



iste+ascd

MEDIA KIT

EDUCATIONAL LEADERSHIP MAGAZINE

Educational Leadership is the award-winning, flagship magazine of ISTE+ASCD, with a distinctive niche in the world of education publishing. Display advertising in *Educational Leadership* delivers direct access to education's top decision makers. As part of the essential read for district leaders, principals, instructional coaches, teachers, and edtech innovators, your ad gains repeated exposure as issues circulate through leadership teams and professional learning communities.



PRICING

FULL PAGE SPREAD

16.75" x 10.75" (includes 1/8" bleed on all sides)

\$12,000/Issue

FULL PAGE

8.375" x 10.75" (includes 1/8" bleed on all sides)

\$7,500/Issue

HALF PAGE HORIZONTAL

6.9" x 4.5"

\$6,000/Issue

THIRD PAGE SQUARE

4.6" x 4.5"

\$4,500/Issue

INSIDE FRONT COVER

8.375" x 10.75" (includes 1/8" bleed on all sides)

\$9,500/Issue

INSIDE BACK COVER

8.375" x 10.75" (includes 1/8" bleed on all sides)

\$8,000/Issue

BACK COVER

8.375" x 10.75" (includes 1/8" bleed on all sides)

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COVER TIP

7.875" x 10" (includes 1/8" bleed on all sides if needed)

\$17,500/Issue

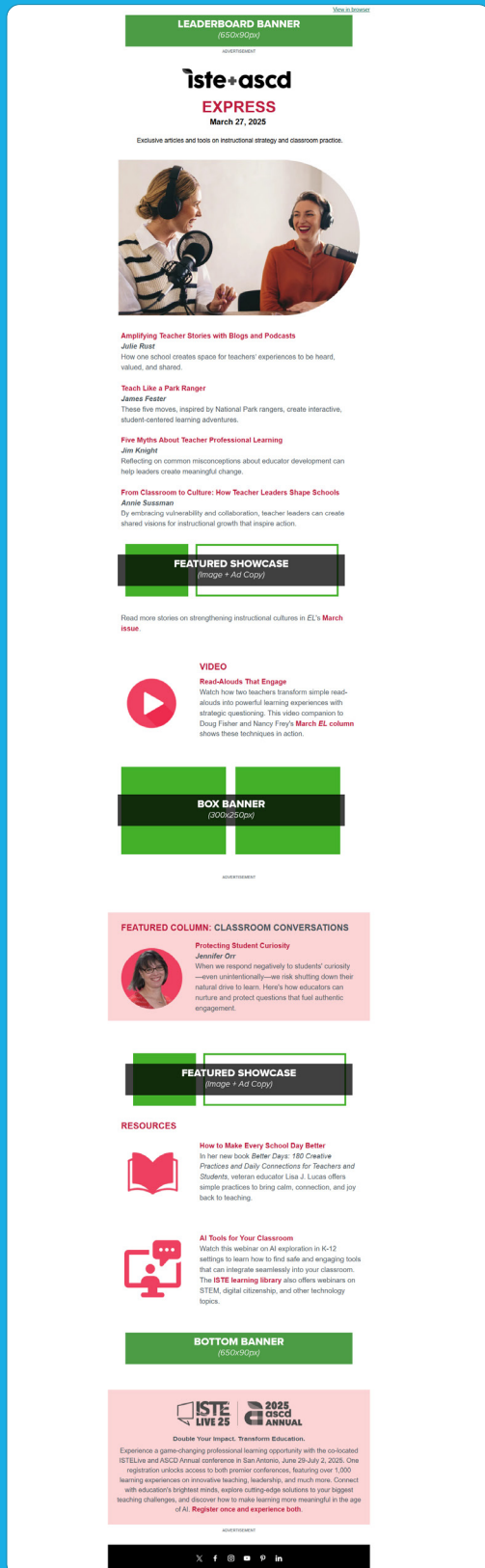
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OUR GRAPHIC SERVICES ARE INCLUDED.

