

The State Education Standard

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 $\frac{3}{4}$ " from trim.

Advertising Guide

Ad Sizes	Width (inches/ picas)	Depth (inches/ picas)
Full page with 1/8" bleeds	8.75" 52p6	11.25" 67p6
Full-page without bleeds	7.125" 42p9	9.75" 58p6
1/2 page horizontal	7.125" 42p9	4.875" 29p3
1/2 page vertical	2.7" 16p2	9.75" 58p6

Ad Rates

	Size	1 issue	2 issues	3 issues
Interior Ads	Full page	\$1,800	\$1,700	\$1,600
	1/2 page	\$650	\$600	\$550
Cover Ads	Covers 2&3	\$2,000	\$1,900	\$1,800
	Cover 4	\$2,200	\$2,100	\$2,000

Editorial Calendar for 2021–22

Equity in Rural Education

January 2021

This issue will address the unique challenges of rural schools in providing rigorous education, in getting equitable resources and access to technology for distance learning, and in attracting and retaining talented teachers and leaders.

Ad materials deadline: November 23, 2020

Reimagining School

May 2021

What would states do if they were free to build education systems from scratch? What would the implications be for teaching and learning, accountability, school improvement, blended learning, and school finance? As the pandemic crisis prompts state leaders to reassess their approaches to doing school, this issue looks at state experiences with innovation and what can be learned from comparisons with school systems around the world.

Ad materials deadline: March 26, 2021

Racial Justice and the Role of Schools

September 2021

This issue dives into the disparate impacts on students of color of differences in resources, discipline policies, juvenile justice, access to advanced coursework and to teachers and leaders of color, and to approaching standards of learning in subjects like history and English language with an antiracist lens.

Ad materials deadline: July 23, 2021

Supporting Learning for Students with Disabilities

January 2022

The pandemic deepened the struggles of states and districts to meet the needs of students with disabilities. This edition will address the approaches some took to ensuring that children qualifying for individual education programs receive a meaningful education, efforts to recruit and retain special education teachers, finance issues, early screening and education, and career education.

Ad materials deadline: November 23, 2021

Contact

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Annual Conference Program

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 1/2" 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

	Size	Price
Interior Ads	1/2 page	\$500
	Cover Ads	
	Full page	\$1,000
	Cover 4	\$1,200

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

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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.