

INFORMATION FOR ADVERTISERS



Principal Leadership

AP Insight

Middle Level Leader

nassp.org

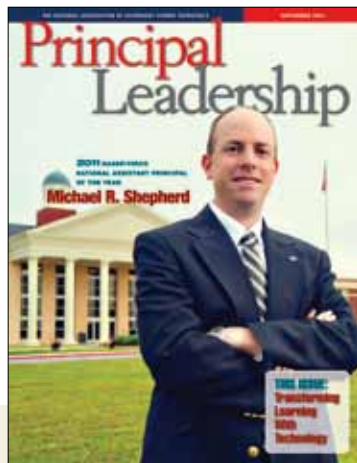


Principal Leadership

If the principal is not on board, it won't happen...

More than 25,000 decisionmakers in secondary schools throughout the country read *Principal Leadership* for the information and direction they need to continually 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.



Where Will Your Ad Dollar Have the Biggest Impact?

Catch one principal's interest—influence thousands of teachers and students.

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.

What do NASSP members purchase?*

Awards, certificates, recognition services	68.7%
Curriculum programs	65.8%
Professional development programs	65.5%
Audiovisual equipment	62.2%
Furniture	62.2%
Reference books	55.8%
Textbooks	55.0%
Technology and computer hardware	53.2%
Character education programs	52.2%
Fundraising programs	50.7%
School photography	48.6%
School safety programs and equipment	48.6%
Yearbooks	47.5%
Signage	44.6%
Customized supplies and clothing	43.9%
Test preparation programs	43.5%
Career and guidance programs	42.8%
Stationery products	41.0%
Distance learning programs	37.1%
Physical plant/facilities equipment and supplies	36.0%
School reform programs	32.7%
Uniforms/caps and gowns	32.0%
Business machines	30.6%
Vending machines	29.9%

*Survey of NASSP members conducted in April 2011

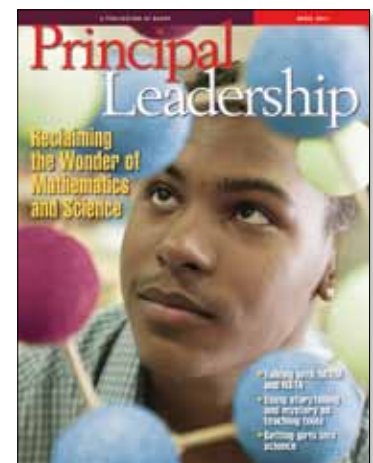
Principals' annual budgets*

Less than \$1 million	38%
\$1 million - \$1.9 million	18%
\$2 million - \$2.9 million	11%
\$3 million - \$3.9 million	9%
\$4 million - \$4.9 million	7%
\$5 million or more	16%