EXPRESS NEWSLETTER

Reach school influencers through their inbox and boost brand recognition by sponsoring the ISTE+ASCD *Express* newsletter, an award-winning free newsletter on instructional strategy. With 185K+ subscribers spanning ISTE+ASCD members and beyond - *Express* offers advertisers an excellent way to showcase their products, solutions, or latest announcements twice per month.



PRICING

LEADERBOARD BANNER

Image: 650x90px

Formats: JPG or PNG

\$1,750/Issue OR \$4,750/Qtr

TOP FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,500/Issue OR \$4,000/Qtr

BOX BANNER

Image: 300x250px

Formats: JPG or PNG

Placements: Exclusive to 2 Companies

\$1,250/Issue OR \$3,250/Qtr

BOTTOM FEATURED SHOWCASE

Image: 180x150px

Formats: JPG or PNG

Article Title: 75 Characters Max

Article Body: 200 Characters Max

\$1,250/Issue OR \$3,250/Qtr

BOTTOM BANNER

Image: 650x90px

Formats: JPG or PNG

\$1,000/Issue OR \$2,750/Qtr

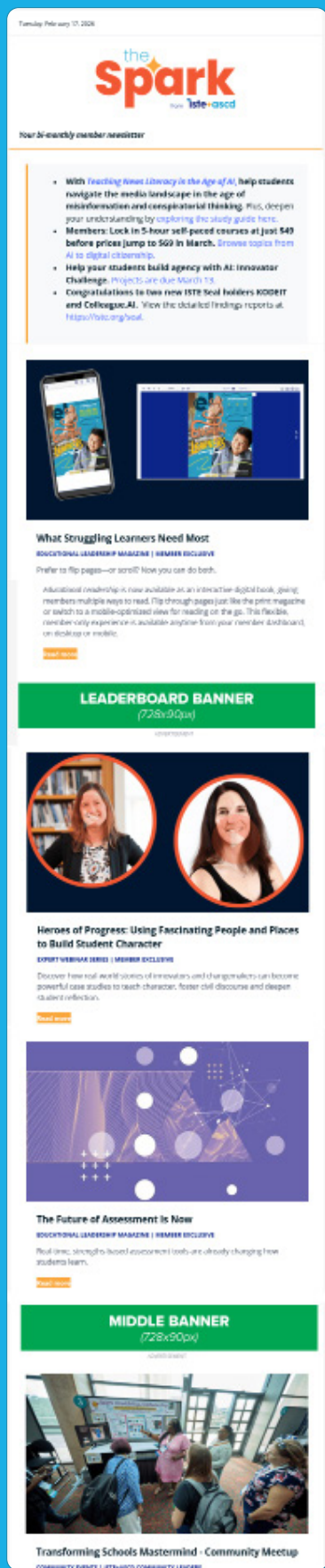
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SPARK NEWSLETTER

The ISTE *Spark* eNewsletter is sent twice per month - providing its 70,000 subscribers educators, coaches, and leaders with up to date information and resources on the most relevant education technology topics.



PRICING

LEADERBOARD BANNER

Image: 728x90px

Formats: JPG or PNG

\$5,000/Qtr

MIDDLE BANNER

Image: 728x90px

Formats: JPG or PNG

\$4,500/Qtr

BOTTOM BANNER

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Formats: JPG or PNG

\$4,000/Qtr

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MEMBER COMMUNITIES NEWSLETTER

The ISTE Member Communities eNewsletter is a monthly publication - providing 70,000 subscribers up to date information and resources on the most relevant education technology topics.

ISTE+ASCD

Member Communities

LEADERBOARD BANNER
(600X90PX)

TOP DISCUSSIONS

Our community loved these discussions this month! Click through to read what your peers have to say.



Cultivating Human Attributes Alongside AI Integration

"As teachers globally navigate the revolution brought by AI, we face a central question: How do we cultivate human attributes in a world increasingly shaped by tech?"

>> READ MORE



Seeking Fresh Ideas for Elementary CS

"We currently run a program that allows schools to apply for a grant that provides curriculum and physical computing devices. The size of the program has been amazing but I feel like it needs some fresh ideas."

