



Kappa Delta Pi

Inspiring and equipping future and new teachers to thrive.

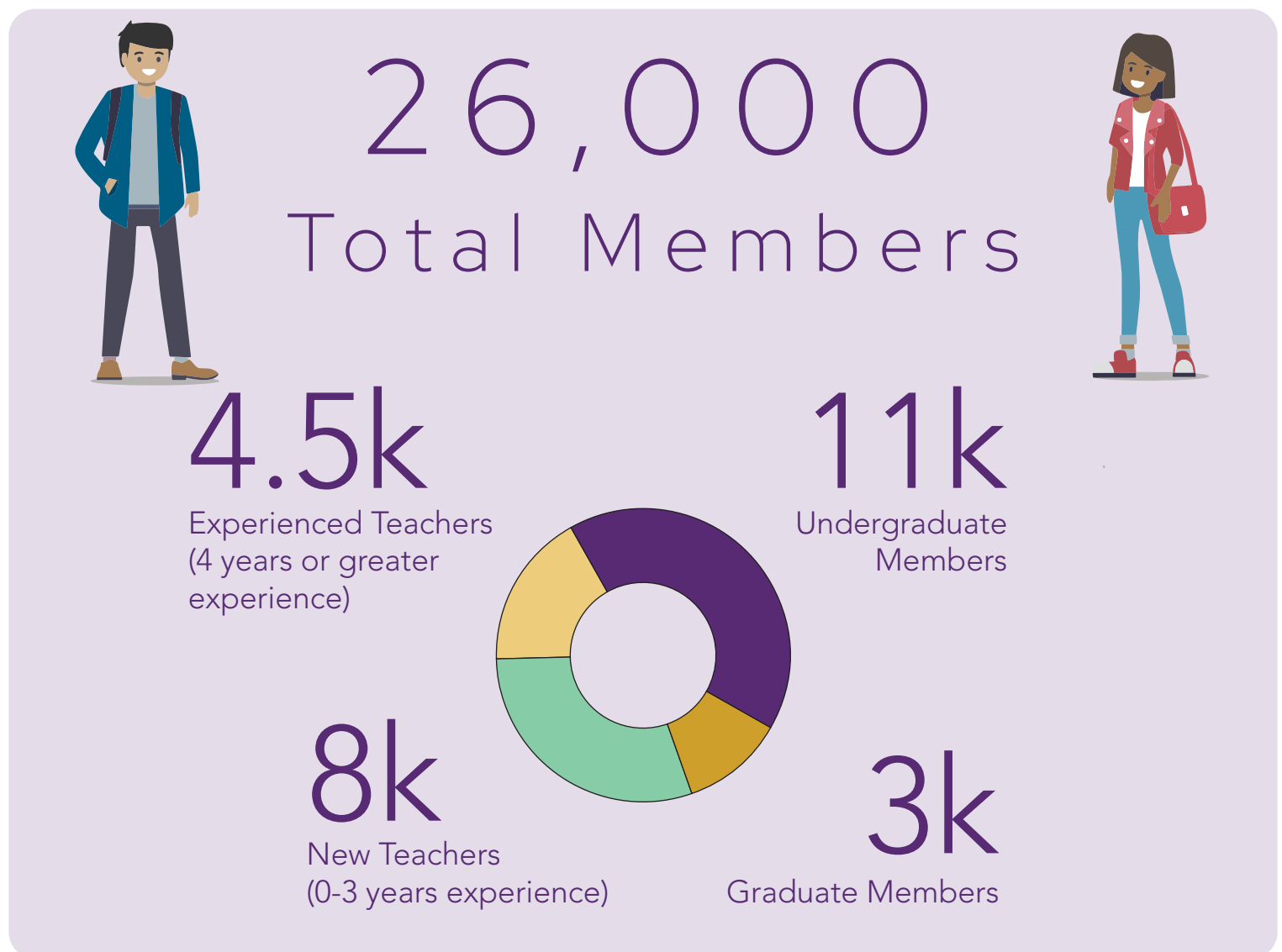


ADVERTISING MEDIA KIT | 2023

MEMBERSHIP BREAKDOWN

KDP is the champion for future and new teachers from campus to classroom. We deliver guidance and solutions to the particular issues facing teachers across the United States, while maintaining a global perspective. Above all, we are a reliable and research-based source of best practices for the teaching field as a whole.

KDP is the largest educational honor society in America and membership is comprised of 565 active chapters and more than 26,000 total members.