What actions have NASSP members taken upon seeing ads?*

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

**2007 Readex Research survey



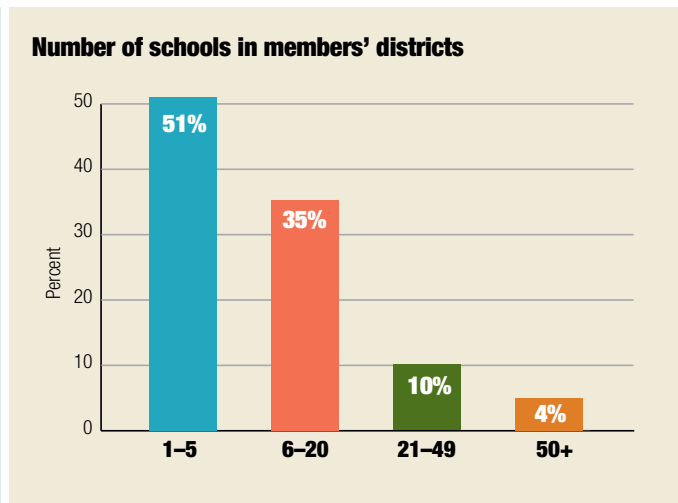
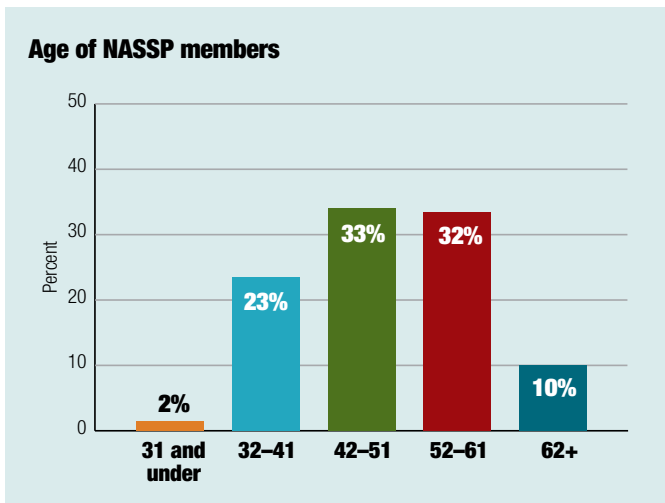
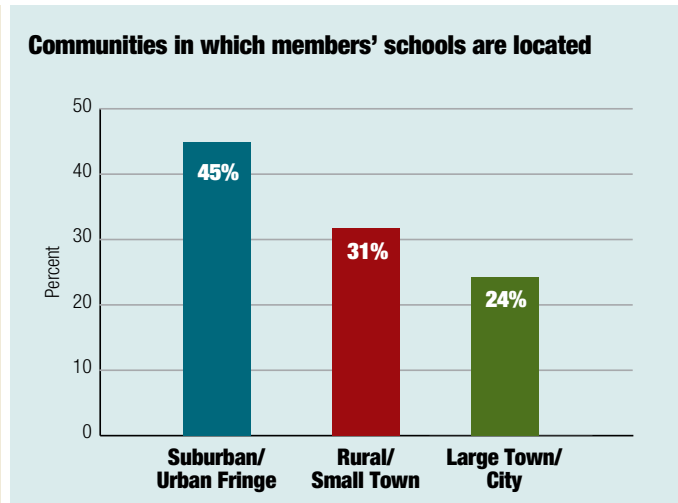
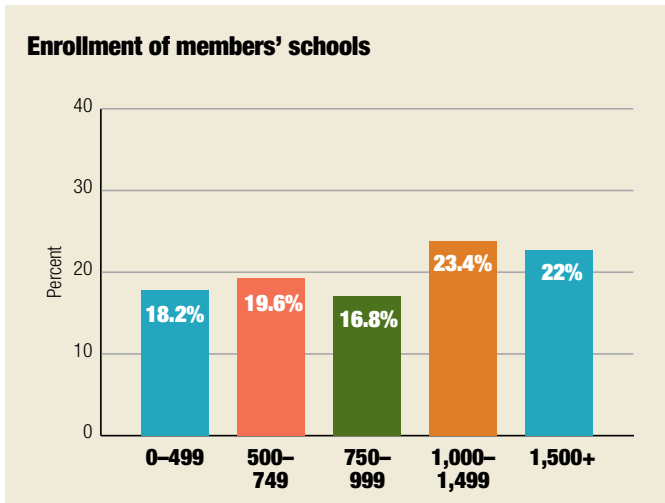
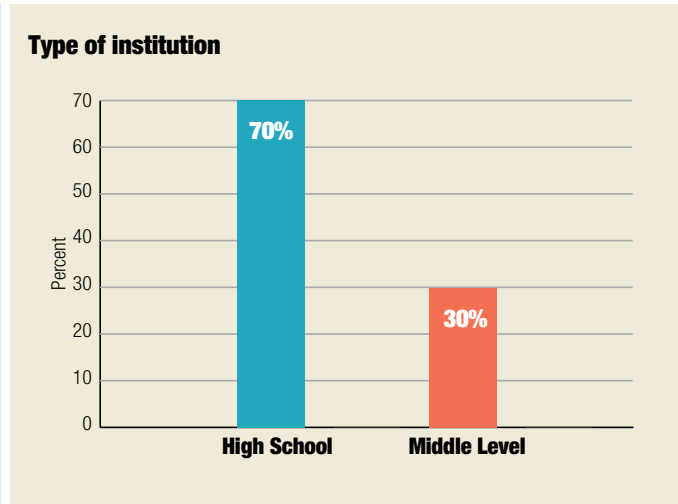
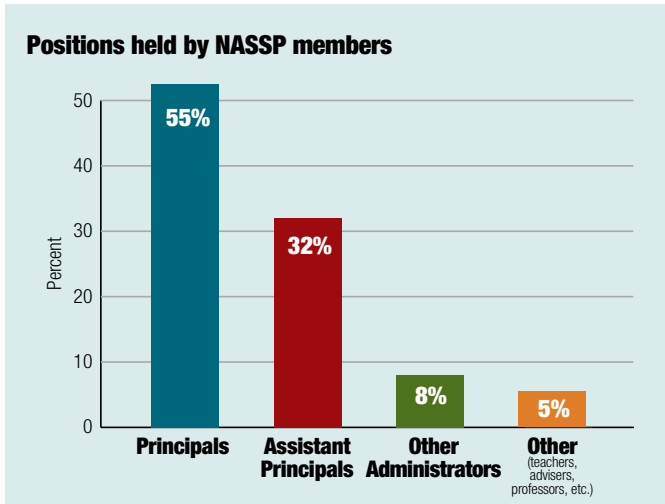
2012 Editorial Calendar



