



# Media Kit



# AMLE WEBSITE AMLE.ORG



## BANNER ADVERTISING ON AMLE.ORG

Place your advertisement on amle.org, the go-to virtual spot for middle level education. Each month, tens of thousands of educators visit amle.org for the latest news and resources:

- 49,000+ visitors per month
- 39,000+ unique visitors per month
- 87,000+ pageviews per month

## BANNER AD RATES\*

Size	Frequency	Price
Skyscraper	One month	\$975 (per rotation)
Boxed	One month	\$400 (per rotation)

\*all rates are net

## DIMENSIONS

### Skyscraper

- 160w x 600 h (pixels)
- Ad rotates with other ads on Articles by Topic and on individual articles

### Boxed

- 300w x 250h (pixels)
- Ad rotates with other ads on Articles by Topic and on individual articles

**For more information or to place an order Contact Helen Polansky, AMLE Partnerships Manager at [hpolansky@amle.org](mailto:hpolansky@amle.org).**

# AMLE FOCUS ON THE MIDDLE

AMLE members are a vibrant community of educators committed to networking and sharing resources and best practices.

Reaching more than 18,000 educators, AMLE Focus on the Middle connects and informs our community twice monthly with high quality, relevant content.

**Focus is highly utilized by AMLE members. In 2021, the publication had an average open rate of 24.4%.**

## TOP BANNER ADVERTISEMENT

- Be top of mind with placement above the email header
- 600w x 74h (pixels)
- **\$1,400/issue or \$1,200 for two or more issues**

## SPONSORED ARTICLE

- Article of up to 1,500 words published on amle.org & included in Focus with header image
- **\$2,050/issue or \$1,650 for two or more issues**

## FEATURED ADVERTISER

- Listed as featured sponsor with logo and 30-word description with link to your website
- 120w x 90h (pixels) for company logo/image
- **\$1,900/issue or \$1,495 for two or more issues**

**Top Banner Ad**

Hi Stephanie,

In this week's Focus, we're talking about career exploration in the middle grades and why it's an essential part of any curriculum. Our collaboration meet-ups continue this week with engaging alternatives to the traditional review worksheet and how to use tech to create mindfulness breaks in the classroom. Don't forget to encourage your students to participate in the [Great Middle School Student Voice Off](#) by October 7th. The finalists will compete live at [#AMLE21](#) this November 4-7.

[To Give Students the Best Shot at Success, Introduce Career Pathways in Middle School](#)

Half of middle school students report "picking the right career for me" as a source of stress. So why do schools often wait until high school to prepare students for their futures? In fact, the middle grades are the ideal time to introduce careers, since young adolescents are the most receptive to positive change following a career development program.

[A Playbook for Career Exploration in the Middle Grades](#)

Career exploration is possible in every school and for every student with the right resources in hand. That's why AMLE has teamed up with American Student Assistance to create an [online playbook](#) that equips educators with a roadmap and tools to start a career exploration program that works for your school community. Learn more at our [September 28th meet-up](#) and hear from 6th grade science teacher Julie DiPilato who developed a whole-school career exploration program at Barnstable Intermediate School in Hyannis, MA.

**Featured Advertiser**

Your text up to 30 words here.

**Opportunities**

[Become an AMLE School of Distinction](#)  
AMLE has launched a recognition and continuous improvement program open to any school anywhere in the world that educates students aged 10-15. Schools will be supported with AMLE resources and celebrated for their commitment to the best practices outlined in our landmark text, [The Successful Middle School: This We Believe](#).

[The Great Middle School Student Voice Off](#)  
Want to help your students practice making persuasive arguments about topics that impact them personally? We want to hear from students: should there be homework in middle school?

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# SPONSORED E-BLAST ADVERTISING

150w  
maximum



Sponsored Content

**Top Banner**  
**600w x 150h**

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Call to Action

One of our most popular and sought-after advertising opportunities! Purchasing a sponsored e-blast is the perfect way to get your message directly to 50,000+ middle level educators.

Sponsored e-blasts offer an exclusive messaging opportunity, without competing with other advertisers. **In 2021, sponsored emails had a 28.9% open rate.**

AMLE sends only **six** sponsored e-blasts per year. Space is on a first come, first served basis.

**RATE: \$2,499 PER E-BLAST**

*"AMLE e-blasts have consistently proven to be a very effective method for reaching the middle level school educator audience, and driving qualified leads for EVERFI's courses that provide real-world skills to students in grades 6-8."*

-Greg Blough, EVERFI

## SPECIFICATIONS

- One company logo 150 pixels wide max
- One 600w x 250h banner
- 300 words maximum
- Up to 3 images included in message body
- One URL call-to-action link
- AMLE reserves the right to approve messaging. Content should include educational, practical, & useful information of interest to middle level educators.
- Art and copy must be provided one week prior to specified delivery date.

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# AMLE 2022 EVENTS

AMLE's virtual and in-person professional development events draw thousands of educators each year.



## MIDDLE LEVEL ESSENTIALS VIRTUAL WORKSHOP

May, 2022

AMLE's virtual conferences and workshops have set an industry standard for engaging online professional development. We also incorporate unique partner opportunities beyond the typical "virtual exhibit hall," instead weaving our sponsor messages and resources throughout the event experience.

- Ideal opportunity for partners looking to maximize time with middle level teachers and school teams
- Limited to 10 sponsors
- Customized packages starting at \$500

## THE INSTITUTE FOR MIDDLE LEVEL LEADERSHIP

**San Diego: June 26-29 & Orlando: July 17 - 20**

For more than 15 years, the Institute has served as the marquee event for middle level leaders and school teams. This retreat-like experience is limited to 200 participants per site.

- Ideal opportunity for partners looking to maximize time with school leaders
- Only 5 sponsorships offered/location
- Customized packages starting at \$5,000



## AMLE22: THE ANNUAL CONFERENCE FOR MIDDLE LEVEL EDUCATION

**November 3-5 at The Gaylord Palms in Orlando**

Our members can't wait to be together again at the 49th Annual Conference for Middle Level Education. Our last in-person conference (2019) drew nearly 3,500 attendees, including ~25% administrators, 50% teachers, and 25% other education professionals and students.

- Attendees enjoy dedicated time to explore the Exhibit Hall, where they can also enjoy coffee, snacks, and lunch.
- Exhibit booths starting at \$1,550
- Customizable sponsorship packages starting \$3,500



**Contact Helen Polansky, AMLE Partnerships Manager, for additional information at [hpolansky@amle.org](mailto:hpolansky@amle.org).**

**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 35,000 members representing teachers, principals, central office personnel, professors, college students, parents, and community leaders around the globe.



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

**Helen Polansky, AMLE Partnerships Manager**  
**[hpolansky@amle.org](mailto:hpolansky@amle.org)**