**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 ______________________________

Send insertion order and ad materials to:

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

Billing:

$ ____________________

Signature ___________________________ 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 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.

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

**2 Sponsored Article:** Provide article along with header image.

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

**4 Bottom Banner:** 600w x 74h (pixels)
AMLE Focus on the Middle Insertion Order Form

Company __________________________
Contact __________________________
Address __________________________
City ________________________________
State ____________ Zip ____________
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

Ad Insertion for:
☐ Top Banner Ad ☐ Bottom Banner Ad
☐ Featured Advertiser Ad ☐ Sponsored Article

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue number</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 4th</td>
</tr>
<tr>
<td>February 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 4th</td>
</tr>
<tr>
<td>March 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 4th ☐ 5th</td>
</tr>
<tr>
<td>April 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 4th</td>
</tr>
<tr>
<td>May 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 4th ☐ 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 ☐ 2nd ☐ 3rd ☐ 4th ☐ 5th</td>
</tr>
<tr>
<td>September 2021</td>
<td>☐ 1st ☐ 2nd ☐ 3rd ☐ 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 ☐ 2nd ☐ 3rd ☐ 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 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
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.
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: 13.6%
- 65+: 6.1%

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

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

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

**Audience by Age**
- 18-20: 6.9%
- 21-24: 3.5%
- 25-34: 25%
- 35-44: 40%
- 45-54: 21.4%
- 55-64: 7.8%
- 65+: 1.6%

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

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

**Instagram Audience Demographics**
Review your audience demographics as of the last day of the reporting period.

**Audience by Age**
- 13-17: 1%
- 18-24: 5%
- 25-34: 20%
- 35-44: 34.5%
- 45-54: 29.5%
- 55-64: 7%
- 65+: 3%

Women between the ages of 35–44 appear to be the leading force among your followers.

**Audience by Gender**
- Men: 38%
- Women: 58%
- Nonbinary/Unspecified: 4%

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**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):

____________________________________

For more information, contact:

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

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 ________________________

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 member 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