<p>JANUARY 2012 Primary to Postsecondary</p>	<p>How do you work with the schools in your system—elementary, middle, high school or postsecondary—to ensure a coherent system of education from kindergarten through college?</p> <p>BONUS CIRCULATION! LEAD Conference, February 3–5, 2012, Washington, DC</p>	<p>SPACE: NOVEMBER 3, 2011</p> <p>MATERIALS: NOVEMBER 7, 2011</p>
<p>FEBRUARY 2012 Language Minority Students</p>	<p>How are you meeting the needs of those students who need to learn or improve their English skills to be successful in US schools, and how are you supporting the teachers who serve them?</p> <p>BONUS CIRCULATION! LEAD Conference, February 17–19, 2012, Chicago, IL</p>	<p>SPACE: DECEMBER 1, 2011</p> <p>MATERIALS: DECEMBER 8, 2011</p>
<p>MARCH 2012 Special issue: NASSP Conference</p>	<p>Featuring articles written by presenters at the annual NASSP Conference.</p> <p>BONUS CIRCULATION! NASSP Conference, March 8–10, 2012, Tampa, FL NAESP National Conference, March 22–24, 2012, Seattle, WA ASCD Annual Conference, March 24–26, 2012, Philadelphia, PA</p>	<p>SPACE: JANUARY 4, 2012</p> <p>MATERIALS: JANUARY 13, 2012</p>
<p>APRIL 2012 Developing Instructional Capacity</p>	<p>Setting instructional direction is school leaders' most important and most difficult job. How do you make time to be the instructional leader and support and develop teachers' capacity to fulfill learning goals?</p>	<p>SPACE: FEBRUARY 2, 2012</p> <p>MATERIALS: FEBRUARY 16, 2012</p>
<p>MAY 2012 Special issue: Breakthrough Schools</p>	<p>Featuring profiles of the 2012 MetLife Foundation–NASSP Breakthrough Schools.</p>	<p>SPACE: MARCH 2, 2012</p> <p>MATERIALS: MARCH 16, 2012</p>
<p>SEPTEMBER 2012 Cost-Effective School Improvement</p>	<p>Good practice doesn't have to cost big money. Share the low-cost ways that you have improved your school by changing practices and raising expectations.</p>	<p>SPACE: JULY 2, 2012</p> <p>MATERIALS: JULY 9, 2012</p>
<p>OCTOBER 2012 Holding on to the Humanities</p>	<p>With all the attention on testing in math and language arts, the humanities are endangered in some schools. What is the state of social studies, civics, languages, and other humanities classes?</p> <p>BONUS CIRCULATION! OPC (Ontario Principals' Council) Odyssey Summit, October 25–27, 2012, Toronto, Canada NMSA/AMLE Annual Conference, November 8–10, 2012, Portland, OR LEAD Conference, November 9–11, 2012, Phoenix, AZ</p>	<p>SPACE: AUGUST 3, 2012</p> <p>MATERIALS: AUGUST 10, 2012</p>
<p>NOVEMBER 2012 Culture and Safety</p>	<p>Strict policies and zero tolerance were reactions to tragic events, but they have proven to be ineffective and even detrimental to students' well-being. A positive school culture is the only way to ensure meaningful change.</p>	<p>SPACE: SEPTEMBER 3, 2012</p> <p>MATERIALS: SEPTEMBER 10, 2012</p>
<p>DECEMBER 2012 Grading and Assessment</p>	<p>Meaningful measures of student learning are used to improve instruction and achievement. What constitutes good grading and assessment systems that foster success?</p>	<p>SPACE: OCTOBER 3, 2012</p> <p>MATERIALS: OCTOBER 8, 2012</p>

