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

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

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Contact Thomas Evans at 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.

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%

24,417 Subscribers
(includes bonus distribution to every superintendent in the country)

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

## Editorial Calendar 2024

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus</th>
<th>Ad Closing/Materials Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Advocacy, Executive Leadership, and Governance</td>
<td>12.05.2023</td>
<td>01.18.2024</td>
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<tr>
<td></td>
<td>Advocacy Institute/Equity Symposium Conference Issue</td>
<td></td>
<td></td>
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<tr>
<td>April</td>
<td>Equity/Best Practices, Diversity, Magna Awards, and Technology/Digital Solutions</td>
<td>02.07.2024</td>
<td>03.14.2024</td>
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<tr>
<td></td>
<td>NSBA Annual Conference Issue</td>
<td></td>
<td></td>
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<tr>
<td>August</td>
<td>District Management, Facilities, and Finance</td>
<td>06.05.2024</td>
<td>07.18.2024</td>
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<tr>
<td>October</td>
<td>Back-to-School Transformation, Innovation, Student Achievement, Safety/Security, and Transportation</td>
<td>08.07.2024</td>
<td>09.19.2024</td>
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<tr>
<td></td>
<td>CUBE Annual Conference Issue</td>
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</tbody>
</table>

Contact Thomas Evans at advertising@nsba.org
## ASBJ TECHNICAL SPECIFICATIONS

### Full Page
- Size: 8.5” x 10.5”

### Full Page Spread
- Size: 17” x 10.5”

### 1/3 Horizontal
- Size: 7.5” x 3.25”

### 1/3 Vert.
- Size: 2.4” x 8.25”

### 1/2 Horizontal
- Size: 7.5” x 4.5”

### 1/2 Horizontal Spread
- Size: 15” x 5”

### 1/4 Horizontal
- Size: 7.5” x 2.25”

## PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Full Page Spread</td>
<td>$13,335</td>
<td>$12,670</td>
<td>$12,036</td>
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<tr>
<td>Full Page</td>
<td>$7,845</td>
<td>$7,600</td>
<td>$7,230</td>
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<td>Half Page Spread</td>
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<td>$8,590</td>
<td>$8,160</td>
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<tr>
<td>½ Page Horiz.</td>
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<td>$4,565</td>
<td>$4,365</td>
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<tr>
<td>⅓ Page</td>
<td>$3,240</td>
<td>$3,125</td>
<td>$2,940</td>
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<tr>
<td>¼ Page</td>
<td>$1,960</td>
<td>$1,900</td>
<td>$1,810</td>
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</table>

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_issuemonth.pdf

PLEASE EMAIL AD MATERIALS TO:
creative@jsjdmedia.com

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

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
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.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE/MATERIALS DUE</th>
<th>EMAIL DEPLOYED</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>01.04.2024</td>
<td>01.20.2024</td>
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<td>February</td>
<td>02.01.2024</td>
<td>02.17.2024</td>
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<td>March</td>
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<td>03.16.2024</td>
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<td>April</td>
<td>04.04.2024</td>
<td>04.20.2024</td>
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<tr>
<td>July</td>
<td>07.03.2024</td>
<td>07.20.2024</td>
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<td>August</td>
<td>08.01.2024</td>
<td>08.17.2024</td>
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<tr>
<td>September</td>
<td>09.05.2024</td>
<td>09.21.2024</td>
</tr>
<tr>
<td>October</td>
<td>10.03.2024</td>
<td>10.19.2024</td>
</tr>
</tbody>
</table>
ASBJ BRIEF

FIRST LEADERBOARD:
Leaderboard: $3,000
Specs: 650 x 115 px

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

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

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.

Contact Thomas Evans at advertising@nsba.org
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.

Contact Thomas Evans at advertising@nsba.org for a quote.
LET’S START
THE CONVERSATION

THOMAS EVANS
Association Revenue Partners
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.