

NSBA's Online Opportunities



On average, the ASBJ.com site welcomes **35,900 unique visitors**, and **284,550 page views** each month.

BANNER ADVERTISING

Choose from eight of the most visited pages on the asbj.com site. Advertisers enjoy limited exclusivity on these pages, with up to five companies sharing the rotation during each 30 day period.

Rates* and Specs

Banner ad...\$2,000/month

Leaderboard...\$1,500/month

Standard Banner Specs: 468 x 60 pixels

Leaderboard Specs: 728 x 90 pixels

GIF format preferred. Size of file may not exceed 20k.

WHITE PAPERS

Educate public school leaders and buyers about your products and services. White papers will be accessible by a link from the asbj.com home page.

Rates*

White Paper Upload...\$2,000/month

(One free upload with 3 mos. of banner advertising)

WEBINARS

ASBJ partners with companies to sponsor topic-specific webinars throughout the year. Topics are hot-button issues of interest to all school leaders and administrators. ASBJ will host and promote the webinar to its 40,000 readers via e-mail, the magazine, and other promotional efforts.

Sponsoring companies will receive:

- Company logo and recognition on all marketing efforts
- Recognition at the beginning of the webinar
- Company logo on each slide
- Archived version of webinar available on ASBJ.com for up to 12 months
- Opportunity for your corporate message at the end of the webinar
- List of registrant email addresses

Rate*: \$15,000

* Net.

PRODUCTION QUESTIONS & MATERIALS

Carrie Carroll

703.838.6747 ccarroll@nsba.org

ADVERTISING CONTACT

Fox Associates

312.644.3888, x114 adinfo.nsb@foxrep.com

NSBA's Online Opportunities



Online Anthologies

Advertisers can sponsor an online compilation of popular articles on topics including facilities, safety, health/wellness, technology, and more. Sponsors receive a banner ad and recognition on the front page of *ASBJ.com*.

Rates* and Specs

Leaderboard Banner ... \$1,500/month

Standard Banner ... \$1,250/month

Leaderboard Specs: 728 x 90 pixels

Standard Banner Specs: 468 x 60 pixels

GIF format preferred. Size of file may not exceed 20k.

BoardBuzz

NSBA's award winning blog attracts more than 100,000 unique visitors each month. Readers are school leaders interested in the hottest topics in education.

Rates* and Specs

Leaderboard Banner . . . \$1,500/month

Leaderboard Specs: 728 x 90 pixels

Square Banner \$1,250/month

Square Banner Specs: 336 x 289 pixels

GIF format preferred. Size of file may not exceed 20kb.



ASBJ's Daily Blog: The Leading Source

On average *ASBJ's* daily blog attracts 6,000 unique visitors each month.

Followers are leaders and decision makers looking for advice on today's toughest K-12 education issues.

Rates* and Specs

Double Banner \$1,500/month

Leaderboard Specs: 728 x 90 pixels

Standard Banner Specs: 468 x 60 pixels

Square Specs: 336 x 289 pixels

GIF format preferred. Size of file may not exceed 20k.



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* Net.

NSBA's e-newsletters

ASBJ e-alert

A monthly "heads up" from the ASBJ editor to 18,000 readers for the upcoming issue with links to articles and features. Exclusive monthly sponsorship available.

Rates* and Specs

Monthly Banner ... \$1,500/month
220x120 pixels with 35 words and url link.
GIF format preferred. Size of file may not exceed 20k.

Issue Date: 22nd of each month

Ad Close/Materials Due: 18th of each month

School Board News e-alert

A monthly update filled with critical information for superintendent/school board leadership teams, including legislative initiatives, upcoming court cases, grant information, and more. Circulation is over 12,000.

Rates* and Specs

Monthly Banner ... \$1,500/month
220x120 pixels with 35 words and url link.
GIF format preferred. Size of file may not exceed 20k.

Issue Date: 2nd Tuesday of the month

Ad Close/Materials Due: 1st Tuesday of the month

Electronic School E-zine

This electronic magazine features technology-focused topics and a RSS Feed. It is targeted at more than 3,400 members of NSBA's Technology Leadership Network (including CTO's, superintendents, board presidents, and other technology titles) and is open to other educators who choose to subscribe.

Rates* and Specs

Monthly Banner ... \$1,250/month
220x120 pixels with 35 words and url link.
GIF format preferred. Size of file may not exceed 20k.

Issue Date: 15th of the month (no July or Dec issues)

Ad Close/Materials Due: 10th of the month

* Net.

PRODUCTION QUESTIONS & MATERIALS

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