



the leader in school communication

nspora

MEDIA KIT

WEBSITE ADVERTISING

The National School Public Relations Association (NSPRA) provides school communication training and services to school leaders throughout the United States, Canada and the U.S. Department of Defense Education Activity (DoDEA) schools worldwide. As the leader in school communication™ since 1935, NSPRA today serves more than 3,000 members who work primarily as communication directors in public school districts and education organizations.



PRICING

SCROLLING BANNER

Image: 728x90px

Placement: Run of Site

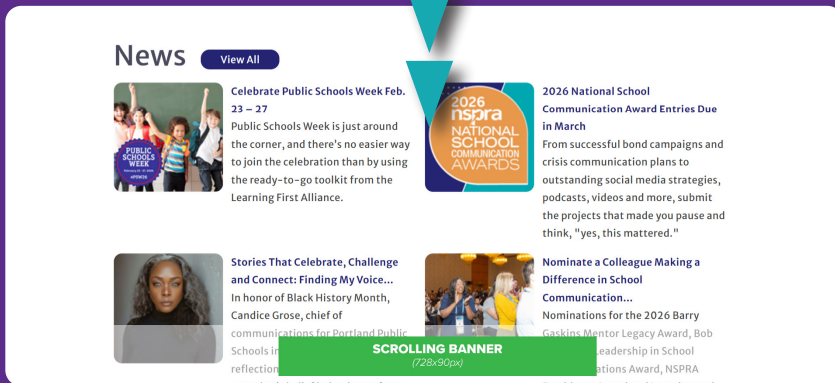
Positions: Exclusive to 10 Companies

\$2,500/Year

All positions are available on a first-come, first-serve basis.

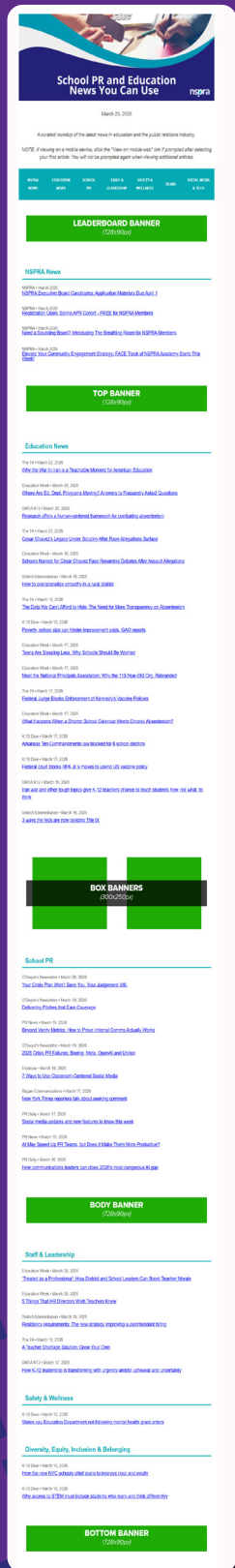
Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.



NSPRA NEWSLETTERS

School PR & Education News You Can Use, Member Memo, and Elevation are the leading resources for providing over 3,000 subscribers a curated collection of industry and association news, professional development opportunities, and thought leadership articles. All publications are sent out monthly, with the exception of July and August.



PRICING

LEADERBOARD BANNER

Image: 728x90px

Accepted Format: JPG or PNG

\$5,000/Year

TOP BANNER

Image: 728x90px

Accepted Format: JPG or PNG

\$4,500/Year

BOX BANNER

Image: 300x250px

Accepted Format: JPG or PNG

Positions: Exclusive to 2 Companies

\$4,000/Year

BODY BANNER

Image: 728x90px

Accepted Format: JPG or PNG

\$3,500/Year

BOTTOM BANNER

Image: 728x90px

Accepted Format: JPG or PNG

\$3,000/Year

All positions are available on a first-come, first-serve basis.

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NSPRA WEBSITE RETARGETING SOLUTIONS



TARGET THE MEMBERS OF NSPRA

Leverage NSPRA's website traffic to help your organization stay in front of over 23,000 school communication professionals and superintendents on the websites they visit most! Through NSPRA's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with NSPRA's niche audience, and drive quality traffic to your website.

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250,000 Impressions
\$5,000

.....

.....

500,000 Impressions
\$9,000

.....

.....

1 Million Impressions
\$16,000

.....

BENEFITS:



**CAMPAIGN SET UP
FEE WAVED**



**TARGETED NSPRA
MEMBER AUDIENCE**



**COMPLIMENTARY
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**MONTHLY REPORTING
UPON REQUEST**

ARP ASSOCIATION REVENUE PARTNERS

Association Revenue Partners is proud to work with NSPRA. We have teamed up to provide an online marketing solution to reach the visitors to NSPRA's website through programmatic website retargeting.

NSPRA Annual Website Metrics

Average Page Views: 870,000
Average Unique Visitors: 142,000

NSPRA Member Information:

Over 3,000 members, primarily school communication professionals, public relations directors, superintendents, and education leaders across the U.S., Canada, and DoDEA schools.