

NASSP PRINCIPAL'S UPDATE

REACH

23,000

SECONDARY SCHOOL PRINCIPALS

EVERY WEEK

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/1 SKYSCRAPER/HALF 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.

This message contains images. If you don't see images, click here to view.

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Home Knowledge Center Professional Development Advocacy Middle Level Leadership Awards Jan. 19, 2010

choices, choices, choices

Principal's Update NATIONAL ASSOCIATION OF PRINCIPALS
This e-newsletter brought to you by NASSP.
WHERE SCHOOL LEADERS DISCOVER WHAT'S NEW IN FEDERAL POLICY, SCHOOL LAW, AND ACROSS THE NATION

RAISE FUNDS 748.721.1845 Custom School Flip Flops by BAGO RAISE SPIRIT! BAGO.SCHOOL.COM

research readiness rigor results

CURRENT PROMOTIONS 30% OFF Direct Marketing Services Sponsor: Acturus FREE Payment Account Setup Sponsor: Cambridge Commerce

NASSP Web Services We are currently upgrading the NASSP Store and members-only sections of www.principals.org. Our members may experience temporary disruptions as we continue to adjust and improve these services. If you have any questions or concerns, please call 800-253-7746. Thanks for your patience.

PRODUCT SHOWCASES Joincard Systems The Flippen Group's "Education by Design" transforms schools. Educate your educators with Gale's ASCD eBook Collection

President Seeks Additional \$1.35 Billion for Education Boston Herald Share

President Barack Obama will ask Congress for \$1.35 billion to extend an education grant program for states, senior administration officials said. Obama was outlining the budget proposal at a Fairfax County, Va., elementary school, after joining Education Secretary Arne Duncan in a discussion with sixth-grade students. MORE

ACT Scientific Learning Corporation

NASSP HIGHLIGHTS Register Now for the 2010 NASSP Convention NASSP Share

Featuring such education luminaries as Robert Marzano and Pedro Noguera and strands specific to middle level leaders, assistant principals, and all school leaders looking to build their technology leadership, the 2010 NASSP Convention promises to further the professional growth of all attendees. Plan to be one of them -- join us March 12-14 in Phoenix, AZ. Come in a day early to attend the Breaking Banks School Showcase or apply for the NASSP-Pearson Foundation Mobile Learning Institute. MORE

Spring Session Online Courses NASSP Share

In response to demand from busy educators, NASSP will offer interactive online professional development courses. These robust courses will offer participants the opportunity to learn from facilitators who are experienced in the challenges of education and improving student achievement. In addition, knowledge and skills from the cohort group will enhance the learning experience. Earn CEUs or graduate credit. MORE

PRODUCT SHOWCASES Identicard Helps You Track Visitors The Flippen Group's "Education by Design" transforms schools. Gilder Lehrman BECOME AN AFFILIATE SCHOOL TODAY!

With PassaghiNet visitor management, it's easy to track visitors to your building. Pre-registered volunteers, substitute teachers, or vendors through an easy-to-use web link.

- Fewer discipline referrals
- Engaged attendance
- Increased student achievement
- Lower dropout rates
- Higher teacher satisfaction (Scale 20)

- Priority access to invitation-only workshops and summer seminars with top historians
- Free and discounted classroom materials
- Sets of documents pulled from the Institutes own archive of over 60,000 rare historic manuscripts

LATEST NEWS A Shot at School Reform Fund Provokes Tensions, Fast Changes The Washington Post Share

To compete for a share of \$4 billion in federal education funds, California lawmakers approved a major school reform plan. But in Texas, the governor chose to opt out of the competition, arguing that it would give Washington too much power over education policy. MORE

State-Federal Tensions Loom in Standards Effort Education Week Share

In the latest push for common academic standards, coming up with the standards themselves may be the easy part. The political sensitivities that scuttled virtually every previous attempt are very much on the minds of those leading the effort this time around. How much of a federal role is appropriate -- or even legal -- in a quest for common standards nationwide? MORE

VALIC Make the educated choice for 403(b) expertise. SAVING. INVESTING. PLANNING.

Public Schools in Massachusetts Will Calculate and Report Body Mass Index Scores for Students Boston Globe Share

When a child gets a report card besmirched with lousy grades, no caring parent would ever dream of believing, "You're a dummy!" So in a world of super-sized temptation, similar sensitivity will be warranted as every public school in Massachusetts during the next 18 months evaluates whether students weigh too much or too little. MORE

Educators Say No Child Leaves Schools Behind The Augusta Chronicle Share

The No Child Left Behind Act passed eight years ago this month has forced improvements, but some educators say facets of the law could be tweaked. "No Child Left Behind should focus on an individualized student growth model or value-added model versus a single score, with the goal to target a performance standard to reach for each student." MORE

National Forensic League The National Forensic League (NFL) trains students in the forensic arts: debate, public speaking, and interpretation. School membership provides honor society recognition, competition opportunities, educator support, and more. MORE

A

B

C

D

B1

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C1

E

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 13 emails to the 23,000 secondary school principals (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$4000/\$3000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$3950

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Lorem ipsum dolor
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laboreis nisi. [More](#)

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



Callout Text Ad
\$2500

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



Traditional Text Ad
\$1500

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

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

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THE NASSP PRINCIPAL'S UPDATE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO SECONDARY SCHOOL PRINCIPALS NATIONWIDE.

The 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 middle and high school principals and assistant principals, NASSP Principal's Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NASSP PRINCIPAL'S UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NASSP PRINCIPAL'S UPDATE:



CREDIBLE SOURCE

For over 90 years, our members have turned to the association as the informational authority of the industry. Advertising in NASSP Principal's Update solidifies your place among weekly information provided to NASSP members.



TARGETED DISTRIBUTION

Advertising in NASSP Principal's Update 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 NASSP Principal's Update 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 weekly publication, NASSP Principal's Update ensures your ad will be seen every week by our 23,000 subscribers.



AFFORDABLE

Advertising in NASSP Principal's Update 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 NASSP Principal's Update 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 NASSP Principal's Update.



TRACK CAMPAIGN EFFECTIVENESS

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