

Make your success story rise to the top!

Leading the Way

»»»»»»»» **case studies**

**Tell a nationwide audience of 73,000
K12 leaders about your success!**

Leading the Way is a special collection of K12 success stories published exclusively in the November/December issue of *District Administration*.

Leading the Way offers a complete marketing package which positions your custom advertorial alongside a full-page ad highlighting your brand. This attention-grabbing two-page spread is then sent to leaders in virtually **every school district in the country**.

Value-added bonuses:

- **BONUS DISTRIBUTION** — You benefit from year-round bonus distribution at key industry tradeshows, including FETC, TCEA, AASA, NSBA, COSN, ISTE, ASBO, and AESA.
- **FREE REPRINTS** — We provide you with an electronic file of your *Leading the Way* spread for your unlimited reprint purposes.
- **ONLINE EXPOSURE** — Your *Leading the Way* success story will appear online in a special section of DistrictAdministration.com with your logo and a link to your website.

Put the power of *District Administration* to work for you

Leading the Way reaches more than 73,000 K12 leaders in districts nationwide. *District Administration* is received and read regularly by more of these leaders than its competitors. There's no better way to prove that your company is *Leading the Way* in the K12 marketplace.

**Take advantage now of our special pricing for this once-per-year,
high-impact opportunity that delivers year-round results.**

For additional information, please contact your DA account manager.

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