



2026 *American School
Board Journal*
MEDIA GUIDE

Print/Digital/Email/Website Advertising

ASBJ connects you with decision-makers and education
leaders at over 13,000 school districts nationwide!

AN **nsba** PUBLICATION

2026 *American School Board Journal*

MEDIA GUIDE

Reach school board members, superintendents, and top-level administrators through NSBA's flagship multimedia offerings—print, digital, and email.

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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.

NSBA's *American School Board Journal* received two recent EXCEL Awards—a gold and a silver—for feature writing. Presented annually by SIIA, the EXCEL Awards recognize excellence and leadership in association media, publishing, marketing, and communication.

16,151
Subscribers
(includes bonus distribution to every superintendent in the country)

Three Facts About *ASBJ* Readers:

Age:

44 and under	15%
45 to 54 years	32%
55 to 64 years	29%
65 and over	24%

Roles:

Board Members	59%
District Staff	16%
Board Clerks	12%
Superintendents	9%
Business Officials	2%
State Executives	2%

Top Subject Matters of Interest:

Board Governance	23%
Equity	19%
School Safety	17%
Public Advocacy	16%
Gender and Achievement Gaps	15%

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

AMERICAN SCHOOL BOARD JOURNAL

EDITORIAL CALENDAR 2026

ISSUE	FOCUS	AD CLOSING/ MATERIALS DUE	MAIL DATE
February	Advocacy and Governance Advocacy and Equity Institute Conference (February 1-3, Washington, DC) Issue	11.25.2025	01.27.2026
April	Magna Awards/Improve Indoor Air Quality NSBA Annual Conference (April 10-12, San Antonio, TX) Issue	01.27.2026	03.31.2026
August	District Management, Facilities, and Finance	05.26.2026	07.28.2026
October	Innovation and Student Achievement CUBE Annual Conference (October 1-3, Chicago, IL) Issue	07.28.2026	09.22.2026

Partner with NSBA to Help Students Breathe Easier

The National School Boards Association has partnered with the Go Green Initiative (GGI), a nonprofit 501(c)(3) organization, to help schools improve indoor air quality and reduce greenhouse gas emissions. Through this partnership, NSBA and GGI are engaging school board members, administrators, and facility leaders nationwide—including targeted support for Tribal and low-income districts. We're offering a limited opportunity for advertisers and sponsors whose products or services support healthy, sustainable schools to be featured alongside this important initiative. Showcase your solutions in NSBA's communications, webinars, and program materials connected to the GGI partnership. Reach thousands of school decision-makers who are committed to creating healthier learning environments. Contact us today to learn more about advertising and sponsorship opportunities.



Contact Thomas Evans at advertising@nsba.org

ASBJ TECHNICAL SPECIFICATIONS



PRINT ADVERTISING RATES		
Size	1x	3x
Full Page Spread	\$13,335	\$12,670
Full Page	\$7,845	\$7,600
Half Page Spread	\$9,044	\$8,590
½ Page Horiz.	\$4,760	\$4,565
⅓ Page	\$3,240	\$3,125
¼ Page	\$1,960	\$1,900

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_issuemonth.pdf

PLEASE EMAIL AD MATERIALS TO:

creative@jsjdmedia.com

QUESTIONS?

For production questions or information on submitting materials, please email creative@jsjdmedia.com



- Trim Size: 8.5" x 10.5"
- Bleed: 1/8"
- Safety: 7" x 9"

DIGITAL EDITION

Looking for a more dynamic advertising opportunity? Incorporate your video advertisements for an interactive reader experience!

DIGITAL EDITION EMAIL

Exclusive opportunity to position your company on the email that delivers the Digital Edition to subscribers with either a text or a graphical ad.

EVENTS, SPONSORED ARTICLES, AND WEBINARS

Be a thought leader with these opportunities to get your experts and contents in front of our audience of school leaders. Packages available.

Contact Thomas Evans at advertising@nsba.org

ASBJ BRIEF: EMAIL NEWSLETTER 2026

Our e-newsletter (published eight times per year) circulates to an expanded audience of school board members, administrators, superintendents, business officials, and other school leaders. The circulation is 82,165.

