



# 2020 Media Kit



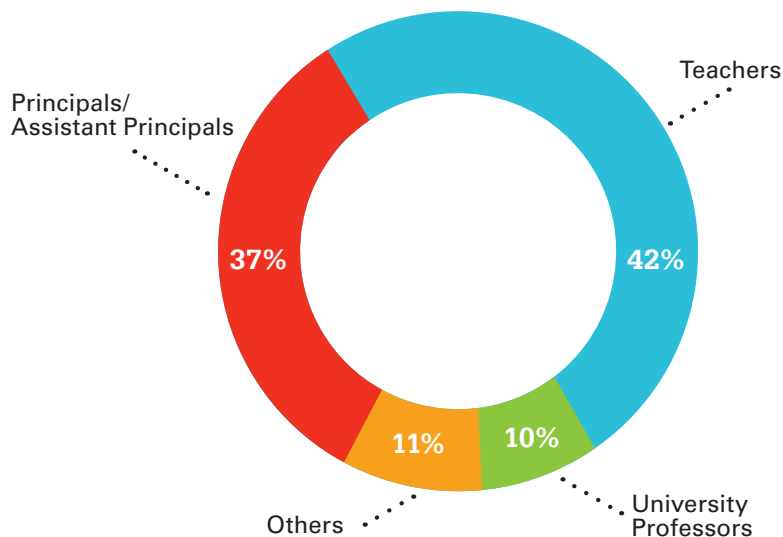
[amle.org](http://amle.org)

AMLE offers information, resources, and professional development to middle grades educators working to develop more effective schools that focus on the success of every student aged 10–15.

### AMLE members are decision makers!

86% make or influence purchasing decisions at both the classroom and school-wide levels.

### ? Who reads AMLE publications?



Source: AMLE Surveys

### Who makes purchasing decisions for the following items in schools?

#### Instructional Materials

Principals	59%
Teachers	48%
Other	25%

#### Professional Development

Principals	73%
Teachers	27%
Other	29%

#### Technology/Software

Principals	54%
Teachers	22%
Other	50%

#### Fund-Raising

Principals	59%
Teachers	32%
Other	42%

#### Student Travel

Principals	63%
Teachers	36%
Other	36%

### What will our school educators purchase in the upcoming school year?

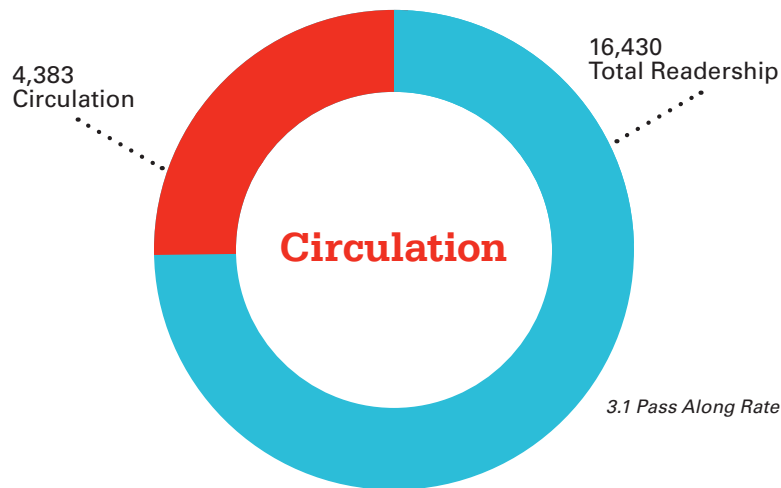
Professional Development	74%
Classroom Supplies	69%
Technology	56%
Curriculum	54%
Software	42%



## When you purchase an ad in *AMLE Magazine*, it will also appear online!

As a member benefit, *AMLE Magazine* offers administrators and teachers: effective strategies, practical and proven practices, and expert insight into middle grades instruction and leadership.

Every issue is available in print and online. Your ad will be included in the online editions of *AMLE Magazine* for FREE!



