



Media Kit

2017
amle.org



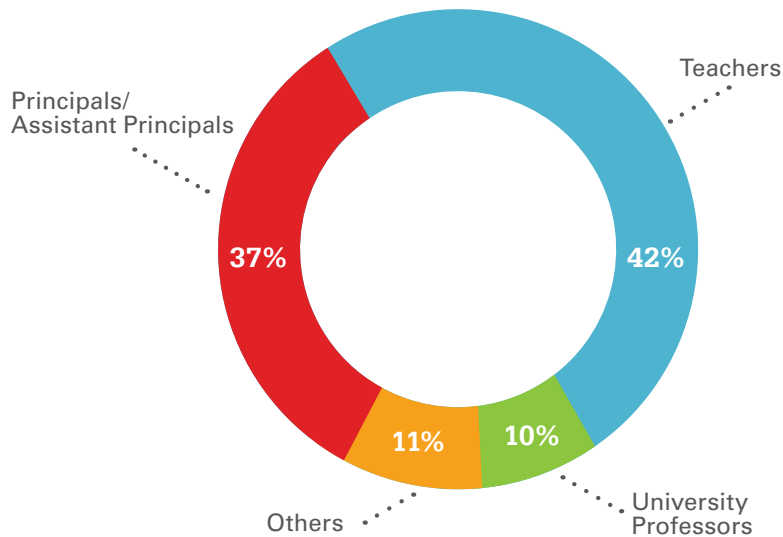
AMLE offers information, resources, and professional development to middle grades educators working to develop more effective schools that focus on the success of every student aged 10–15.

AMLE members are decision makers!

88% make or influence purchasing decisions at both the classroom and school-wide levels.

- 52.3% make purchasing decisions
- 52.5% influence purchasing decisions

? Who reads AMLE publications?



Source: AMLE Survey

Who makes purchasing decisions for the following items in schools?

Instructional Materials

Principals	54%
Teachers	66%
Other	24%

Professional Development

Principals	78%
Teachers	32%
Other	28%

Technology/Software

Principals	60%
Teachers	37%
Other	48%

Fund-Raising

Principals	63%
Teachers	26%
Other	36%

Student Travel

Principals	64%
Teachers	31%
Other	36%

What will our educators purchase in the upcoming school year?

Classroom Supplies	72%
Professional Development	54%
Technology	51%
Curriculum	35%
Software	33%



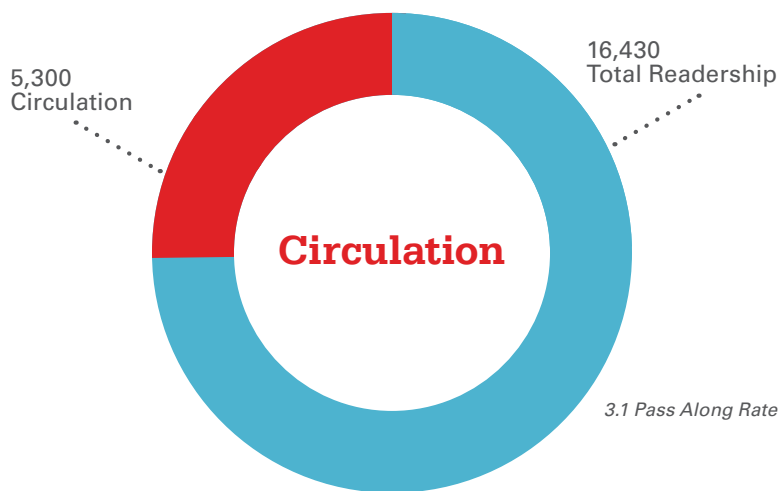
Print

Web

When you purchase an ad in *AMLE Magazine*, it will also appear online!

As a member benefit, *AMLE Magazine* offers administrators and teachers: effective strategies, practical and proven practices, and expert insight into middle grades instruction and leadership.

Every issue is available in print and online. Your ad will be included in the online editions of *AMLE Magazine* for FREE!



