ASBJ connects you with decision-makers and education leaders at 13,600 school districts nationwide!
Reach school board members, superintendents, and top-level administrators through NSBA’s flagship magazine.

Page 1  About ASBJ
Page 2  Editorial Calendar
Page 3  Technical Specifications and Rates
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
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.

According to an independent survey, ASBJ readers:

30,239 Subscribers
(includes bonus distribution to every superintendent in the country)

77% are college educated or business owners

Have a median household income of $117,000

70% come from suburban or rural districts

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

## EDITORIAL CALENDAR 2022

<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>Governance</td>
<td>12.07.2021</td>
<td>01.18.2022</td>
</tr>
<tr>
<td>April</td>
<td>Equity/Best Practices NSBA Conference Issue</td>
<td>02.09.2022</td>
<td>03.15.2022</td>
</tr>
<tr>
<td>June</td>
<td>Technology/Digital Equity</td>
<td>04.11.2022</td>
<td>05.17.2022</td>
</tr>
<tr>
<td>August</td>
<td>Facilities</td>
<td>06.06.2022</td>
<td>07.12.2022</td>
</tr>
<tr>
<td>October</td>
<td>Back to School Transformation/ Innovation</td>
<td>08.05.2022</td>
<td>09.13.2022</td>
</tr>
<tr>
<td>December</td>
<td>Safety and Security</td>
<td>10.04.2022</td>
<td>11.08.2022</td>
</tr>
<tr>
<td>February</td>
<td>Governance</td>
<td>11.29.2022</td>
<td>01.03.2023</td>
</tr>
</tbody>
</table>
ASBJ TECHNICAL SPECIFICATIONS

PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>$13,335</td>
<td>$12,670</td>
<td>$12,036</td>
</tr>
<tr>
<td>Full Page</td>
<td>$7,845</td>
<td>$7,600</td>
<td>$7,230</td>
</tr>
<tr>
<td>Half Page Spread</td>
<td>$9,044</td>
<td>$8,590</td>
<td>$8,160</td>
</tr>
<tr>
<td>½ Page Horiz.</td>
<td>$4,760</td>
<td>$4,565</td>
<td>$4,365</td>
</tr>
<tr>
<td>½ Page</td>
<td>$3,240</td>
<td>$3,125</td>
<td>$2,940</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$1,960</td>
<td>$1,900</td>
<td>$1,810</td>
</tr>
</tbody>
</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.
Our monthly e-newsletter circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. Circulation is 47,768.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE/ MATERIALS DUE</th>
<th>EMAIL DEPLOYED</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12.30.2021</td>
<td>01.15.2022</td>
</tr>
<tr>
<td>February</td>
<td>02.03.2022</td>
<td>02.19.2022</td>
</tr>
<tr>
<td>March</td>
<td>03.03.2022</td>
<td>03.19.2022</td>
</tr>
<tr>
<td>April</td>
<td>03.31.2022</td>
<td>04.16.2022</td>
</tr>
<tr>
<td>May</td>
<td>05.05.2022</td>
<td>05.21.2022</td>
</tr>
<tr>
<td>June</td>
<td>06.02.2022</td>
<td>06.18.2022</td>
</tr>
<tr>
<td>July</td>
<td>06.30.2022</td>
<td>07.16.2022</td>
</tr>
<tr>
<td>August</td>
<td>08.04.2022</td>
<td>08.20.2022</td>
</tr>
<tr>
<td>September</td>
<td>09.01.2022</td>
<td>09.17.2022</td>
</tr>
<tr>
<td>October</td>
<td>09.29.2022</td>
<td>10.15.2022</td>
</tr>
<tr>
<td>November</td>
<td>11.03.2022</td>
<td>11.19.2022</td>
</tr>
<tr>
<td>December</td>
<td>12.01.2022</td>
<td>12.17.2022</td>
</tr>
</tbody>
</table>
FIRST LEADERBOARD:
Leaderboard: $3,500
Specs: 650 x 115 px

FIRST CONTENT AD:
Content Ad: $1,500
Specs: 200 x 200 px image
Title: 5 Words
Article Preview: 20 Words

SECOND CONTENT AD:
Content Ad: $1,500
Specs: 200 x 200 px image
Title: 5 Words
Article Preview: 20 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.
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 a quote.

Website available for print advertisers. Contact us for a quote.
LET’S START THE CONVERSATION

Holly Nation
Association Revenue Partners
advertising@nsba.org
855-790-0001
ABOUT NSBA

The National School Boards Association (NSBA) is a federation of state associations and the U.S. territory of the Virgin Islands that represent locally elected school board officials serving approximately 51 million public school students regardless of their disability, ethnicity, socio-economic status or citizenship. Working with and through our state association members, NSBA advocates for equity and excellence in public education through school board leadership. We believe that public education is a civil right necessary to the dignity and freedom of the American people and that each child deserves equitable access to an education that maximizes their individual potential. For more information, visit nsba.org.