Case Studies: Spread the Word

Share the story of your success with 160,000+ K12 school district leaders nationwide.

Nobody reaches school district executives like District Administration, and nothing delivers more impact than DA's special Spread the Word content marketing program. Spread the Word takes your full-page ad and integrates it with a powerful, custom-tailored advertorial message that highlights one or more of your K12 success stories. The result is a dynamic two-page spread that inspires readers to take action on your marketing message.

You tell us what you want to accomplish, and DA does the rest. Your Spread the Word case study is created to your specification by DA's industry-leading content marketing group. DA does the research, writing, design, and production and, upon your approval, publishes your message prominently in District Administration magazine to a national audience of more than 160,000 K12 district-level decision makers.

Value Added Bonuses:

1. **Online Exposure** - Your Spread the Word success story, and a link to your company website will appear on the DA website, and in the digital edition of District Administration magazine.

2. **Free Reprints** - DA will provide a digital copy of your Spread the Word case study for your reprint collateral use.

3. **Product Spotlight** - Your Spread the Word is included in DA's monthly Product Spotlight lead generation email campaign featuring advertisers in District Administration.

Spread the Word about your success in K12 education.
Contact your DA Account Manager today.

**CONTACT**

**East**.................George Halo.............609.242.4294...ghalo@districtadministration.com

**Midwest**..............Katie Grzybowski...203.313.8386...kgrzybowski@districtadministration.com

**West**....................George Saroyan.....951.415.2423...gsaroyan@districtadministration.com