Who Reads Principal Leadership?

CIRCULATION: Over 25,000



80% of NASSP members read half or more of each *PL* issue

Rates and Guidelines

Ad Rates

Four-Color Rates

Space	1x	3x	9x	18x
Full page	\$6,450	\$6,310	\$5,885	\$5,730
2/3 page	6,060	5,845	5,680	5,410
1/2 page horizontal	5,025	4,805	4,615	4,560
1/3 page	4,095	4,040	3,900	3,770

Black-and-White Rates

Space	1x	3x	9x	18x
Full page	\$4,615	\$4,510	\$4,285	\$3,935
2/3 page	4,245	3,990	3,880	3,605
1/2 page horizontal	3,225	3,140	2,950	2,760
1/3 page	2,320	2,240	2,100	1,965

For two-color (black and one process color), add \$815 per page or fraction of page.

Cover Rates

Cover rates are fixed and include four-color process.

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 your Fox Associates representative for pricing.

Ad Sizes

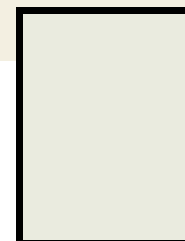
Space	Width and Depth
Full page	7-1/4 x 9-3/4"
2/3 page	4-1/8 x 9-1/8"
1/2 page horizontal	7-1/16 x 4-1/2"
1/3 square	4-1/8 x 4-1/8"
1/3 vertical	2-9/16 x 9-1/8"

Mechanical Requirements

Printed web offset

Trim size	8-3/8 x 10-7/8"
Bleed size	8-7/8 x 11-3/8"
Safety	1/4" inside trim
Binding	Saddle stitched

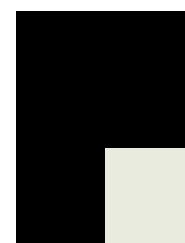
If your advertisement requires special placement (e.g., right facing, front section), add 10% to the appropriate advertising rate. There is no additional charge for bleeds.



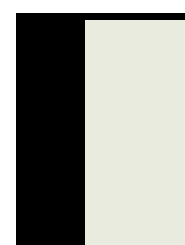
FULL PAGE
7-1/4 x 9-3/4"



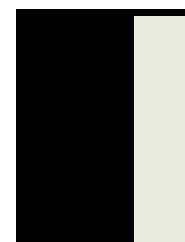
1/2 PAGE
HORIZONTAL
7-1/16 x 4-1/2"



1/3 SQUARE
4-1/8 x 4-1/8"



2/3 PAGE
4-1/8 x 9-1/8"



1/3 VERTICAL
2-9/16 x 9-1/8"

Specifications

Digital Specifications

Materials

The magazine is produced using Adobe InDesign CS5.5 for Mac. All materials must be SWOP (Specifications for Web Offset Publications) compliant.

