ASBJ connects you with decision-makers and education leaders at 13,600 school districts nationwide!
2022 American School Board Journal MEDIA GUIDE

Reach school board members, superintendents, and top-level administrators through NSBA’s flagship magazine.

Page 1 About ASBJ
Page 2 Editorial Calendar
Page 3 Technical Specifications and Rates
Page 5 ASBJ Brief: Email Newsletter Calendar
Page 6 ASBJ Brief: Ad Space and Rates
Page 7 ASBJ Print and ASBJ Brief Email Advertising
Page 8 Contact Information
Page 9 About NSBA
American School Board Journal
THE SOURCE FOR SCHOOL LEADERS

For more than 100 years, ASBJ readers have turned to the magazine to obtain information they need to make decisions for their districts. Our subscribers represent key decision-makers, such as school board members, superintendents, and business officials, in public schools across the United States.

According to an independent survey, ASBJ readers:

30,239 Subscribers
(includes bonus distribution to every superintendent in the country)

77% are college educated or business owners
Have a median household income of $117,000
70% come from suburban or rural districts

ASBJ readers consider the magazine a “must read” that provides balanced and accurate news on education issues.
# Editorial Calendar 2022

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus</th>
<th>AD Closing/Materials Due</th>
<th>Mail Date</th>
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<td>Governance</td>
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<td>01.18.2022</td>
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<tr>
<td>April</td>
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<td>02.09.2022</td>
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<td>NSBA Conference Issue</td>
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<td>Facilities</td>
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<td>October</td>
<td>Back to School Transformation/Innovation</td>
<td>08.05.2022</td>
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<td>December</td>
<td>Safety and Security</td>
<td>10.04.2022</td>
<td>11.08.2022</td>
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<td>11.29.2022</td>
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## ASBJ TECHNICAL SPECIFICATIONS

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Please contact us regarding cover pricing.
AD PREPARATION GUIDE

FILE FORMATS:
All files should be submitted as high resolution 300 dpi, CMYK, X1-A PDF files.

PUBLICATION SPECIFICATIONS:
Trim size: 8.5” x 10.5”
Bleeds: All bleeds should be set for .5”
Safety: All live matter should be 3/4” from the trim (live area is 7” x 9”).

SENDING MATERIALS:
Export PDF with bleeds – no crop marks needed.

PLEASE NAME FILE:
companyname_issue_month.pdf

PLEASE EMAIL AD MATERIALS TO:
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Our monthly e-newsletter circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. Circulation is 47,768.

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<th>AD CLOSE / MATERIALS DUE</th>
<th>EMAIL DEPLOYED</th>
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ASBJ BRIEF

**FIRST LEADERBOARD:**
Leaderboard: $3,500  
Specs: 650 x 115 px

**FIRST CONTENT AD:**
Content Ad: $1,500  
Specs: 200 x 200 px image  
Title: 5 Words  
Article Preview: 20 Words

**SECOND CONTENT AD:**
Content Ad: $1,500  
Specs: 200 x 200 px image  
Title: 5 Words  
Article Preview: 20 Words

**SECOND LEADERBOARD:**
Leaderboard: $3,000  
Specs: 650 x 115 px

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ABOUT NSBA

The National School Boards Association (NSBA) is a federation of state associations and the U.S. territory of the Virgin Islands that represent locally elected school board officials serving approximately 51 million public school students regardless of their disability, ethnicity, socio-economic status or citizenship. Working with and through our state association members, NSBA advocates for equity and excellence in public education through school board leadership. We believe that public education is a civil right necessary to the dignity and freedom of the American people and that each child deserves equitable access to an education that maximizes their individual potential. For more information, visit nsba.org.