



2024 American School  
Board Journal

# MEDIA GUIDE

Print/Digital/Email Advertising

ASBJ connects you with decision-makers and education  
leaders at 13,600 school districts nationwide!

AN **nsba** PUBLICATION

# 2024 American School Board Journal

# MEDIA GUIDE

Reach school board members, superintendents, and top-level administrators through NSBA's flagship multimedia offerings—print, digital, and email.

- Page 1*      **About ASBJ**
- Page 2*      **Editorial Calendar**
- Page 3*      **Technical Specifications and Rates**
- Page 4*      **Ad Preparations Guide, Digital Edition, Events, Sponsored Articles, and Webinars**
- Page 5*      **ASBJ Brief: Email Newsletter Calendar**
- Page 6*      **ASBJ Brief: Ad Space and Rates**
- Page 7*      **ASBJ Print and ASBJ Brief Email Advertising**
- Page 8*      **Contact Information**
- Page 9*      **About NSBA**

Contact Thomas Evans at [advertising@nsba.org](mailto:advertising@nsba.org)

# 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 school board members, superintendents, and business officials, in public schools across the United States.

NSBA's *American School Board Journal* received two 2023 EXCEL Awards—a gold and a silver—for feature writing. Presented annually by SIIA, the EXCEL Awards recognize excellence and leadership in association media, publishing, marketing, and communication.



# 24,417

## Subscribers

(includes bonus distribution to every superintendent in the country)

### Three Facts About ASBJ Readers:

#### Age:

44 and under	15%
45 to 54 years	32%
55 to 64 years	29%
65 and over	24%

#### Format Preferred:

Print	45%
Digital	22%
Both	33%

#### Roles:

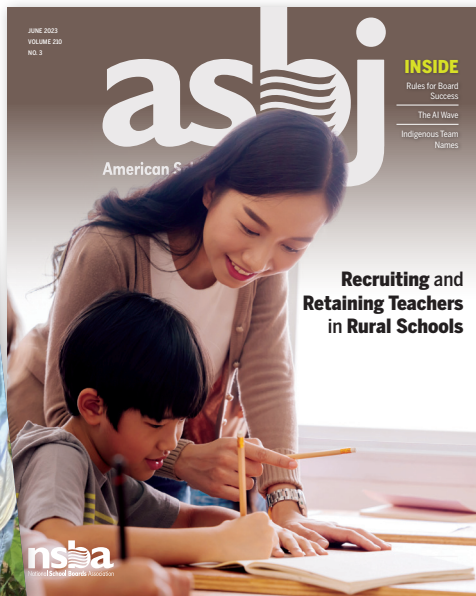
Board Members	59%
District Staff	16%
Board Clerks	12%
Superintendents	9%
Business Officials	2%
State Executives	2%

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

# AMERICAN SCHOOL BOARD JOURNAL

## EDITORIAL CALENDAR 2024

ISSUE	FOCUS	AD CLOSING/ MATERIALS DUE	MAIL DATE
February	Advocacy, Executive Leadership, and Governance Advocacy Institute/ Equity Symposium Conference Issue	12.05.2023	01.18.2024
April	Equity/Best Practices, Diversity, Magna Awards, and Technology/Digital Solutions NSBA Annual Conference Issue	02.07.2024	03.14.2024
August	District Management, Facilities, and Finance	06.05.2024	07.18.2024
October	Back-to-School Transformation, Innovation, Student Achievement, Safety/Security, and Transportation CUBE Annual Conference Issue	08.07.2024	09.19.2024



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# 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:

creative@jsjdmedia.com

## QUESTIONS?

For production questions or information on submitting materials, please email creative@jsjdmedia.com



- Trim Size: 8.5" x 10.5"
- Bleed: 1/8"
- Safety: 7" x 9"

## 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 with either a text or a graphical ad.

## EVENTS, SPONSORED ARTICLES, AND WEBINARS

Be a thought leader with these opportunities to get your experts and contents in front of our audience of school leaders. Packages available.

Contact Thomas Evans at [advertising@nsba.org](mailto:advertising@nsba.org)

# ASBJ BRIEF: EMAIL NEWSLETTER 2024

Our e-newsletter (published eight times per year) circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. Circulation is 55,307.