>> READ MORE

Community Member of the Month Nicole Zumpano

Director of Distance Learning



Nicole Zumpano, an ISTE+ASCD community leader, shares her passion for tech and her mission of bringing best practices to every classroom in our community.

>> LISTEN TO OUR CONVERSATION WITH Nicole Zumpano.



What's Good in Games?

"Which esports games do your teams/students compete in?"

>> JOIN THE CONVERSATION

UPCOMING EVENTS

January 27, 6 p.m. MX | 7 p.m. ET: Colaborar para Innovar, comunidades de aprendizaje profesional docente. [Learn more.](#)

February 2, 4 p.m. PT | 7 p.m. ET: Transforming Schools Mastermind Meetup. [Learn more.](#)

February 3, 10 a.m. PT | 1 p.m. ET: Using AI in Instructional Coaching: Best Practices and Tools. [Learn more.](#)

>> CHECK OUT MORE COMMUNITY EVENTS IN CONNECT!

BOTTOM BANNER
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PRICING

LEADERBOARD BANNER

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\$4,750/6 Months OR \$7,950/Year

BOTTOM BANNER

Image: 600x90px

Formats: JPG or PNG

\$2,700/6 Months OR \$4,500/Year

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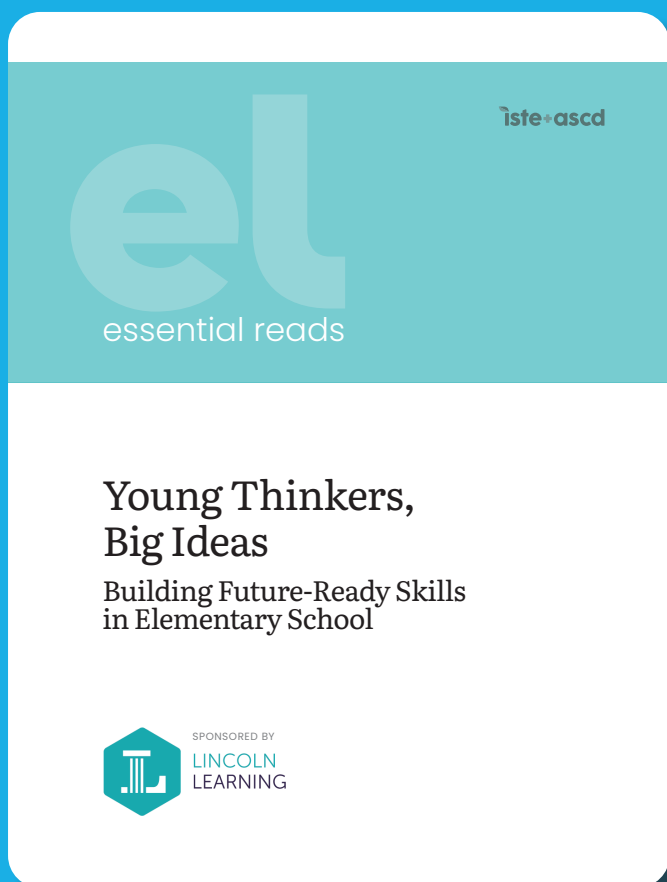
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EL ESSENTIAL READS

EL Essential Reads are curated, downloadable collections of Educational Leadership articles built around the topics that matter most to today's educators—and to your business. As a sponsor, you choose the theme; our editors handle the rest, assembling high-quality content that aligns seamlessly with your brand.

This premium product puts your voice directly in front of an audience of 85,000 education decision-makers, including superintendents, principals, and district leaders. Each collection (a free-to-access downloadable PDF) features a full-page ad alongside a two-page original article dedicated to your organization's thought leadership—submitted by you and edited by the EL team.

To ensure maximum ROI, EL Essential Reads are promoted across our digital channels and newsletters for three full months, delivering sustained visibility and ongoing lead generation.



PRICING

STANDARD TOPIC

Logos for Cross Promotion

Placements: Exclusive to 2 Companies Per Month

\$8,500/Topic Select

PREMIUM TOPIC

Full Page Spread

500 Word Article

Placements: Exclusive to 2 Companies Per Month

\$11,000/Topic Select

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