2017 EDITORIAL CALENDAR

January/February 2017

Effective Assessments and Student Feedback

Reservation deadline: Dec. 22, 2016

Materials due: Jan. 9, 2017

April 2017

Transitions to and from Middle School

Reservation deadline: Feb. 17, 2017

Materials due: Mar. 6, 2017

August 2017

Making the Middle School Philosophy Work

Reservation deadline: June 19, 2017

Materials due: July 6, 2017

October 2017

Innovative Teaching Practices

Reservation deadline: Aug. 16, 2017

Materials due: Aug. 30, 2017

Print Ad Rates

AMLE Magazine

4 Color	1x	2x or more
Full Page	\$2,085	\$1,535
1/2 Page	\$1,505	\$1,255
1/4 Page	\$995	\$795
Front Inside Cover	\$2,075	\$1,815
Back Inside Cover	\$1,915	\$1,695
Back Cover	\$2,295	\$2,100

Print Advertising

- PDF/X-1a:2002 or Press Ready (High-resolution) PDF, using the following specifications:
- Publication Trim Size: 8.375 x 10.875 in.
- Bleed Size: 8.625 x 11.125 in., which includes a .125 bleed.
- Embed all fonts & images, composite CMYK color space.
- Do not include crop marks on any files.
- Half, third, and fourth page ads should be built to final size without a bleed.

Terms and Conditions

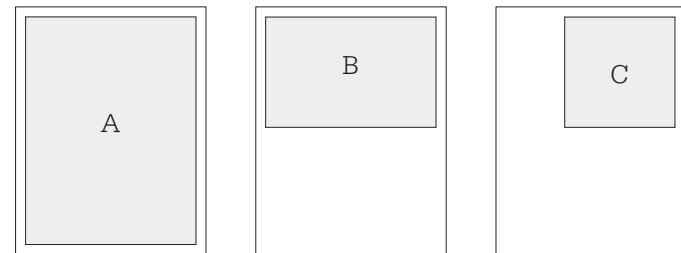
No advertisement may be cancelled after the space reservation date. Covers cannot be cancelled. E-Newsletter ad reservations cannot be cancelled. All advertising is subject to approval by publisher. The word “advertisement” will be placed on copy that, in the publisher’s opinion, may be confused with editorial matter.

AMLE is not responsible for ad materials that do not meet the above specifications. Additional charges may apply for additions/corrections to submitted ads.

Print Ad Dimensions

(inches wide by inches deep)

A	Full Page Bleed	8.625 x 11.125 in.
	Full Page Non-Bleed	7.625 x 10.125 in.
B	1/2 Page	7.5 x 4.8125 in.
C	1/4 Page	4.4167 x 4.4594 in.





Banner Advertising on amle.org

Limited space available!

- 65,000+ visitors per month
- 48,000+ unique visitors per month
- 135,000+ pageviews per month

Banner Ad Rates*

amle.org

Size	Frequency	Price
Skyscraper	35K Impressions	\$875 (per rotation)
Boxed	20K Impressions	\$400 (per rotation)

*All rates are net

Dimensions

Skyscraper:

- 160w x 600h (pixels)
- Skyscraper banner ads rotate with other ads on every browse by topic, article, search results and login pages.

Boxed:

- 300w x 250h (pixels)
- Boxed banners rotate with other ads and appear at the end of every article within the browse by topic area.

Ads are due one week before publishing date.

AMLE members are a vibrant community of like-minded professionals committed to networking and sharing with one another. They are also aggressive and aspirational when it comes to growing their knowledge base and exploring new horizons.

Reaching more than 26,000 educators, *AMLE Newsletter* connects and informs our community twice a month with the best, most relevant content currently available for educators through useful articles, videos, blogs, and more!

Banner Advertiser*

	Per Issue	Per Issue for 2 or more Issues
Top Banner	\$1,400	\$1,200
Bottom Banner	\$1,250	\$ 995

Featured Advertiser*

- Listed as featured sponsor with company logo
- 30-word description and link to your website

	Per Issue	Per Issue for 2 or more Issues
Per Issue	\$1,900	\$1,495

Value Packages*

	Per Issue	Per Issue for 2 or more Issues
Package 1- Both Banners	\$2,200	\$1,595
Package 2 - 1 Banner & Feature	\$2,500	\$1,795
Package 3 - 2 Banners & Feature	\$3,100	\$1,995

*All rates are net

Dimensions

- File size is 25K max.
- Format is 72dpi, GIF or JPG file
- No Flash (SWF) or third-party.
- Sent on the second and fourth Tuesday, August–May. Sent on the third Tuesday June, July and December.
- Ads are due one week before publishing date.


1 Top Banner:
600w x 74h (pixels)

2 Featured Banner:
120w x 90h (pixels)
with 30 word description

3 Bottom Banner:
600w x 74h (pixels)

AMLE Newsletter Open Rate 24.9%

1 600w x 74h



In this issue...