## 2020 EDITORIAL CALENDAR

### February 2020

Easing the Transition

Reservation deadline: Dec. 20, 2019

Materials due: Jan. 10, 2020

### April 2020

Positive School Culture

Reservation deadline: Feb. 14, 2020

Materials due: Mar. 9, 2020

### August 2020

Student Success Reimagined

Reservation deadline: June 19, 2020

Materials due: July 10, 2020

### October 2020

Leading Learning in the Middle

Reservation deadline: Aug. 14, 2020

Materials due: Sept. 9, 2020

## Print Ad Rates

AMLE Magazine

4 Color	1x	2x or more
Full Page	\$2,085	\$1,535
1/2 Page	\$1,505	\$1,255
1/4 Page	\$995	\$795
Front Inside Cover	\$2,075	\$1,815
Back Inside Cover	\$1,915	\$1,695
Back Cover	\$2,295	\$2,100

## Print Advertising

- PDF/X-1a:2001 or Press Ready (High-resolution) PDF, using the following specifications:
- Publication Trim Size: 8.375 x 10.875 in.
- Bleed Size: 8.625 x 11.125 in., which includes a .125 bleed.
- Embed all fonts & images, composite CMYK color space.
- Do not include crop marks on any files; include bleed.
- Half, third, and fourth page ads should be built to final size without a bleed.

## Terms and Conditions

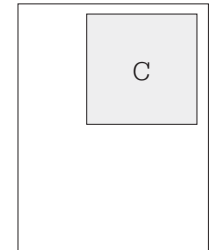
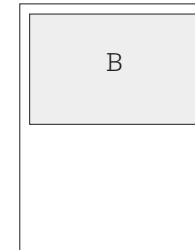
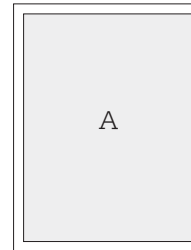
No advertisement may be cancelled after the space reservation date. Covers cannot be cancelled. E-Newsletter ad reservations cannot be cancelled. All advertising is subject to approval by publisher. The word "advertisement" will be placed on copy that, in the publisher's opinion, may be confused with editorial matter.

AMLE is not responsible for ad materials that do not meet the above specifications. Additional charges may apply for additions/corrections to submitted ads.

## Print Ad Dimensions

(inches wide by inches deep)

A	Full Page Bleed	8.625 x 11.125 in.
	Full Page Non-Bleed	7.625 x 10.125 in.
B	1/2 Page	7.5 x 4.8125 in.
C	1/4 Page	4.4167 x 4.4594 in.



## AMLE Magazine Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):  
\_\_\_\_\_  
\_\_\_\_\_

### Billing:

\$ \_\_\_\_\_ (rate) X \_\_\_\_\_ (# of insertions) = \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Send insertion order and ad materials to:

**AMLE**  
advertising@amle.org  
2550 Corporate Exchange Dr, Suite 324  
Columbus, OH 43231  
Phone: 800-528-6672

### Ad Insertion for:

☐ **February 2020**

☐ Cover 2 ☐ Cover 3 ☐ Cover 4 ☐ Full page ☐ 1/2 page ☐ 1/4 page

☐ **April 2020**

☐ Cover 2 ☐ Cover 3 ☐ Cover 4 ☐ Full page ☐ 1/2 page ☐ 1/4 page

☐ **August 2020**

☐ Cover 2 ☐ Cover 3 ☐ Cover 4 ☐ Full page ☐ 1/2 page ☐ 1/4 page

☐ **October 2020**

☐ Cover 2 ☐ Cover 3 ☐ Cover 4 ☐ Full page ☐ 1/2 page ☐ 1/4 page





## Banner Advertising on amle.org

Limited space available!

- 90,000+ visitors per month
- 75,000+ unique visitors per month
- 155,000+ pageviews per month

## Banner Ad Rates\*

amle.org

Size	Frequency	Price
Skyscraper	35K Impressions	\$875 (per rotation)
Boxed	20K Impressions	\$400 (per rotation)

\*All rates are net

## Dimensions

### Skyscraper:

- 160w x 600h (pixels)
- Skyscraper banner ads rotate with other ads on browse by topic, article, search results and login pages.

### Boxed:

- 300w x 250h (pixels)
- Boxed banners rotate with other ads and appear at the end of every article within the browse by topic area.

**Ads are due one week before publishing date.**

## AMLE Website Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):  
\_\_\_\_\_  
\_\_\_\_\_

### Billing:

\$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Ad Insertion for:

☐ **Skyscraper Ad**

☐ **Boxed Ad**

Month for ad to run: \_\_\_\_\_

End date: \_\_\_\_\_

Send insertion order and ad materials to:

### **AMLE**

advertising@amle.org

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672



AMLE members are a vibrant community of like-minded professionals committed to networking and sharing with one another. They are also aggressive and aspirational when it comes to growing their knowledge base and exploring new horizons.