The following file formats are listed in order of preference:

- Adobe InDesign CS4, CS5 or CS5.5 with all PostScript fonts and image files used.
- Adobe Illustrator CS4 or CS5 with type converted to outlines, saved as .eps, and with files linked.
- Acrobat PDF/X-1a distilled from PostScript; DDAP PPD (PostScript Printer Description) must be used when creating PostScript files. PDF ads must be 300 dpi at the desired print size, process color with fonts and art embedded. Art should originate in Adobe InDesign, Adobe Photoshop or Adobe Illustrator. For information on what a PDF/X-1a is or how to create a PDF/X-1a go to www.adobe.com/products/acrobat/pdfs/pdfx.pdf
- Adobe Photoshop saved as high-resolution 300 dpi .eps.

Images

Images must be submitted as SWOP (CMYK or Grayscale) .tif, .eps, or .jpg in final high-resolution format, 300 dpi. We do not scan or place images for advertisers. All files must be linked appropriately to layout. No RGB formats will be accepted. Do not nest .eps files into other .eps files. Do not embed ICC Profiles within files. Files should be right reading, portrait mode (no rotations), 100% size.

Color

All layout and art files must be converted to CMYK mode as a process color equivalent. PMS inks are not used; files for two-color ads must be converted to CMYK to match the desired color. If color mode is not submitted as CMYK and appropriate proofs do not accompany files (see How to Submit Files), publisher cannot be held responsible for color reproduction.

Fonts

All type fonts used in ad layouts must accompany files, both screen and printer versions. PostScript Type 1 and Open Typeface fonts are acceptable. Submit printer and screen fonts as well as all fonts embedded in graphics. TrueType and Multiple Master fonts or font substitutions cannot be accepted.

Direct ad materials to:

Principal Leadership Advertising ■ 1904 Association Drive, Reston, VA 20191-1537 ■ 703-860-7254 ■ 703-476-5432 (fax) ■ admaterials@nassp.org

Direct sales inquiries and insertion orders to:

CHICAGO

Fox Associates
116 West Kinzie Street
Chicago, IL 60654
312-644-3888 • (fax) 312-644-8718
advertise@nassp.org

LOS ANGELES

Fox Associates
1445 E. Los Angeles Ave., Suite 301
Simi Valley, CA 93065
805-522-0501 • (fax) 805-522-0504
advertise@nassp.org

DETROIT

Fox Associates
6765 Woodbank Drive
Bloomfield Hills, MI 48301
248-626-0511 • (fax) 248-626-0512
advertise@nassp.org

PHOENIX

Fox Associates
14300 N. Northsight Boulevard, Suite 118
Scottsdale, AZ 85260
480-538-5021 • (fax) 480-367-1110
advertise@nassp.org

NEW YORK

Fox Associates
347 Fifth Avenue, Suite 1101
New York, NY 10016
212-725-2106 • (fax) 212-779-1928
advertise@nassp.org

ATLANTA

Fox Associates
3685 Bellegrove Ridge
Marietta, GA 30062
770-977-3225 • (fax) 888-853-9234
advertise@nassp.org

File Submission

How To Submit Files

- Submit files on Macintosh-formatted CD-ROM or DVD directly to the address listed below for ad materials. Please label files with your identification, publication name, and cover date you are scheduled to run, and include a copy of the insertion order to further ensure correct placement.
- Please collect files carefully. All fonts and image files used to create the ad must accompany files. Incomplete files will not be accepted. Every CD or DVD sent should be accompanied by a print directory of the contents.
- Digital files may be submitted to our FTP site at ftp.nassp.org. Please compress (Stuffit or Zip) the file folder before uploading to the ftp site.
username: ftpuser2
password: nasspweb123
- A laser proof or velox printed at 100% must be submitted with each black-and-white ad. A digital color proof, color laser proof, or four-color film proof printed at 100% must accompany each four-color ad submitted, including ones submitted by FTP. Ads submitted without color proofs will be accepted at the advertiser's risk and accurate color reproduction cannot be guaranteed. An additional charge may apply to generate proofs where none are supplied.