ISSUE	AD CLOSE/MATERIALS DUE	EMAIL DEPLOYED
January	01.08.26	01.24.26
February	02.05.26	02.21.26
March	03.12.26	03.28.26
April	04.09.26	04.25.26
July	07.09.26	07.25.26
August	08.06.26	08.22.26
September	09.03.26	09.19.26
October	10.08.26	10.24.26

ASBJ BRIEF

A FIRST LEADERBOARD:

Leaderboard: \$3,000

Specs: 650 x 115 px

B FIRST CONTENT AD:

Content Ad: \$1,500

Specs: 200 x 200 px image

30 word preview

500-1,000 words

C SECOND CONTENT AD:

Content Ad: \$1,500

Specs: 200 x 200 px image

30 word preview

500-1,000 words

D SECOND LEADERBOARD:

Leaderboard: \$3,000

Specs: 650 x 115 px

Publisher reserves the right to make editorial changes to submitted content. Submit images in a separate file in JPEG or PNG format.

Publisher does not guarantee click throughs.

Maximize Impact, Minimize Cost!
Skyrocket visibility and cost effectiveness by elevating your brand while enjoying exclusive discounts. Inquire about special multi-issue packages.



A

First Leaderboard

B

First Content Ad

Second Content Ad

C

Vetting High-Quality Instructional Math Materials

Although school boards may not directly select high-quality instructional materials (HQIM), they play a pivotal role in the review and approval process of materials used in classrooms.

[Learn More](#)

When Parents Say No

The U.S. Supreme Court decision in *Mahmoud v. Taylor* will directly affect lessons and content that contradict certain religious teachings, writes contributor Matthew C. Vance.

[Learn More](#)

Connecting Schools and Families

The work in three urban districts puts a spotlight on overcoming barriers to school and family connection to improve attendance, grades, and community engagement.

[Learn More](#)

D

Second Leaderboard

New! Defining High-Quality Instructional Materials for Math

This report equips school leaders to define and vet high-quality instructional materials (HQIM) for math. It provides HQIM definitions, relevant frameworks, evidence-based tools, and strategic action steps to help districts close learning gaps, strengthen instruction, and raise student math achievement.

[Learn More](#)

Celebrate Your District's Success

The 2026 Magna Awards program focuses on improving Indoor Air Quality (IAQ) and reducing greenhouse gas (GHG) emissions. To be eligible for the awards, school districts must enact a NEW IAQ Management Plan and document reductions in GHG emissions.

[Learn More](#)

[f](#) Share

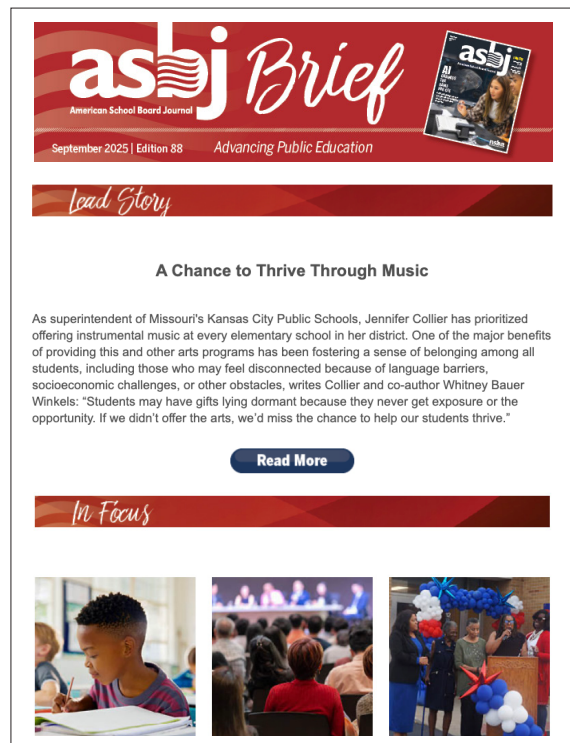
[t](#) Tweet

[in](#) Share

Contact Thomas Evans at advertising@nsba.org

ASBJ PRINT AND ASBJ BRIEF EMAIL ADVERTISING PACKAGES

Connect with school decision-makers who read ASBJ and ASBJ Brief. Increase your brand recognition by targeting both publications, gaining direct access to the inboxes of school board members, superintendents, business officials, and other education leaders. Purchasing a print and email package not only ensures engagement with your brand across platforms but also provides competitive pricing. Contact us for these valuable advertising opportunities.