ISSUE	AD CLOSE/MATERIALS DUE	EMAIL DEPLOYED
January	01.04.2024	01.20.2024
February	02.01.2024	02.17.2024
March	02.29.2024	03.16.2024
April	04.04.2024	04.20.2024
July	07.03.2024	07.20.2024
August	08.01.2024	08.17.2024
September	09.05.2024	09.21.2024
October	10.03.2024	10.19.2024

# ASBJ BRIEF

**A FIRST LEADERBOARD:**

Leaderboard: \$3,000  
Specs: 650 x 115 px

**B FIRST CONTENT AD:**

Content Ad: \$1,500  
Specs: 200 x 200 px image  
30 word preview  
500-1,000 words

**C SECOND CONTENT AD:**

Content Ad: \$1,500  
Specs: 200 x 200 px image  
30 word preview  
500-1,000 words


**D SECOND LEADERBOARD:**

Leaderboard: \$3,000  
Specs: 650 x 115 px

Publisher reserves the right to make editorial changes to submitted content. Submit images in a separate file in JPEG or PNG format.

Publisher does not guarantee click throughs.

**Maximize Impact, Minimize Cost!**  
Skyrocket visibility and cost effectiveness by elevating your brand while enjoying exclusive discounts. Inquire about special multi-issue packages.



August 2023 | Edition 68 Advancing Public Education

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**A First Leaderboard**

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**B First Content Ad**

**HES Handles Schools' Facilities Management**

HES Facilities Management provides custodial and facilities management services to educational facilities, including public K-12 school districts and charter schools.



**Better Posture, Better Performance**

If you want your students to hit all the right notes in their musical journey while keeping their bodies in comfort and harmony, it's time to talk about the importance of investing in music posture chairs for your music program.


**C Second Content Ad**

**Furniture In-Stock and Ready to Ship**

Need to furnish your school, classroom, or library fast? VS America's QuickShip products ship within 10 days and arrive fully assembled so they can be used immediately.

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**D Second Leaderboard**



**NSBA 2024 Registration Opening Soon**

We're excited to host the NSBA 2024 Annual Conference & Exposition, April 6-8, in New Orleans. Early registration and housing open on Aug. 30 at 10 a.m. for CUBE and National Connection districts.

[Learn More](#)




**Ten Thousand Democracies, One Common Goal**

The Center for Public Education (CPE) compiled this report on current challenges that school boards face and potential solutions to improve educational leadership.

[Learn More](#)

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# ASBJ PRINT AND ASBJ BRIEF EMAIL ADVERTISING PACKAGES

Connect with school decision-makers who read *ASBJ* in 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 also provides competitive pricing. Contact us for these valuable advertising opportunities.



**asbj Brief**  
American School Board Journal

August 2023 | Edition 68    Advancing Public Education

*Lead Story*

**Focus on Career and Technical Education**

How are schools preparing students for life after graduation? Our October multimedia issue explores that question with a focus on career and technical education and the evolving perception and practice of CTE.

[Read More](#)

*In Focus*

**The Right Path**  
CTE's transformation gives all students an advantage in the world after high school via opportunities to explore and understand career pathways.

[Read More](#)

**Come Together**  
How schools can create the best partnerships and engagement with local businesses, industries and trade groups.

[Read More](#)

**Setting Bold Goals**  
Gene Bottoms, architect of High Schools That Work, challenges school leaders to prepare more students for postsecondary opportunities.

[Read More](#)

Contact Thomas Evans at [advertising@nsba.org](mailto:advertising@nsba.org) for a quote.



# **LET'S START THE CONVERSATION**

**THOMAS EVANS**

*Association Revenue Partners*

[advertising@nsba.org](mailto:advertising@nsba.org)

855-790-0001

# ABOUT NSBA

Founded in 1940, the National School Boards Association's (NSBA) purpose is to ensure each student everywhere has access to excellent and equitable public education governed by high-performing school board leaders and supported by the community.

With members spread across the United States, the Virgin Islands, and Canada, NSBA is the only national organization representing school boards. Along with its member state associations and member public school districts representing locally elected school board officials serving millions of public school students, NSBA believes that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their ability, ethnicity, socioeconomic status, identity, or citizenship, deserves equitable access to an education that maximizes their individual potential.

For more information, **visit [nsba.org](https://www.nsba.org)**.



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[www.nsba.org](http://www.nsba.org)