



ASCD[®]

Media Kit

**Reach Every Educator—
Superintendent to Teacher**
Educational Leadership[®] Magazine

Effective June 2021–May 2022

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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 133,911 members*—superintendents, principals, teachers, professors, and advocates from more than 120 countries—the ASCD community also includes 64 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.

*Membership data as of May 2020.
Includes Activate subscribers.

133,911
MEMBERS*

120
COUNTRIES
REPRESENTED

64
AFFILIATE
ORGANIZATIONS

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

| | | |
|---|--|-----------------------------------|
| 26 years average experience as an educator | 94% or more hold an advanced degree | |
| \$142,000 average household income | 26% are district based | 48% are school based |

ASCD Members are School and District Leaders

| | |
|--|-------------|
| School and district leaders* | 58% |
| Classroom teachers | 12% |
| Higher education faculty | 10% |
| Specialists | 4.1% |
| Others (consultants, school board members, counselors, etc.) | 14% |

* Principals and assistant principals: 32%
Central office administrators: 15%
Superintendents and assistant superintendents: 6%
Instructional coaches: 5%

Professional Development Products and Services Purchased or Recommended

| | |
|--|------------|
| Curriculum and instructional materials and books | 64% |
| Tools for professional development | 52% |
| Textbooks | 44% |
| School supplies | 36% |
| Technology | 32% |
| School equipment | 28% |

Source: ASCD 2018–19 Member Demographic and Needs Assessment Survey

83%

of our audience make or influence purchasing decisions for their institutions.

“The best ed mag ever! Does anyone else read it cover to cover like a novel every month and get excited when you see it in the mailbox?”

— @NBCteachermommy

“I do! And share too!”

— @drncgarrett

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 | 141,700 * |
| Total print circulation | 75,200 |
| Paid print plus pass-along | 330,880 ** |

* Some subscribers receive *Educational Leadership* in a print-replica edition as part of the ASCD Activate digital library.

** Based on 4.4 total exposures per print copy

Let us put together a comprehensive multichannel package for you.

M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrsvica@mrsvica.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*. They return to each issue an average of three times.*

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 2018–19 Member Demographic and Needs Assessment Survey

Publication Information

Top Interests of ASCD Members

| | |
|-----------------------------------|------------|
| Instructional Leadership | 58% |
| Brain and Learning | 57% |
| Assessment and Grading | 53% |
| Classroom and Behavior Management | 52% |
| Differentiated Instruction | 52% |
| Social-Emotional Learning | 51% |
| Student Engagement and Motivation | 50% |

Source: ASCD 2018–19 Membership Demographic and Needs Assessment Survey



EL Editorial Calendar and Closing Dates

2021–22 Publishing Year

September 2021

Print Ads Close: June 29, 2021
Print Materials Close: July 9, 2021
In-Home Delivery Begins: August 23, 2021
Available Online: August 23, 2021

Education's New Era

The COVID-19 pandemic—along with concurrent societal tensions and inequities—has had profound and likely lasting implications for schools. This issue will explore what comes next for K–12 education, examining how schools are recovering and building on lessons learned. What gaps has the pandemic exposed in education? What possibilities and new pathways has it opened up?

December 2021/January 2022

Print Ads Close: October 12, 2021
Print Materials Close: October 20, 2021
In-Home Delivery Begins: December 6, 2021
Available Online: December 6, 2021

Engage and Motivate!

When students are engaged in learning, they reap many benefits, including deeper learning, higher achievement, and greater self-efficacy. This issue will highlight evidence-based techniques and strategies to increase motivation and engagement in today's classrooms. This issue will also speak to the effects that the pandemic and remote learning have had on student motivation.

April 2022

Print Ads Close: February 1, 2022
Print Materials Close: February 9, 2022
In-Home Delivery Begins: March 28, 2022
Available Online: March 28, 2022

Feedback for Impact

As the late Grant Wiggins wrote, “less teaching plus more feedback is the key to achieving greater learning.” This is as true for educators as it is for the students we work with. In this issue, we will explore the key characteristics of effective, actionable feedback—whether provided in the classroom, following a teacher observation, or during a coaching conversation—and how schools can create cultures of effective feedback and make the most of feedback for growth.

