

Establish Thought Leadership in the K12 Market

Custom e-Newsletters

▶▶▶▶▶ Only One Advertiser Per Issue: You!

Get targeted engagement with K12 district leaders.

Be the thought leader in your competitive space. Build your brand with timely, topical, custom communications sent to senior managers in K12 districts across the US.

- Every issue is delivered to more than 20,000 potential prospects
- Each issue features three 468x60 banner ads
- Every advertising position in every issue belongs exclusively to you
- Every issue is archived and promoted for continuing audience engagement
- Custom Circulation Bonus: Each issue can also be sent to your list

BONUS: EVERY ISSUE GENERATES LEADS

- Leads are generated by clicks on your banner ads
- Leads are reported in real time for actionable follow-up
- You also get trend information on what content is most popular with readers

Your custom e-newsletter promotes your industry innovation and expertise, generates leads, and elevates your thought leadership platform in the K12 market!

Pricing is only \$6,300 per issue with a minimum 6-month contract.

To launch your custom e-newsletter, contact your DA rep today!

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DA DistrictAdministration
SOLUTIONS FOR SCHOOL DISTRICT MANAGEMENT