Banner Advertising on amle.org

Limited space available!

- 75,000+ visitors per month
- 55,000+ unique visitors per month
- 125,000+ pageviews per month

Banner Ad Rates*

<table>
<thead>
<tr>
<th>Size</th>
<th>Frequency</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>One month</td>
<td>$975 (per rotation)</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>One month</td>
<td>$875 (per rotation)</td>
</tr>
<tr>
<td>Boxed</td>
<td>One month</td>
<td>$400 (per rotation)</td>
</tr>
</tbody>
</table>

*All rates are net

Dimensions

Banner:
- 1468 x 60h (pixels)
- Banner ads rotate with other ads on browse by topic, article, search, results and login pages.
- Positioned at the top of each page it remains top of page in every view.

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

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

Ads are due one week before publishing date.
AMLE Website Insertion Order Form

Company ________________________________

Contact ________________________________

Address ________________________________

City ________________________________

State _______ Zip _______

Contact Phone ________________________________

Contact E-mail ________________________________

Billing Address (if different from above):

________________________________________

________________________________________

Ad Insertion for:

☐ Skyscraper Ad  ☐ Boxed Ad  ☐ Banner Ad

Month for ad to run ________________________________

End date ________________________________

Billing:

$ __________________

Signature ____________________ Date ________________

Send insertion order and ad materials to:

AMLE
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672
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 18,000 educators, AMLE Focus on the Middle connects and informs our community every Tuesday with the best, most relevant content currently available for educators through useful articles, videos, blogs, and more!

Only one for each advertising type per issue available.

### Banner Advertiser

<table>
<thead>
<tr>
<th></th>
<th>Per issue</th>
<th>Per issue for 2 or more issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$1,400</td>
<td>$1,200</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$1,250</td>
<td>$995</td>
</tr>
</tbody>
</table>

### Featured Advertiser

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

<table>
<thead>
<tr>
<th></th>
<th>Per issue</th>
<th>Per issue for 2 or more issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per issue</td>
<td>$1,900</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

### Sponsored Article

<table>
<thead>
<tr>
<th></th>
<th>Per issue</th>
<th>Per issue for 2 or more issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Issue</td>
<td>$2,050</td>
<td>$1,650</td>
</tr>
</tbody>
</table>

### Dimensions

- File size is 25K max.
- Format is 72dpi, GIF or JPG file.
- No Flash (SWF), animated GIFs, or third-party.
- Sent on the second and fourth Tuesday, August-May and once per month, June, July and December.
- Ads are due one week before publishing date.
AMLE Focus on the Middle Insertion Order Form

Company ________________________________
Contact ________________________________
Address ________________________________
City ___________________ Zip ____________
State ____________________________
Contact Phone ________________________
Contact E-mail ________________________
Billing Address (if different from above):

Send insertion order and ad materials to:

**AMLE**
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue number</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td>February 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td>March 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td></td>
<td>5th</td>
</tr>
<tr>
<td>April 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
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<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td>May 2021</td>
<td>1st</td>
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<tr>
<td></td>
<td>2nd</td>
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<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td>June 2021</td>
<td>only one issue sent</td>
</tr>
<tr>
<td>July 2021</td>
<td>only one issue sent</td>
</tr>
<tr>
<td>August 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
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<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td></td>
<td>5th</td>
</tr>
<tr>
<td>September 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
<tr>
<td>October 2021</td>
<td>only one issue sent</td>
</tr>
<tr>
<td>November 2021</td>
<td>only one issue sent</td>
</tr>
<tr>
<td>December 2021</td>
<td>1st</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
</tr>
<tr>
<td></td>
<td>3rd</td>
</tr>
<tr>
<td></td>
<td>4th</td>
</tr>
</tbody>
</table>

*Issued every Tuesday

Billing:

$ ___________ (rate) X ___________ (# of months) = $ ___________

Signature ________________________________ Date ____________
**Sponsored E-Blast Advertising**

Purchasing a sponsored e-blast is the perfect way to get your message directly to 50,000+ middle-level educators. Buy a sponsored e-blast to get an exclusive message without competing with other advertisers. The percentage of open rates have increased due to the high level of educators now working from home and needing valuable information to help navigate their online learning.

AMLE will send out ONE sponsored e-blast per quarter to the 50,000 members.

Space is on a first come first serve basis.

Rate: **$2,499**

**Specifications & Guidelines**

- One company logo (150 pixels wide max).
- One 600w x 250h banner.
- 150-200 words text.
- One URL call-to-action link.
- Content should include educational, practical, useful information in which the member would find valuable. The overall message should be informative versus a sales pitch with a "call-to-action".
- AMLE reserves the right to edit or alter content as it deems necessary to meet the above requirements and provided maximum value for its members.
- Send copy, art one week prior to specified delivery date.
AMLE E-Blast

AMLE Sponsored E-Blast Insertion Order Form

Company ____________________________
Contact ____________________________
Address ____________________________
City _________________________________
State ___________ Zip ________________
Contact Phone ________________________
Contact E-mail _______________________
Billing Address (if different from above):
________________________________________________________________________
________________________________________________________________________

Payment Information:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card # ______________________________
Exp. Date (mm/yy) ___________ CSV# ___________
Cardholder Name ____________________

For more information, contact:

AMLE
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672

Price: $2,499

Month for Sponsored E-Blast _________________________

Signature ____________________________ Date ___________

AMLE
Sponsored Webinars

Now more than ever the AMLE members are looking for valuable information. AMLE is happy to offer the opportunity for sponsored webinars. These webinars are conducted by sponsoring organizations that would like to make their content available to the members and non-members.