Contact Thomas Evans at advertising@nsba.org for a quote.

NSBA.ORG + NSBA.ORG/RESOURCES/ASBJ

The NSBA website banner package offers prime visibility for your company message on NSBA.org and NSBA.ORG/RESOURCES/ASBJ.

The strength of advertising with the National School Boards Association (NSBA) is a powerful and influential network of more than 90,000 local school board members, district administrators, and decision-makers who govern more than 13,000 school districts and represent the nation's 50 million public school students.

PRICING

WEBSITE BANNER PACKAGE

Featured Showcase Image: 640x360px
+ Up to 30 Words of Ad Copy

Leaderboard Image: 640x360px

Positions: One (1) Available

Formats: JPG or PNG

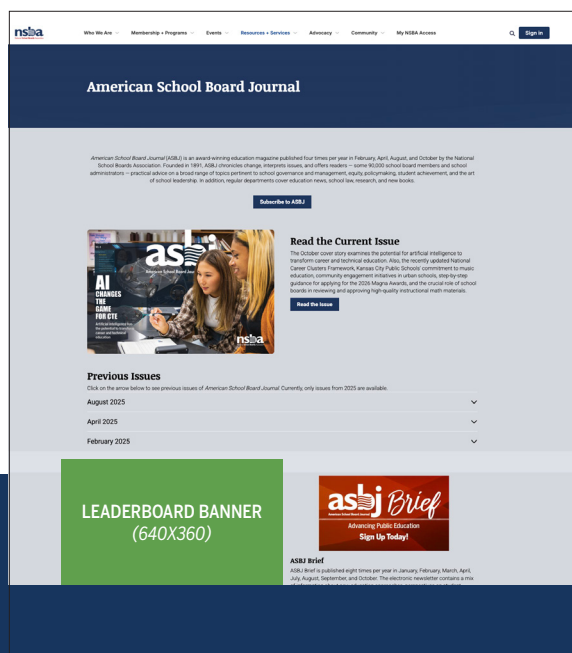
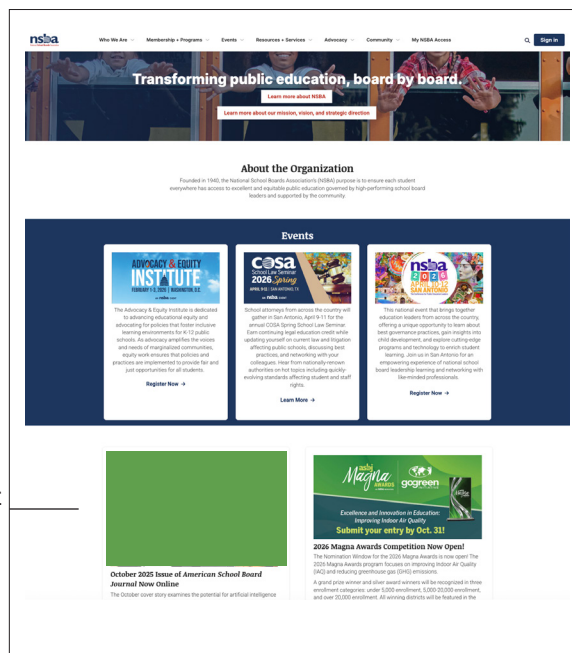
Placements: NSBA.ORG Homepage +
NSBA.ORG/RESOURCES/ASBJ Homepage

\$5,000/Month

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

** Need Help With Ad Design? OUR GRAPHIC SERVICES ARE INCLUDED.

FEATURED
SHOWCASE
IMAGE
(640X360)





LET'S START THE CONVERSATION

THOMAS EVANS

Association Revenue Partners

advertising@nsba.org

855-790-0001

ABOUT NSBA

Founded in 1940, the National School Boards Association's (NSBA) purpose is to ensure each student everywhere has access to excellent and equitable public education governed by high-performing school board leaders and supported by the community.

With members spread across the United States, the Virgin Islands, and Canada, NSBA is the only national organization representing school boards. Along with its member state associations and member public school districts representing locally elected school board officials serving millions of public school students, NSBA believes that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their ability, ethnicity, socioeconomic status, identity, or citizenship, deserves equitable access to an education that maximizes their individual potential.

For more information, **visit [nsba.org](https://www.nsba.org)**.



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