

### *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](http://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 18.5K Twitter followers.

#### **Advertising Mechanical Requirements**

The *State Education Standard* is printed digitally, with 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 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
½ page horizontal	7.125" 42p9	4.875" 29p3
½ 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 2022–23*

#### **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**

#### **Advancing Math and Science Instruction**

May 2022

What distinguishes excellent and equitable instruction in math and science? The authors in this issue examine the policy options for expanding access to high-level coursework, ensuring equity, accelerating learning, and preparing teachers.

**Ad materials deadline: March 25, 2022**

#### **Equipping Teachers**

September 2022

This issue examines research on teacher diversity, recruitment strategies, preparation programs, testing and licensure, certification, induction, and retention, and it explores effective use of state board's policy levers to ensure that all students have access to an excellent teacher.

**Ad materials deadline: July 22, 2022**

#### **Leading and Governing**

January 2023

State boards play varying roles in the governance of their state education systems. This issue reviews the state governance landscape, highlights case studies of effective practice in state education governance, and explores the skills boards need to lead, collaborate effectively, and engage in effective strategic planning.

**Ad materials deadline: November 22, 2022**

#### **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](http://www.nasbe.org).***