Description
The National Association of State Boards of Education (NASBE) publishes the State Education Standard three times annually. Each issue focuses on a specific theme (e.g., teacher quality, school funding, charter schools) but always in the context of how state policy affects what happens in schools and classrooms. Leading education thinkers, policymakers, researchers, and practitioners write for the Standard.

Purpose
The Standard serves a dual mission: Primarily, it helps policymakers and education leaders understand the complex issues involved in improving their education systems. But it also helps advocates, researchers, and other experts better understand the equally complicated arena of policymaking. Overall, we seek to bring together the best thinking in policy, research, and practice to enable decision makers to drive school improvement.

Format
There are six to ten magazine-length feature articles per issue. Departments include News & Notes; columns on communications strategy, leadership, and legal issues; a Q&A with policymakers, practitioners, and advocates; and a column by NASBE’s president. The Standard is 48 to 56 pages in length; dimensions are 8.5” x 11”. It is printed in full color.

Distribution
The Standard is mailed to all members and posted online at www.nasbe.org. It is also distributed to other decision makers, advocates, foundations, journalists, and education associations. New issues of the Standard are distributed at education conferences and meetings and are promoted in NASBE’s newsletter, press releases, and to our 18K Twitter followers.

Advertising Mechanical Requirements
The State Education Standard is printed on offset using SWOP standards, 70 lb stock for text and 80 lb cover stock with silk gloss varnish. Ads may be provided in PDF format with proof included or as EPS or TIFF files with fonts and graphics and proof included. Please keep essential matter ¾” from trim.
Advertising Guide

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Ad Rates

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Editorial Calendar for 2020–21

Fostering Arts-Rich Schools
January 2020
The issue will cover state efforts to increase quality and access to arts courses and experiences, the role of arts in nurturing the whole child, building partnerships to advance arts learning, and arts integration.
Ad materials deadline: November 18, 2019

Gauging School Climate
May 2020
This issue will explore how states support schools in creating nurturing places to learn and good places for educators to work. It will cover climate surveys, antibullying efforts, ways to build teacher capacity and diversity, absenteeism, and disparate discipline practices.
Ad materials deadline: March 27, 2020

Next-Generation Assessments
September 2020
The issue explores the changing nature of formative and summative assessments, alternate assessments, and their role in state accountability systems.
Ad materials deadline: July 24, 2020

Equity in Rural Education
January 2021
This issue will address the unique challenges of rural schools in providing rigorous coursework and college- and career-ready paths, in getting equitable resources, and in attracting talented teachers and leaders.
Ad materials deadline: November 22, 2020

Contact
Valerie Norville
Editorial Director
National Association of State Boards of Education
E: valerie.norville@nasbe.org P: 703-740-4825
www.linkedin.com/in/valerienorville/
**Description**
The National Association of State Boards of Education (NASBE) holds its Annual Conference each fall. It is the primary professional development and networking event for members of state boards of education. Members are volunteers, either elected or appointed in their states for fixed terms. Those who attend NASBE events represent those who are most engaged and committed to increasing the effectiveness of their service to public education. The program is the main print vehicle at the conference, distributed to all attendees to guide them through the three days of the conference, plus a day of workshops.

**Format**
The conference program is in 5.5 x 8.5 booklet form in full color. Ads may be provided in PDF format with proof included or as EPS or TIFF files with fonts and graphics and proof included. Please keep essential matter ½” from trim.

- Full-page trim size: 5.5” x 8.5”
- Full-page bleed size: 6” x 9”
- Half-page trim size: 5.5” x 4.25”
- Half-page bleed size: 6” x 4.5”

**Ad Rates**

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Your organization’s name will also appear on a contributors’ listing inside the program.

If you would like to combine sponsorship ads in the conference program with advertisement in an upcoming issue of the State Education Standard, contact NASBE for discount pricing.

**Contact**
Valerie Norville
Editorial Director
National Association of State Boards of Education
E: valerie.norville@nasbe.org  P: 703-740-4825
www.linkedin.com/in/valerienorville/
About NASBE

Mission
The National Association of State Boards of Education (NASBE) develops, supports, and empowers citizen leaders on state boards of education to strengthen public education systems so students of all backgrounds and circumstances are prepared to succeed in school, work, and life. For over 60 years, NASBE has served as the only membership organization solely for state boards of education.

Who Are NASBE Members?
State boards hold a pivotal place in education policymaking. While each state board has a unique context of state governance and authority, the vast majority have influential positions or direct policy authority over statewide learning standards, graduation requirements, accountability and assessment programs, and accreditation and teacher preparation standards. Because their members’ terms last from four to nine years, state boards serve as the stable center of state education governance, capable of steering a statewide education agenda to fruition even in the midst of leadership transitions. State boards often set the vision for public education in their states and shepherd policies to advance that vision.

Any individual who sits on a member state board has access to NASBE member services. These boards make decisions that affect over 30 million K-12 public school students. NASBE has two affiliate associations: the National Council of State Board of Education Executives (NCSBEE) and the National Council of State Education Attorneys (NCOSEA).

For more information, please visit www.nasbe.org.