Changes/Corrections

NASSP will charge a fee for any resizing, mechanical and production services, or corrections to existing ads.

Inserts

Completed inserts must be supplied, ready for binding, in sufficient quantity to match the press run for the scheduled issue. Call your ad sales representative 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.

Web Banner Advertising nassp.org Ads and Rates

Get maximum exposure!

Get your message out to school leaders through the nassp.org website banner advertising program. With more than 35,000 visitor sessions per month, nassp.org is used constantly for getting up-to-date news, finding and posting jobs, researching essential data, and more. Banner ads are a powerful reinforcement to any print campaign and offer maximum visibility to a targeted audience. Banner ads rotate across the entire website and are limited to no more than 8 running at one time.

Banner Ad Rate

\$1,600 per month

Material Specifications

Banner Size

Home page: 635 pixels wide x 79 high
Interior pages: 180 pixels wide x 600 high

File format

Interlaced, nontransparent, static .gif
or static .jpg

ALT Text

A description of the ad (five words maximum) for users who have image-loading turned off or are using a browser that does not display images.

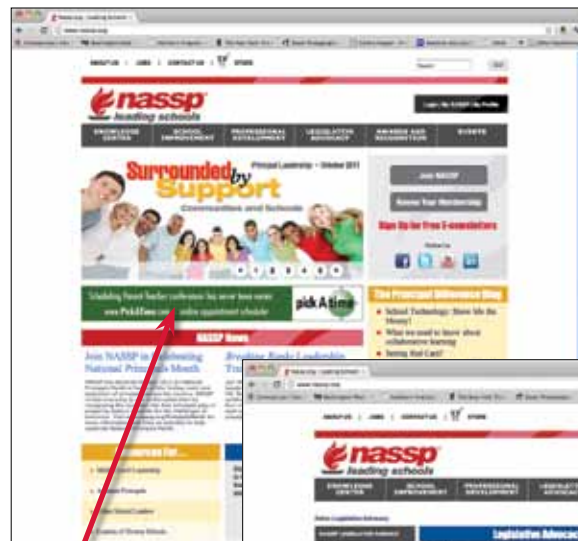
Submit files via e-mail to: admaterials@nassp.org

Changes/Corrections

NASSP will charge a fee for resizing or any other production services to existing ads.

Average Monthly Traffic on nassp.org

Total Page Views	108,919
Total Visits Per Month	36,742
Time on Site	00:02:21



Your ad here

E-Newsletter Sponsorship

AP Insight and Middle Level Leader

AP Insight. *AP Insight* provides thought-provoking professional discussions for assistant principals and aspiring school leaders

Circulation: 12,143 NASSP members and other subscribers who are assistant principals and aspiring school leaders

Schedule: Four times a year, August, November, February, and April

Open Rate: 20%

Middle Level Leader. Each issue of *Middle Level Leader* treats in-depth a topic of interest to leaders in middle level schools

Circulation: 14,343 NASSP members in middle level schools (generally grades 6–8) and other interested subscribers

Schedule: Monthly, third Wednesday of the month (September-May)

Open Rate: 23%

Additional 10% discount for print advertisers

Display Ad 120 x 300 pixels \$950 per issue

Text Ad 40 words with logo or 60 words without logo Includes link to advertiser's site \$1,200 per issue

Material Specifications

Banner Size: 120 pixels wide x 300 pixels high

File format: Interlaced, nontransparent, static .gif, animated .gif, or static .jpg

NOTE: For browsers that do not support animated .gif, only the first or last frame will be displayed, depending on the browser

ALT Text: A description of the ad (five words maximum) for users who have image-loading turned off or are using a browser that does not display images. Submit files via e-mail to: admaterials@nassp.org

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3685 Bellegrove Ridge
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advertise@nassp.org

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480-538-5021 • (fax) 480-367-1110
advertise@nassp.org