

NABSE E-NEWS

REACH

2,300

EDUCATORS

MEDIA KIT

BI-WEEKLY



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 SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

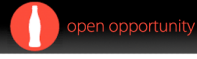

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.



E CALLOUT TEXT AD

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

F TRADITIONAL TEXT AD

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


A news and information resource from the National Alliance of Black School Educators

NABSE NEWS

Advance Registration Deadline Has Been Extended!
The NABSE Conference Advance Registration Deadline has been extended until November 6! After this date registration MUST be conducted on-site. Register today to avoid the \$50 on-site fee! [Click here to register](#) [Send to](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

HERFF JONES celebrating achievement
documenting success

Recognition • Education • Motivation



INDUSTRY NEWS

Test Experts Wary on 'Race to Top' Rules

from Education Week

While the U.S. Department of Education finalizes its rules for doling out \$4 billion to states in the 'Race to the Top' competition, a group of prominent testing experts is cautioning federal education officials on how they propose to use assessments to measure student achievement and teacher-quality improvements under the initiative. [More](#)

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Report Shows Narrowing Achievement Gap Between Different Student Groups

from U.S. News & World Report

Finally, some good news when it comes to the educational prowess of America's public school students: The results of a recently released national study assert that the achievement gap - or the difference in achievement levels between various subgroups of students - is narrowing between advantaged and disadvantaged students on state reading and math tests. [More](#)

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Standards Aren't Enough

from Education Week


In late September, a new draft of national end-of-high-school standards intended to demand of students a greater depth of understanding of math, reading, and writing was unveiled. But if the goal is to influence and inform teaching and learning, then standards, no matter what they say, are merely the starting point. [More](#)

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Advance Path Academics

PRODUCT SHOWCASE

Advance Path Academics, Inc. is a provider of alternative education solutions for non-school youth and those students who are dropped out or at risk of dropping out of high school. We create innovative partnerships with districts and high schools to operate on-site Academics, the provide high-quality education services to recover, educate, and graduate out-of-school youth. [MORE](#)



Few Teachers Are Black Men

from USA Today

Only about 2 percent of teachers nationwide are African-American men. But experts say the needs to change if educators expect to reduce minority achievement gaps and dropout rates. American teachers are overwhelmingly white and female, despite minority student populations of about half, according to the Bureau of Labor Statistics. [More](#)

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Beyond 'Great,' to Exemplary

from The Washington Post

The opening of Jane Austen's "Pride and Prejudice," Toni Morrison's 1993 Nobel lecture, Walt Whitman's poem "O Captain! My Captain!" The Declaration of Independence, The Rev. Martin Luther King Jr.'s "Letter From Birmingham Jail." Those were among a handful of texts chosen to illustrate proposed standards for skills and knowledge that every high school graduate should have in English language arts. [More](#)

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HOUGHTON MIFFLIN HARCOURT



At State Level, Power Over Schools a Contentious Issue

from Education Week

Who's in charge of education at the state level. The stakes keep getting higher, as pressure for education improvement continues and as states vie for money that will be distributed by the U.S. Department of Education under the American Recovery and Reinvestment Act. An August letter from the National Governors Association signaled the tension over state governance of K-12 education. [More](#)

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A Wake-Up Call Sparks Action in Arizona

from Public Schools Insight


Administrators and staff at the Vail Unified School District recognized they had a problem back in 2003. Student scores on the new statewide AIMS test showed a downward trend as children in Vail schools moved up through the grades. Determined to turn things around, administrators and teachers worked together to build a cross-district curriculum, adopted as part of a broader effort called "Raising Expectations," based on a shared understanding of what mastery looks like in key subject areas including reading and math. [More](#)

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AD RATES & SPECS

Prices are for participation in 7 emails to 2,300 educators (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
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dolore magna aliqua.
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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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

Callout Text Ad
\$1000

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



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

Traditional Text Ad
\$500

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

CONTACT US

COLBY HORTON

DIRECTOR OF MEDIA AND CONTENT

469.420.2601

chorton@multibriefs.com

BEN MAITLAND

DIRECTOR OF ADVERTISING SALES

972.402.7025

bmaitland@multibriefs.com

THE NABSE E-NEWS, POWERED BY MULTIBRIEFS,
PROVIDES BI-WEEKLY NEWS AND INFORMATION TO
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The e-News 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, administrators, superintendents who further the academic success for the nation's children, e-News keeps educators informed of topics that impact the daily operation of their programs. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the industry.

NABSE E-NEWS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NABSE E-NEWS:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in NABSE e-News solidifies your place among weekly information provided to NABSE members.



TARGETED DISTRIBUTION

Advertising in NABSE e-News 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.



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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 bi-weekly publication, NABSE e-News ensures your ad will be every other week by our 2,300 subscribers.



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YOUR AD WILL GET THE ATTENTION IT DESERVES

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IMMEDIATE RESPONSE TO YOUR AD

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