Reaching more than 29,000 educators, *AMLE Newsletter* connects and informs our community twice a month with the best, most relevant content currently available for educators through useful articles, videos, blogs, and more!

*Only one of each advertising type per issue available.*

## Banner Advertiser\*

	Per Issue	Per Issue for 2 or more Issues
Top Banner	\$1,400	\$1,200
Bottom Banner	\$1,250	\$ 995

## Featured Advertiser\*

- Listed as featured sponsor with company logo
- 30-word description and link to your website

	Per Issue	Per Issue for 2 or more Issues
Per Issue	\$1,900	\$1,495

## Sponsored Article

	Per Issue	Per Issue for 2 or more Issues
Per Issue	\$2,050	\$1,650

## Dimensions

- File size is 25K max.
- Format is 72dpi, GIF or JPG file
- No Flash (SWF), animated GIFs, or third-party.
- Sent on the second and fourth Tuesday, August–May and once per month, June, July, and December.
- Ads are due one week before publishing date.

**1 Top Banner:**  
600w x 74h (pixels)

**2 Sponsored Article:**  
Provide article along with header image

**3 Featured Banner:**  
120w x 90h (pixels) with 30 word description

**4 Bottom Banner:**  
600w x 74h (pixels)

AMLE Newsletter Open Rate 23.1%

1

600w x 74h

As educators, we are called to respond to expressions of bias and racism in ourselves and others. It is also our duty to support our students as they become self-actualized people who are actively aware of the larger world. We know this is not an easy task. AMLE is committed to being an ally and an advocate in the continuing fight for racial equality and social progress. But we need your help.

[Read Full Statement](#)

2

**Your Script for Responding To Racism and Bias**

Rick Wormeli, in his recent AMLE Magazine column, implores us to "...draw from this welling moral outrage and our all-consuming desire for a just world and find the courage to react in a timely and effective manner to bias and racism,

3

**Featured Advertiser**

**SecondStep**

A first-of-its-kind SEL curriculum that's modern, web-based, and responsive to the needs of today's middle school students and educators. Visit Booth #400 at AMLE2018 to learn more.

[SecondStep.org](#)

4

600w x 74h

## AMLE Newsletter Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):

\_\_\_\_\_

\_\_\_\_\_

### Billing:

\$ \_\_\_\_\_ (rate) X \_\_\_\_\_ (# of months) = \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Send insertion order and ad materials to:

### AMLE

advertising@amle.org

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672

### Ad Insertion for:

☐ Top Banner Ad

☐ Bottom Banner Ad

☐ Featured Advertiser Ad

☐ Sponsored Article

☐ January 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ February 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ March 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ April 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ May 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ June 2020 *(only one issue sent)*

☐ July 2020 *(only one issue sent)*

☐ August 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ September 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ October 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ November 2020

☐ 2nd Tuesday

☐ 4th Tuesday

☐ December 2020 *(only one issue sent)*



## Sponsored E-Blast Advertising

Purchasing a sponsored e-blast is the perfect way to get your message directly to 50,000+ middle level educators. Buy a sponsored e-blast to get an **exclusive** message without competing with other advertisers. The percentage of open rates have increased due to the high level of educators now working from home and needing valuable information to help navigate their online learning.

AMLE will send out **ONE** sponsored e-blast per quarter to the 50,000 members.

Space is on a first come first serve basis.

Rate: **\$2,499**

## Specifications & Guidelines

- One company logo (150 pixels wide max)
- One 600 w x 250 h banner
- 150-200 words of text
- One URL call-to-action link
- Content should include educational, practical, useful information in which the member would find valuable. The overall message should be informative versus a sales pitch with a “call to action”.
- AMLE reserves the right to edit or alter content as it deems necessary to meet the above requirements and provided maximum value for its members.
- Send copy, art one week prior to specified delivery date.

150w maximum



Sponsored Content

600w x 250h

### **Ducium qui idundebit faccat.**

Uciistem natur abo. Et labor aut et hit, suntur repratur acestist eturio dolesenihit hicium doloristia comnisqui occate esequia eos esequiam rempos eat pos eaquaspicid quis mod maiori ut liquas rectisciur si bea ipsam volupta spellup tiusam doluptatius quas solut assit quibus, temqui consecate alite etusam di ut voluptitis autaestianto doluptate volorenim id es eles dolescim quam doluptas siti nim dolor si si dolutae nus, solo illiqua spelliqEct vere, eatissi maximus re arum ut ius et, audipid itatusa ndentem qui unt, omnihit ra aut hillicipsant aceria vit quam volest odipiti nvendus.