October 2021

Print Ads Close: August 3, 2021
Print Materials Close: August 11, 2021
In-Home Delivery Begins: September 27, 2021
Available Online: September 27, 2021

Compassionate Discipline

“My humanity is bound up in yours, for we can only be human together,” said Nobel Peace Prize winner Desmond Tutu. What does it look like to take a human-centered, whole child approach to classroom management? To emphasize care over control, skill-building over finger-pointing, and prevention over emotional reactivity? Key areas of emphasis in this issue will be proactive approaches to social-emotional learning and strategies to get to the root of—and respond to—challenging behaviors.

February 2022

Print Ads Close: November 30, 2021
Print Materials Close: December 8, 2021
In-Home Delivery Begins: January 31, 2022
Available Online: January 31, 2022

Equity Every Day

Teaching—and leading—for equity is an ongoing process: There is no “peak” to reach, no flag to plant. Equity isn't just an initiative; it's a way of being and leading. This issue will seek to unpack how racism, sexism, ableism, classism, and other marginalizing ideologies can be woven into the fabric of classrooms, schools, and districts and, conversely, how schools can extricate themselves from these patterns through conscious actions and systemic changes.

May 2022

Print Ads Close: March 9, 2022
Print Materials Close: March 17, 2022
In-Home Delivery Begins: May 2, 2022
Available Online: May 2, 2022

Ready for the Real World?

College and career readiness has long been an aspirational focus of schools. But with so much variability in students' postsecondary options and pathways, that preparation can be a tall and continually shifting task. This issue will examine how educators can better support students in navigating a multilayered system of postsecondary choices and directions, including through college preparation; career and technical education (including STEM-focused programs); apprenticeships and internships; and financial and vocational information programs.

November 2021

Print Ads Close: September 8, 2021
Print Materials Close: September 16, 2021
In-Home Delivery Begins: November 1, 2021
Available Online: November 1, 2021

Cultivating Educator Efficacy

Educator efficacy is a self-fulfilling prophecy: The more a teacher believes in his or her ability to positively impact student learning, the more he or she will do so and feel a sense of thriving in the profession. This issue will explore how schools can strengthen educators' and leaders' sense of efficacy—through instructional improvement initiatives, coaching, collaborative professional learning approaches, data collection, cultural competence, and culture-building strategies.

March 2022

Print Ads Close: January 4, 2022
Print Materials Close: January 12, 2022
In-Home Delivery Begins: February 28, 2022
Available Online: February 28, 2022

The Adaptive Leader

Change and challenge are constants in education. School leaders today need to be agile and ready for anything. This issue will look at the mindsets and traits of adaptive school leaders, those who are best able to lead through change. How do these leaders make decisions, communicate with stakeholders, and ensure the primacy of effective teaching and learning? What support systems and training do they need?



Note: Dates are estimates and subject to change.

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 |
| Cover Tip | \$25,000 | NA | NA |



> ASCD members return to each issue of **EL** **three times**.

> **EL** readers share their issue with an average of **4.4 people**.

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 emails, including *ASCD SmartBrief* promotional spots.

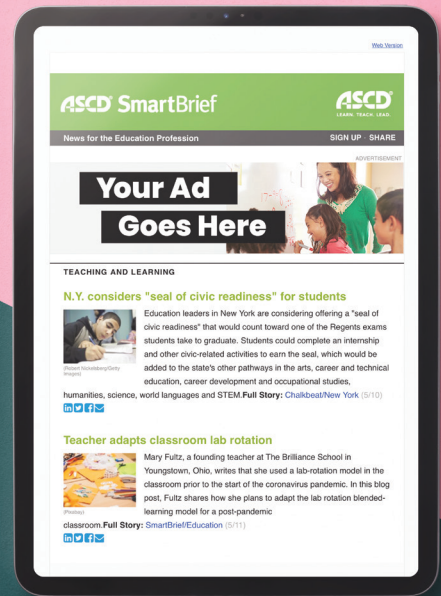
EL cover tip (select issues): \$25,000

- Get high-visibility placement with cover tip-on.
- Premium spot is typically reserved for ASCD membership messaging but is available for select issues.
- One page front and backside messaging, easily removable for reference or distribution.

