

NSBA'S Online Opportunities



BoardBuzz

NSBA's award winning daily blog attracts more than 81,000 unique visitors each month. BoardBuzz and its podcasts recently won 2008 SNAP Awards in their category.

Rates and Specs

Leaderboard Banner: . . . \$1,200/month
728 x 90 pixels
Square Banner: \$850/month
336 x 289 pixels
Sponsor Both: \$1800/month
GIF format preferred. Size of file may not exceed 20kb.

BoardBuzz Podcast

BoardBuzz can now be downloaded as a weekly podcast. 30 day (or four podcasts) sponsorships are available with mention of your company at the beginning and end of podcast. Your company's name will also be listed as part of the clickable download button.

Rates

Podcast Sponsor.....\$750/month
(one free 30-day sponsor with 3 months of banner advertising on BoardBuzz)

COMPANY SPONSORED WEBINARS

ASBJ hosts topic-specific webinars throughout the year in alignment with the editorial calendar. We look to partner with companies that can lend expertise in a specific area. ASBJ will host and promote the webinar to its more than 40,000 readers via e-mail, monthly alerts, the magazine and through other promotional efforts.

Sponsoring companies will receive:

- Company logo and recognition on all marketing efforts
- Recognition at the beginning of the webinar
- Company logo on each power point slide
- Opportunity for a pitch at the end of the webinar
- List of email addresses from the registrants

Rates

\$3,500 per webinar.

NSBA'S Online Opportunities continued

ONLINE ANTHOLOGIES

Online anthologies on ASBJ.com focus on facilities, safety, health/wellness, technology, and testing, among other topics. Sponsor an anthology and make it available for free to all ASBJ.com visitors. Receive a banner ad and recognition on the front page of ASBJ.com.

Rates and Specs

Online Anthology \$1,200/month
Leaderboard Specs: 728 x 90 pixels
Standard Banner Specs: 468 x 60 pixels
GIF format preferred. Size of file may not exceed 20k.

E-NEWSLETTERS

ASBJ e-alert

A monthly "heads up" from the ASBJ editor to 18,000 readers for the upcoming issue with links to articles and features. Exclusive monthly sponsorship is available.

Rates and Specs

Monthly Banner \$1,200
Yearly Banner \$12,000
220 x 120 with 35 words and a URL link
GIF or jpeg format preferred.

Electronic School E-Zine

Electronic School was re-launched in July 2008 featuring technology-focused topics of interest and a RSS Feed. The new e-zine is targeted to more than 3,400 members of NSBA's Technology Leadership Network (TLN) and is open to other district and education leaders who may want to subscribe.

Rates and Specs

\$750/month or \$7,500/year
240w x 120h pixel banner
GIF or jpeg format preferred.

ADVERTISING CONTACT

Fox Associates
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