Officipsanti occume es et volent, omnistion consedis nature exerum dolume cus debitament magnitibusa verit, illoreptatur abor autaquam eturit reperum etur aut qui beraes est harum cus sit derum nos aut iusam, quis exerum quidentur min experio necatem. Mentian isquunt is ma comnimore nim rerspisp pro cor rerfere henihil magnimint, etur?Xerum quamet ea pora pliam aut ut prest, endae volectus estius, officia veles doluptassim volorporis es et, occullum sit destios experio. Loresequid magnat verum id ea con pe quodignima eles molor re, nit quia veni corum eatia dicim

**Call-To-Action**

## AMLE Sponsored E-Blast Advertising Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):

\_\_\_\_\_  
\_\_\_\_\_

**Price: \$2,499**

Month for Sponsored E-Blast: \_\_\_\_\_

### Payment Information:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card # \_\_\_\_\_

Exp. Date (mm/yy) \_\_\_\_\_ CSV# \_\_\_\_\_

Cardholder Name \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

For more information, contact:

### **AMLE**

advertising@amle.org

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672

## Sponsored Webinars

Now more than ever the AMLE members are looking for valuable information. AMLE is happy to offer the opportunity for sponsored webinars. These webinars are conducted by sponsoring organizations who would like to make their content available to the members and non-members.

This is a great way to share knowledge and expertise about a topic or service directly to the middle school educators. Recent AMLE webinars are increasing in attendance due to the educators being at home with easy online access. Limited to one sponsored webinar per month.

Webinar Price: **\$1,500**



## Sponsored Webinar Details and Content

- Webinar will be no longer than 60 minutes
- Webinar must be educational in nature
- Webinar session may highlight a particular product or service as long as it is in-line with the topic (this is not a sales pitch)

## Sponsored Webinar Guidelines

- No more than 1 sponsored webinar per month will be allotted (in addition to the regular Webinars by AMLE)
- All topics and content must be approved by AMLE
- AMLE will promote the session in the same manner as the AMLE Webinars are promoted
  - The webinar will be highlighted in the AMLE newsletter
  - The webinar will be listed on the AMLE website for members to sign up for the webinar
  - AMLE will promote on social media
  - Webinar will be archived to view on the AMLE website after the original session

## Sponsored Webinars Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):

\_\_\_\_\_  
\_\_\_\_\_

**Price: \$1,500**

Month for Sponsored E-Blast: \_\_\_\_\_

### Payment Information:

☐ Visa   ☐ MasterCard   ☐ American Express   ☐ Discover

Card # \_\_\_\_\_

Exp. Date (mm/yy) \_\_\_\_\_ CSV# \_\_\_\_\_

Cardholder Name \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

For more information, contact:

### **AMLE**

advertising@amle.org

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672



AMLE is excited to launch the new Middle School Resource Center on the AMLE website. The need for educational resources is at an all-time high with many educational staffs working from home, planning for a fall 2020 school opening.

The resource center will have a home page that contains over 30 categories by icon and name. When the user clicks on the icon it will bring a listings page for that category. Your listing(s) can contain a logo, description and link to your company's website URL.

You can select from over 30 categories that best fit your program or service or if your product/service crosses over into other categories, you can be in more than one category. We will develop additional listing categories based on demand. Each category listing is per the rates below.

### Pricing (Net to AMLE)

<b>Non-Profit Rate Listing</b> (per category listing):	<b>For Profit Rate Listing</b> (per category listing)
\$15 per month – 3 month minimum	\$20 per month – 3 month minimum
Add \$5 per listing for a logo within the listing area	Add \$5 per listing for a logo within the listing area

*We are offering listings at a low introductory rate so lock in your rate for a longer term.*

*Listing placement in each category will be based on receipt of insertion order. So send in your insertion order early for a higher listing placement.*

### Guidelines:

- Provide a 50 word description (maximum of 350 characters with spaces) – email to robin@adguidance.com
- Provide a URL to link to your listing
- Logo pixel Size: 170 w x 98 h pixels (jpeg file)
- Click counts available upon request
- Fill out insertion order form on page 3 and email to robin@adguidance.com

