

COMPASS POINTS

REACH

4,000

TEACHERS, PARENTS, SCHOOLS AND POLICYMAKERS THAT
SUPPORT THE NEEDS OF HIGH-POTENTIAL LEARNERS

BIMONTHLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A

landscape structures

Better playgrounds. Better world.™

Home version RSS Subscribe Unsubscribe Archive Media Kit Nov. 4, 2013

NATIONAL ASSOCIATION FOR Gifted Children

Compass Points Supporting the Needs of High-Ability Learners

Home About Membership Networks Parents Resources Publications

B

PITS CO EDUCATION

Hands On | Real World Curriculum for the 21st Century Classroom

PRODUCT SHOWCASES

Discovery Toys LEGO Education Frog Publications

Researchers say IQ tests not a real measure of intelligence

The Journal & Courier

IQ has long been thought to remain stable over a person's lifetime. IQ tests are not regularly given in American schools, but the process correlates to the ongoing — and much-debated — process of standardized testing of students. The recent IQ testing findings, published online this month in the Journal Nature, paired IQ measurements of a group of 33 individuals two times over a four year span with MRI brain imaging to measure changes in certain parts of the brain. [MORE](#)

C

ACCESS Newcomers

Math Science American History World History English

CLICK HERE to learn more

Peoria Unified University High in Arizona enables gifted to skip 2 grades

The Arizona Republic

University High, a new specialty at Sunrise Mountain High School in Arizona is one of four signature programs the Peoria Unified School District launched this year to offer educational options. The district's seven other programs range from a science, technology and math focus at Heritage Elementary to an arts program at Desert Harbor Elementary. University High offers exceptional bright students a chance to skip seventh and eighth grade and move right on to high school. [MORE](#)

D

ONLINE DEGREE

EDUCATIONAL LEADERSHIP AND M.ED. PROGRAM

Peoria Unified University High in Arizona enables gifted to skip 2 grades

Increasingly, video and online games are making the transition from extracurricular to educational activities. Teachers are using the popular game Angry Birds in physics lessons, and others are using games such as SimCity to show how systems interact. The immersive and complex nature of today's gaming world allows teachers to guide students through a variety of lessons using video and online games, says Matthew Stevenson, a teaching associate earning his master's in mathematics at California State University in Los Angeles. [MORE](#)

C1

Shop CHARACTER COUNTS! Today!

Product Showcase

Discovery Toys LEGO Education Frog Publications

Baby Grooves: Exploration, Motor Skills, and Thinking Skills. This 10-track audio band is designed to promote attention, coordination and musical awareness. Instruments are safe for tiny fingers and mouths. Includes: Cage Bell, Maraca, Cymbal, Shaker, Bead Roller and Music CD.

9585 LEGO Education WeDo™ Resource Set. Features with new elements for building large WeDo models that provide even more learning opportunities. Combine with 9580 WeDo Construction Set to build four new models: Ferris Wheel, Crane, Car or House.

Frog Family Fun-Pack Level D Math. Complete 24-week program for homework, test preparation, and parent involvement. Serves up to 24 students revealing 4th grade skills.

E

TEXAS INSTRUMENTS

TEXAS INSTRUMENTS develops analog and DSP semiconductor technologies

Closing the girl gap in science

The New York Times

GIVE me an "S"! Give me a "T"! Give me an "E"! Give me an "M"! Yaaaaay STEM! OK, that's not exactly what was said last summer at a cheerleading camp on the Southern Illinois University Carbondale campus. But that was the hoped-for spirit as dozens of kinesthetically gifted girls in ponytails savored their first taste of college life — three days at Southern Illinois perfecting their pyramids and plies, sipping Starbucks in the student center, staying up late texting friends at home and across the room. [MORE](#)

G

NAEP's Odd Definition of Proficiency

Education Week (Subscription required)

An U.S. Department of Education study mapping state proficiency standards onto the National Assessment of Educational Progress (NAEP) scales produced a remarkable statement from Joanne Weiss, the chief of staff to U.S. Secretary of Education Arne Duncan. According to an article in Education Week, Weiss said the practice of permitting each state to set its own proficiency standards amounts to "lying to parents, lying to children, lying to teachers and principals about the work they're doing." [MORE](#)

Back to school: Are we leaving gifted students behind?

The Christian Science Monitor

One of the jobs in the "class calling" that many observers point to is No Child Left Behind (NCLB). The goals of the federal education law, in effect since 2002, include bringing all students up to math and reading "proficiency" — grade-level skills — and closing achievement gaps correlated with race, income, and other factors. Laudable goals, most agree, but critics take issue with how the resulting testing system has dominated schooling and led to unintended consequences — like neglect of students who might otherwise zoom ahead. [MORE](#)

D1

F

Featured Companies

dma Dinah Zike

Known for designing hands-on manipulatives that are used nationally and internationally by teachers, parents, and educational publishing companies. [MORE](#)

PEARSON Pearson

As the leading education services company, Pearson applies deep education experience and research, invests in innovative technologies, and promotes collaboration throughout the education ecosystem. [MORE](#)

Hard decisions for learning disabled

The New York Times

The admissions process can be stressful for even the most gifted, organized students. But to applicants with attention deficit hyperactivity disorder or learning disabilities, the path to college can feel like a maze. The Choice addresses some of the issues such students face. [MORE](#)

Gifted students use time to get creative

Hattiesburg American

The six Hattiesburg Public School District students in this Mississippi class have made exhaustive lists of objects that might go in a hat as part of their studies in Thames Elementary School's gifted or "REACH" program. The students spend five hours a week in REACH and the rest of the time in their regular classroom. [MORE](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to the 4,000 supporters to the needs of high-potential learners nationwide (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$2250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1950

Lorem ipsum dolor
Lorem ipsum dolor
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dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
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adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-
idunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE COMPASS POINTS, POWERED BY MULTIBRIEFS, PROVIDES BIMONTHLY NEWS AND INFORMATION TO A PASSIONATE COMMUNITY UNITED TO ADDRESS THE UNIQUE NEEDS OF CHILDREN AND YOUTH WITH DEMONSTRATED GIFTS AND TALENTS.

The points tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications delivered to the inboxes of teachers, parents, education administrators and policymakers that support gifted children in the U.S. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

COMPASS POINTS
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN COMPASS POINTS:



CREDIBLE SOURCE

Our editors and industry experts review thousands of articles, white papers, surveys and new research each week in order to deliver the most relevant information to busy professionals... information they need to outperform the market in their role.



TARGETED DISTRIBUTION

Advertising in Compass Points allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Compass Points have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a bimonthly publication, Compass Points ensures your ad will be seen weekly by our 4,000 subscribers.



AFFORDABLE

Advertising in Compass Points is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Compass Points has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Compass Points.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.