- > [Bringing Real World Experiences to the Classroom](#)
- > [The AMLE Institute for Middle Level Leadership](#)
- > [What's Hot: Classroom Management, Relationships, Difficult Students](#)
- > [Secrets From The Middle](#)
- > [Rick Wormeli at AMLE2016!](#)
- > [Messages from AMLE](#)
- > [Quote to Note](#)

2

120w x 90h


Writing Workshop in Middle School
from Marilyn Pyle

This new step-by-step guide showcases how to establish routines, set high expectations, plan assignments, sequence mini-lessons, design rubrics, encourage revision, and much more.

The Nature of the Middle Level
by Dru Tomlin

Essential Attribute #3: Empowering—providing all students with the knowledge and skills they need to take control of their lives.

As I was walking in a parking lot recently, I spotted this small plant growing out of a crack between the speckled asphalt and the flat gray curb, and I marveled at its triumph. How did it push its way through the hard, unforgiving concrete and not only grow, but flourish and spread its tiny tendrils outward into the warm summer air? With that question, I also saw the faces of many middle school students I had taught in my classroom [More](#).




Haiku

These lives come to us
Into the middle level
Eager to blossom.

3 600w x 74h

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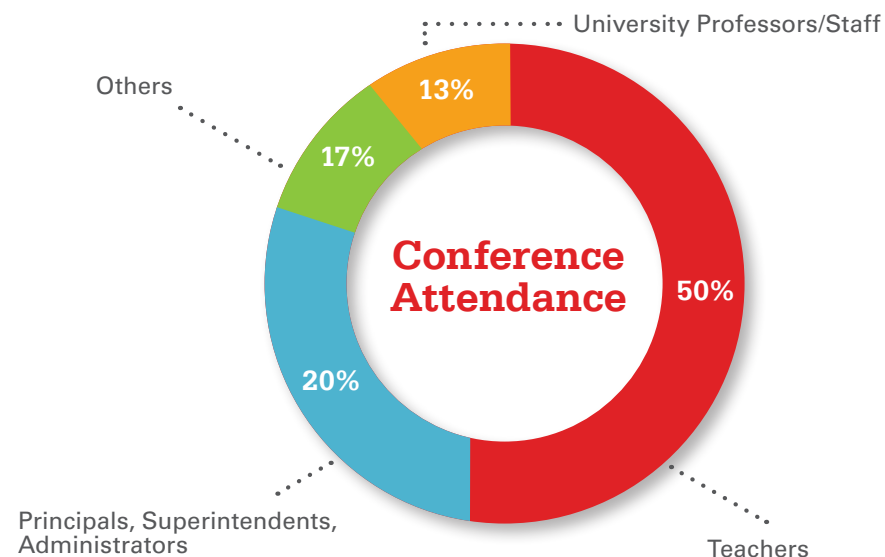
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The AMLE Annual Conference for Middle Level Education is the largest international meeting and exhibit for interacting face-to-face with influencers and decision makers in the middle level education industry.

- Meet thousands of new buyers to build, develop, and grow a quality database.
- Strengthen your relationships with customers.
- Show your full product line in person rather than just online or in a direct-mail catalog.
- Increase your visibility and add value to your brand.
- Sell your products and services on the show floor.

Conference Program Book Ad Rates

Color	Non-Exhibitor Price	Special AMLE Exhibitor Price
Full Page	\$3,000	\$ 995
Front Inside Cover (C2)	\$4,250	\$1,795
Back Inside Cover (C3)	\$4,250	\$1,695
Back Cover	\$5,500	\$2,595
Black & White		
Full Page (no bleed)	\$1,450	\$750



Ad Dimensions

*Bleed available for color ads only.
Publication trim size is 5.375 x 8.375 in.*

Full Page Bleed	5.625 x 8.625 in.
Full Page Non-Bleed	4.625 x 7.625 in.

Reservation deadline: Sept 13, 2017 • Materials due: Sept. 27, 2017

88% of attendees either make or influence purchasing decisions!

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Grow Professionally
Reach Every Student
Create Great Schools

.....

About AMLE

The Association for Middle Level Education (AMLE) is the premier association helping middle grades educators reach every student, grow professionally, and create great schools. Our membership includes more than 45,000 members who are principals, teachers, central office personnel, professors, college students, parents, community leaders, and educational consultants around the globe.

Contact Us

For ad space reservation, insertion orders, and advertising questions please contact:

Event Producers

14090 Fryelands Blvd., SE, Suite 342, Monroe, WA 98272
Emma Nelson (emma@eventproducers.events)
Kaylee Van Nort (kaylee@eventproducers.events)
425-420-1680

For other inquiries, please contact:

AMLE

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