This is a great way to share knowledge and expertise about a topic or service directly to middle school educators. Recent AMLE webinars are increasing in attendance due to the educators being at home with easy online access. Limited to one sponsored webinar per month.

Webinar price: $1,500

Sponsored Webinar Details and Content:
- Webinar will be no longer than 60 minutes.
- Webinar must be educational in nature.
- Webinar session may highlight a particular product or service as long as it is in-line with the topic (this is not a sales pitch).

Sponsored Webinar Guidelines:
- No more than 1 sponsored webinar per month will be allotted (in addition to the regular Webinars by AMLE).
- All topics and content must be approved by AMLE.
- AMLE will promote the session in the same manner as the AMLE Webinars are promoted.
  - The webinar will be highlighted in the AMLE newsletter.
  - The webinar will be listed on the AMLE website for members to sign up for the webinar.
  - AMLE will promote on social media.
  - Webinar will be archived to view on the AMLE website after the original session.

FREE Webinars during the school year for AMLE Members!

Archived webinars also available at amle.org/webinars
AMLE Webinars Insertion Order Form

Company ____________________________
Contact ____________________________
Address ____________________________
City ____________________________
State ______ Zip ______
Contact Phone ____________________________
Contact E-mail ____________________________
Billing Address (if different from above):

Payment Information:
- [ ] Visa
- [ ] MasterCard
- [ ] American Express
- [ ] Discover

Card # ____________________________
Exp. Date (mm/yy) ________ CSV# ________
Cardholder Name ____________________________

For more information, contact:

AMLE
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672

Price: $1,500
Month for Sponsored Webinar ____________________________

Signature ____________________________ Date ____________________________
## Connect with our audience

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Impressions</th>
<th>Engagement</th>
<th>Clicks</th>
<th>Engagement Rate (per impression)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>8,247</td>
<td>2,168,220</td>
<td>36,916</td>
<td>15,787</td>
<td>1.7%</td>
</tr>
<tr>
<td>Twitter</td>
<td>16,640</td>
<td>2,891,649</td>
<td>48,704</td>
<td>7,508</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

### Facebook Page Fan Demographics
Review your audience demographics as of the last day of the reporting period.

- **Audience by Age**
  - 13–17: 0%
  - 18–24: 1.6%
  - 25–34: 17.2%
  - 35–44: 30.5%
  - 45–54: 31.8%
  - 55–64: 13.8%
  - 65+: 5.1%

#### Audience by Gender
- Men: 19%
- Women: 80%
- Nonbinary/Unspecified: 1%

*Women* between the ages of **45–54** appear to be the leading force among your fans.

### Twitter Audience Demographics
Review your audience demographics as of the last day of the reporting period.

- **Audience by Age**
  - 18–20: 0.9%
  - 21–24: 3.5%
  - 25–34: 25%
  - 35–44: 40%
  - 45–54: 21.4%
  - 55–64: 7.6%
  - 65+: 1.6%

#### Audience by Gender
- Men: 37%
- Women: 63%

The majority of your followers appear to be *women* along with people between the ages of **35–44**.

### Sponsored Posts

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Package of 4 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>FB Post</td>
<td>$350</td>
<td>$250 each</td>
</tr>
<tr>
<td>Instagram Post</td>
<td>$350</td>
<td>$250 each</td>
</tr>
<tr>
<td>Twitter Post</td>
<td>$250</td>
<td>$150 each</td>
</tr>
</tbody>
</table>

---
AMLE Social Media Insertion Order Form

Company ____________________________
Contact ____________________________
Address ____________________________
City ________________________________
State ______________ Zip ____________
Contact Phone ________________________
Contact E-mail ________________________
Billing Address (if different from above):
____________________________________
____________________________________

Ad Insertion for:
☐ Facebook __________ Number of Posts
☐ Twitter __________ Number of Posts
☐ Instagram __________ Number of Posts

Payment Information:
☐ Visa ☐ MasterCard
☐ American Express ☐ Discover
Card # _____________________________
Exp. Date (mm/yy) __________ CSV# __________
Cardholder Name ______________________

For more information, contact:
AMLE
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672

Billing:
$ __________________

Signature __________________________ Date _____________
Reach Every Student
Grow Professionally
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 schools. Our membership includes more than 52,350 members who are principals, central office personnel, professors, college students, parents, community leaders, and educational consultants around the globe.

For ad space reservation, insertion orders, advertising questions, or general inquiries please contact:

AMLE
advertising@amle.org
2550 Corporate Exchange Dr, Suite 324
Columbus, OH 43231
Phone: 800-528-6672