errors due to incorrect file preparation. We use an on-screen soft-proofing process. You are not required to send a printed proof.

INSERTS

Completed inserts must be supplied, ready for binding, in sufficient quantity to match the press run for the scheduled issue. Contact Kim Daniele at kim.daniele@mci-group.com or 410-584-1975 for press run before printing your insert. A sample must be provided to Principal Leadership staff at least 45 days before publication. NASSP has the right to require that "Advertisement" be printed on any insert resembling editorial or run-of-book material.

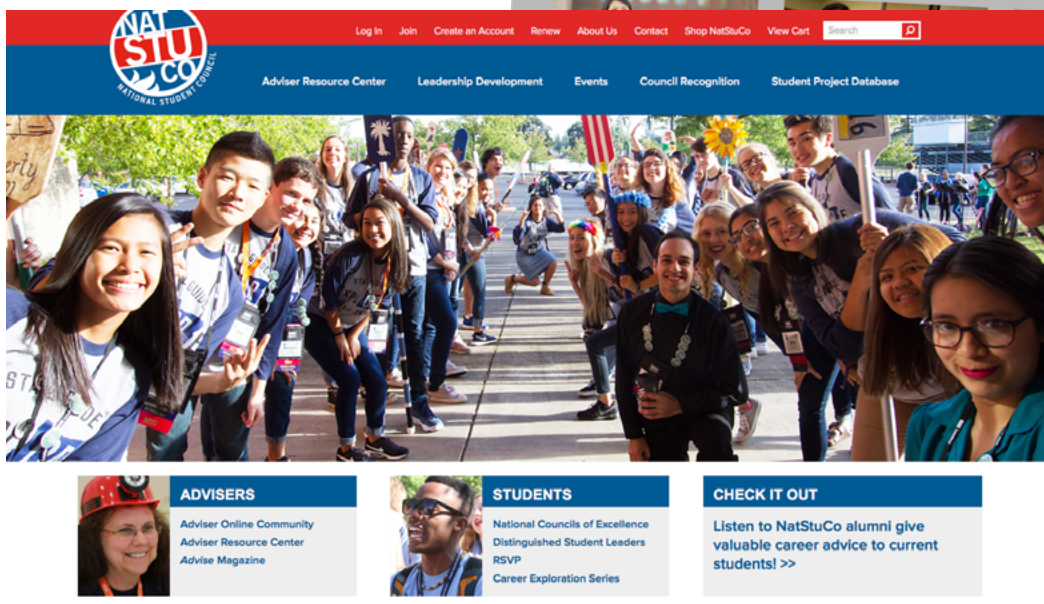
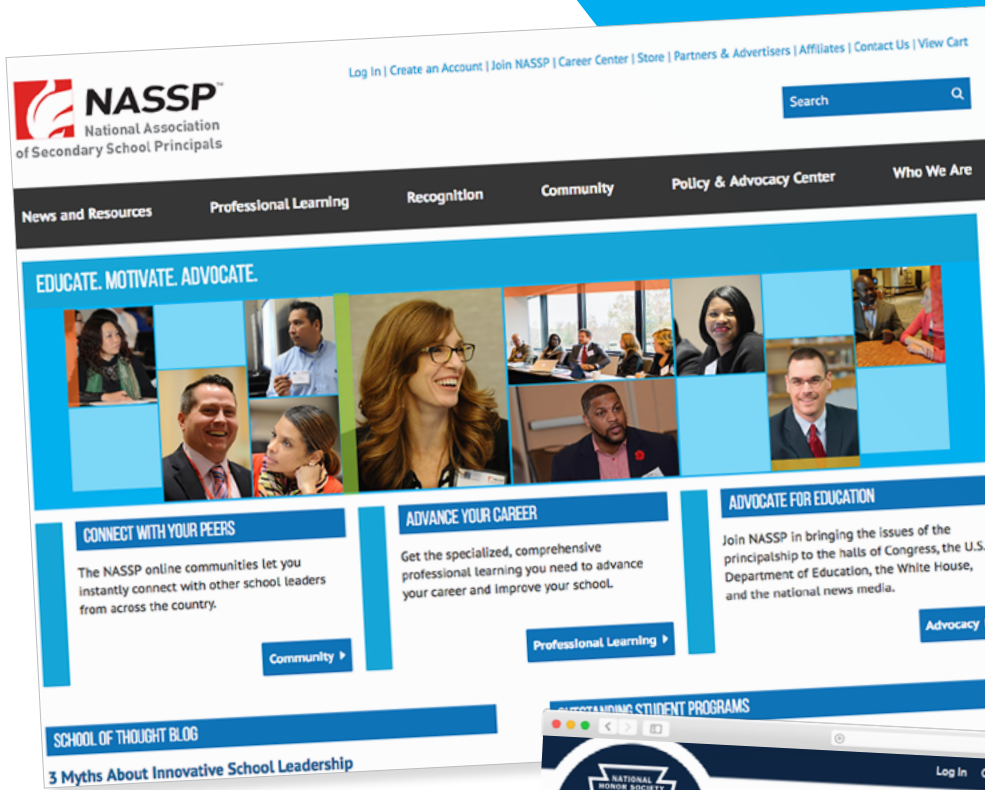
Advertiser Information