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



ASCD SmartBrief Opportunities

ASCD SMARTBRIEF

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

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

For questions regarding ASCD SmartBrief, contact

Tom Sikes, Publisher
SmartBrief Education
1-646-462-4629
tsikes@smartbrief.com

Exhibitor Opportunities



84%

of attendees say the Exhibit Show is an important part of the conference experience.

Exhibit at ASCD's 2022 Annual Conference

ASCD's Annual Conference: Empowered and Connected

March 19–21, 2022

ASCD Annual Conference 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, this conference is one of the most anticipated and valued events in the education industry.

At ASCD Annual Conference, 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.

Subject Area Interests of Annual Conference Attendees

| | |
|-------------------|------------|
| 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**

Mary Michalik
Sponsorship Director
1-312-265-9650
Mary@CorcExpo.com

Sponsorship Opportunities

ASCD is planning on hosting many events in the coming year! At least three virtual symposiums, our Leadership Summit in Orlando in December 2021, and our Annual Conference in Chicago in 2022!

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.

Upcoming ASCD Sponsorship Opportunities

**ASCD 2022 Annual Conference:
Empowered and Connected**

March 19–21, 2022



**For questions regarding
sponsorship opportunities, contact**

Mary Michalik
Sponsorship Director
1-312-265-9650
Mary@CorcExpo.com

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.
- 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.
- 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.
- Digital materials are required. If you must supply film or cannot meet the digital requirements listed, please contact M.J. Mrvica Associates, Inc.
- Specifications for cover-tip available on request.

How to Submit Files

Send a high-resolution PDF to mjmrvica@mrvica.com.

No files above 8 MB can be accepted.

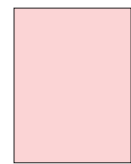
**For questions regarding
EL Magazine, contact**
M.J. Mrvica Associates, Inc.
1-856-768-9360
mjmrvica@mrvica.com

Ad Sizes and Mechanical Requirements



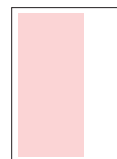
2-Page Spread (full bleed)

Mechanical Requirements:
16.5" x 10.75" (allows
1/8" trim on all sides)
Trim Size:
16.25" x 10.5"



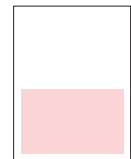
Covers and Full Pages (bleed)

Bleed Size:
8.375" x 10.75"
(includes 1/8" bleed on all sides)
Publication Trim Size:
8.125" x 10.5"
Live Area: 7.3" x 9.7"



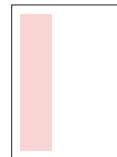
2/3-Page Vertical

Mechanical Requirements:
4.5" x 9.3"



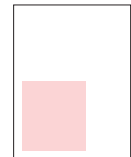
1/2-Page Horizontal

Mechanical Requirements:
6.9" x 4.5"



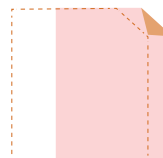
1/3-Page Vertical

Mechanical Requirements:
2.2" x 9.3"



1/3-Page Square

Mechanical Requirements:
4.6" x 4.5"



2-Page Advertiser-Supplied Insert *

Mechanical Requirements:
Live Area: 7.375" x 9.75" - .375" margins
Supplied size to vendor: 8.37" x 10.75"
allows for 1/8" grind-off at the spine for
binding + will trim 1/8" at head, face, and
foot with the magazine
Size of insert after trimming:
8.125" x 10.5" (same size as EL trim)

Note for full-page ads:

Publication Trim Size:
8.125" x 10.5"
Live Area:
7.3" x 9.7"

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.



Reach the Decision Makers in Education

Reserve Your Print Advertising

M.J. Mrvica Associates, Inc.

1-856-768-9360

mjmrvica@mrvica.com



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