### Categories

Absenteeism/Truancy	Ethics	Development
Administration	Fund Raising	Publishers
Art & Music	Furniture	Reading Writing/ Language Arts
Assessment	Government Resources	Recruiting
Audio Visual Equipment	Grieving Families	School Safety
Awards	Instructional Strategies	School Technology Solutions
Career & College Readiness	Insurance	Science
Character Education	Internet Safety/Online Bullying	SEL & Student Wellness
Classroom Materials	Leadership	Social Studies
Crafts	Mathematics	Special Education
Curricular Materials	Mentoring	Student Discipline
Distance Learning	Parent Teacher	Teacher Education
Diversity & Equity	Physical Education/ Fitness	Technology
Educational Travel	Professional	

## Resource Center Insertion Order Form

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Address (if different from above):  
\_\_\_\_\_  
\_\_\_\_\_

### Pricing (Net to AMLE)

<b>Non-Profit Rate Listing</b> (per category listing):	<b>For Profit Rate Listing</b> (per category listing)
\$15 per month – 3 month minimum	\$20 per month – 3 month minimum
Add \$5 per listing for a logo within the listing area	Add \$5 per listing for a logo within the listing area

**Logo Pixel Size:** 170 w x 98 h pixels (jpeg file)

**Category(s):** \_\_\_\_\_

Number of Category Listings \_\_\_\_\_ X Listing Rate \$ \_\_\_\_\_

Plus logo rate of \$5 per listing \_\_\_\_\_

number of months \_\_\_\_\_ = \$ \_\_\_\_\_

### Payment Information:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card # \_\_\_\_\_

Exp. Date (mm/yy) \_\_\_\_\_ CSV# \_\_\_\_\_

Cardholder Name \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

For more information, contact:

### AMLE

advertising@amle.org

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672

**#AMLE20 Virtual!**  
[amle.org/annual](http://amle.org/annual)

# #AMLE20 *Virtual!*

October 23-25, 2020

The Successful Middle School: Virtually Creating the Classroom of the Future

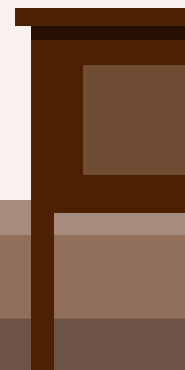
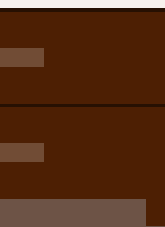
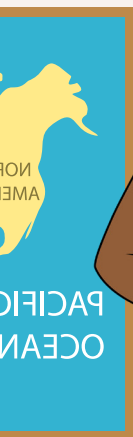
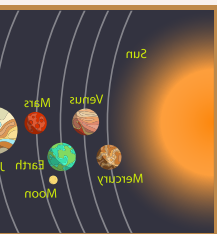
## Exhibiting/Sponsorship Opportunities

We are pleased to announce that #AMLE20, the 47th Annual Conference for Middle Level Education, is going virtual, making high-quality professional development more accessible to educators around the world as an online event. The Association for Middle Level Education (AMLE) invites you to virtually join middle grades educators around the world by exhibiting, advertising, or sponsoring at #AMLE20 – the largest and most exclusive marketing opportunity for interacting with influencers and decision makers in middle schools (grades 5-9).

For more information on exhibiting or sponsoring at #AMLE20 call AMLE at **800-528-6672** or email **[sponsorships@amle.org](mailto:sponsorships@amle.org)**.

Visit our website for more information at:

**[www.AMLE.org/annual/ExhibitorsSponsors](http://www.AMLE.org/annual/ExhibitorsSponsors)**



# **Reach Every Student**

## **Grow Professionally**

### **Create Great Schools**

#### **About AMLE**

The Association for Middle Level Education (AMLE) is the premier association helping middle grades educators reach every student, grow professionally, and create great schools. Our membership includes more than 52,350 members who are principals, teachers, central office personnel, professors, college students, parents, community leaders, and educational consultants around the globe.

For ad space reservation, insertion orders, advertising questions,  
or general inquiries please contact:

#### **AMLE**

[advertising@amle.org](mailto:advertising@amle.org)

2550 Corporate Exchange Dr, Suite 324

Columbus, OH 43231

Phone: 800-528-6672