Kappa Delta Pi Website (KDP.org)

KDP.org is the place for future and new teachers from across the US to connect with each other, learn from each other, and grow their careers.

Banner Size

Horizontal Ad Placement (728 x 90 px)

Monthly Cost

\$3,950

Vertical Ad Placement (160 x 600 px)

\$770

The screenshot displays the KDP.org website. At the top, there is a navigation bar with links: Join, Renew, Donate, Shop KDP, My KDP, Search, and Member Login. Below this is a secondary navigation bar with links: HOME, WHO IS KDP?, TEACHER CANDIDATES, NEW TEACHERS, CHAPTER LEADERS, KNOWLEDGE HUB, COMMUNITIES, CHAMPION KDP, and EVENTS. The main banner features a large image of diverse educators in a classroom setting. To the right of the image, the text reads: "Join KDP's Honor Society", "Become part of the nation's largest honor society for educators!", and a "JOIN TODAY" button. Below the banner, there is a section titled "CAREERS for EDUCATORS" with the tagline "Discover the next step in your teaching journey". The footer contains the KDP logo with the text "TEACHING EXCELLENCE FROM CAMPUS TO CLASSROOM", social media icons for Facebook, Instagram, Twitter, LinkedIn, and Pinterest, and a section for "ADDITIONAL LINKS" including Contact Us, Advertise with KDP, Bylaws, Articles of Incorporation, and Privacy Policy. To the right of the footer is a "CONTACT US" section with the following information: PHONE: 800.284.3167, STORE: 812.514.3050, EMAIL: membership@kdp.org, ADDRESS: 3707 Woodview Trace, Indianapolis, IN 46268.

Teacher Tips Tuesday

Teacher Tips Tuesday is a weekly email distributed to all members containing articles and research from the KDP publication, *The Teacher Advocate*. *Teacher Tips Tuesday* is sent to 23k recipients and averages an open rate of 35%. Please see advertising specifications on the next page.

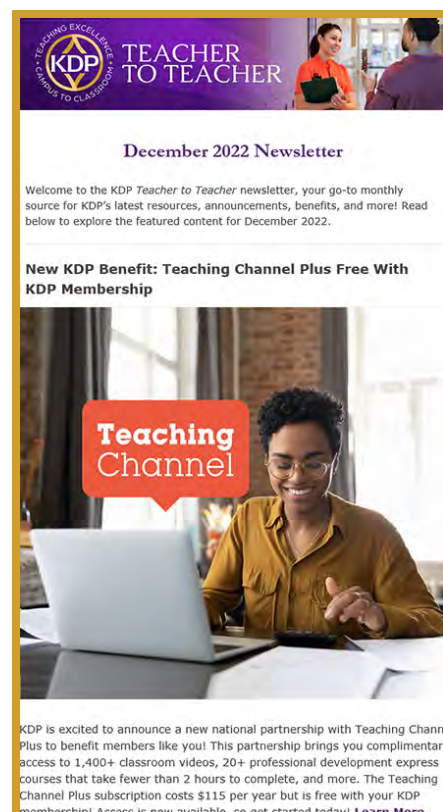
Ad Type	Quarterly Cost
Banner	\$5,010
Sponsored Content	\$8,010



Teacher to Teacher

Teacher to Teacher is a monthly newsletter delivered to all members to help them be the most effective educators possible. *Teacher to Teacher* is sent to 23k recipients and averages an open rate of 34%. *Teacher to Teacher* has segmented audiences of chapter counselors, future teachers, and new teachers. Please see advertising specifications on the next page.

Ad Type	1x	6x	12x
Banner	\$525	\$2,835	\$5,040
Sponsored Content	\$800	\$4,320	\$7,680



ADVERTISING SPECIFICATIONS AND REQUIREMENTS

Web Banners:

Requirements:

- *Maximum banner size:* 300KB, but under 100KB is recommended for fast loading.
- *Acceptable formats:* JPG, GIF, PNG.
- *Notes:* Animated banners should run for no more than 10 seconds. Banners with a white background must have at least a 1 pixel black or colored border.

Email Banners:

Requirements:

- All banners are 728x90px in size and JPG, PNG, or GIF formats are acceptable. The image file should not exceed 200KB in size. No animated banners should be submitted.
- All sponsored content should provide a 5 word headline, 100 character description and a 180x180px image.
- Sponsored content subject to KDP's approval.