ADVERTISER RESPONSIBILITIES The advertiser is responsible for meeting all deadlines, requirements, and submission charges. If artwork that meets the appropriate specifications is not received by the artwork deadline, the advertiser will be responsible for all reserved ad-space fees and applicable charges. Artwork submitted incorrectly will be returned for correction to the advertiser at the advertiser's expense. NASSP will not be responsible for making corrections to artwork.

AGENCY COMMISSION

Recognized agencies are eligible for a 15 percent commission on reserved ad space, net 30 days. All advertisements are subject to approval by the publisher, and the National Association of Secondary School Principals reserves the right to reject or cancel any advertisement and/or contract. Frequency rates are earned on placement in at least three (3) issues, beginning with the first insertion. All AAAA Contract and copy regulations apply.

DIGITAL PROPERTIES



NASSP WEBSITES

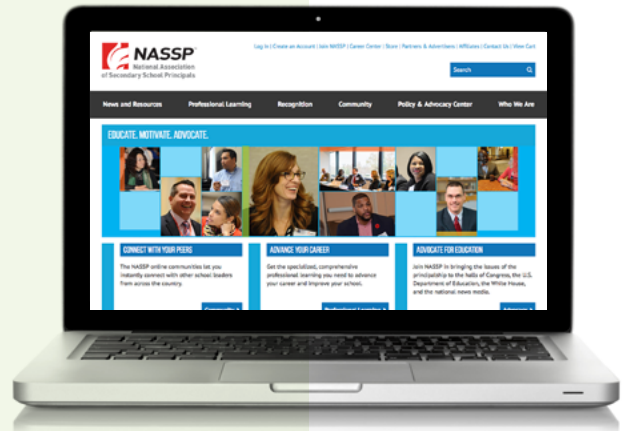
NASSP.ORG

The official NASSP website

Average views per month: 110,792

Specs and Rates

SPACE	PLACEMENT	SPECS	
Leaderboard	Home page only	728x90 px	
Square	Home page and internal	250x250 px	
SPACE	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard	\$900	\$1,650	\$3,000
Square	\$750	\$1,375	\$2,500



STUDENT PROGRAMS' WEBSITES

National Honor Society, **nhs.us** Average views per month: 299,857

National Junior Honor Society, **njhs.us** Average views per month: 91,918

National Student Council, **NatStuCo.org** Average views per month: 27,645

National Elementary Honor Society, **nehs.org** Average views per month: 11,675

Specs and Rates

SPACE	PLACEMENT	SPECS	
Square	Sub pages only	200x200 px	
SPACE	3 MONTHS	6 MONTHS	12 MONTHS
Square	\$900	\$1,625	\$2,950



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NASSP E-NEWSLETTERS

HONOR SOCIETY NEWS

This monthly email newsletter (sent every month except July) is sent to more than 25,000 National Honor Society and National Junior Honor Society advisers and provides tips, updates, and reminders about Honor Society news and events.

Specs and Rates

SPACE	SPECS	1 MONTH	11 MONTHS
Banner	610x90 px	\$250	\$2,700
Square	200x200 px	\$200	\$2,250

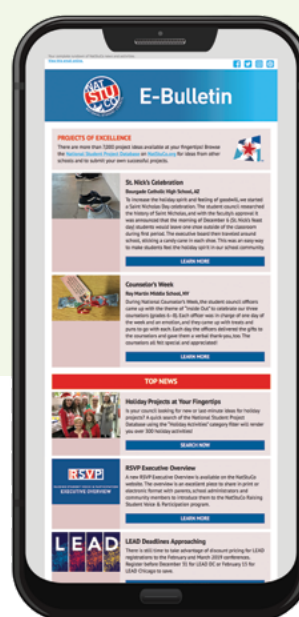


NATStuCo E-BULLETIN

This monthly email newsletter (sent every month except July) is sent to more than 7,000 National Student Council advisers and provides news, inspiration, and resources to help make their student council a success.

Specs and Rates

SPACE	SPECS	1 MONTH	11 MONTHS
Banner	610x90 px	\$200	\$2,250
Square	160x160 px	\$150	\$1,600



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