

AASA EXECUTIVE BRIEFING

REACH

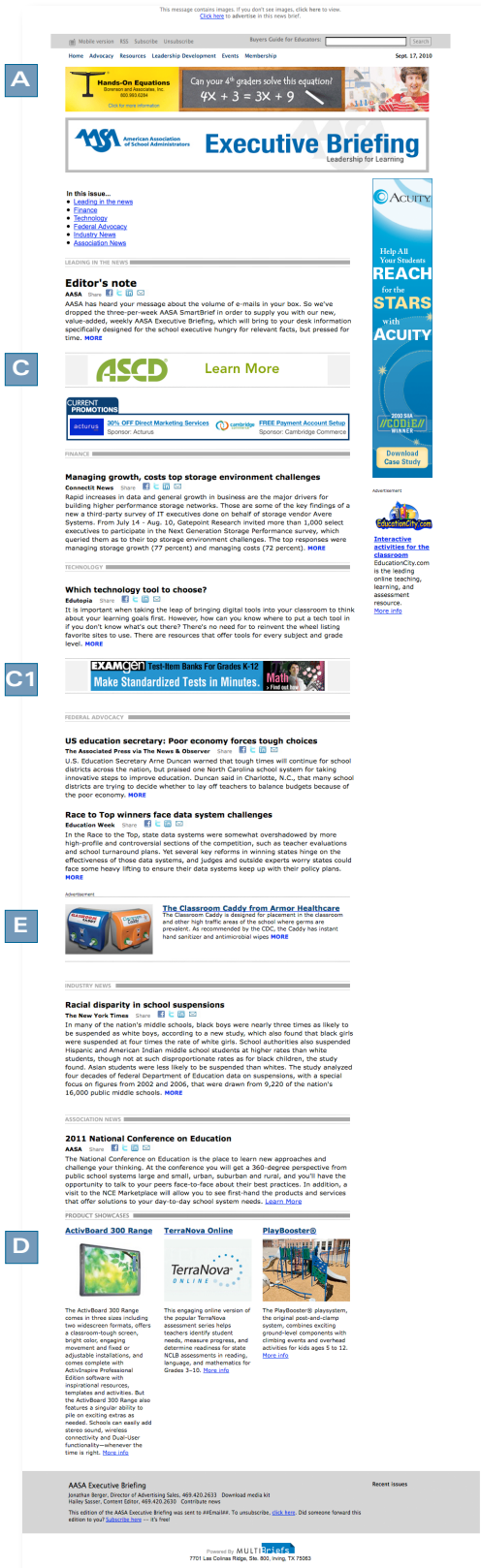
13,300

SCHOOL ADMINISTRATORS

EVERY WEEK

MEDIA KIT





A

B

C

F

C1

E

D

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

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.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

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 13,300 School Administrators (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3950

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

Callout Text Ad
\$3000

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



Lorem ipsum
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Lorem ipsum
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consectetur

Traditional Text Ad
\$1500

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



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,

Current Promotion
\$2750

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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AASA EXECUTIVE BRIEFING, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO SCHOOL ADMINISTRATORS 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 school administrators who spend over \$400 billion a year on products and services, AASA Executive Briefing 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.

AASA EXECUTIVE BRIEFING
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN AASA EXECUTIVE BRIEFING:



CREDIBLE SOURCE

For over 145 years, our members have turned to the association as the informational authority of the industry. Advertising in AASA Executive Briefing solidifies your place among weekly information provided to AASA members.



TARGETED DISTRIBUTION

Advertising in AASA Executive Briefing 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 AASA Executive Briefing 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, AASA Executive Briefing ensures your ad will be seen every week by our 13,300 subscribers.



AFFORDABLE

Advertising in AASA Executive Briefing 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 AASA Executive Briefing 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 AASA Executive Briefing.



TRACK CAMPAIGN EFFECTIVENESS

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