2023 Media Kit
BANNER ADVERTISING ON AMLE.ORG

Place your advertisement on amle.org, the go-to virtual spot for middle level education. In 2022, tens of thousands of educators visited amle.org for the latest news and resources:
- 57,000+ visitors per month
- 44,000+ unique visitors per month
- 94,000+ pageviews per month

**BANNER AD RATES***

<table>
<thead>
<tr>
<th>Size</th>
<th>Frequency</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>One month</td>
<td>$975 (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**

**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.
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 2022, the publication had an average open rate of 28.5%.

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

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SPONSORED E-BLAST ADVERTISING

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 2022, sponsored emails had a 27% open rate.

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

RATE: $2,999 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
- 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 2023 EVENTS

AMLE’s professional development events draw thousands of educators each year.

HAWAII MIDDLE GRADES SUMMIT
February 21, 2023

Offered in partnership with the Hawaii Department of Education, the Summit offers an empowering day of professional learning. Benefits include:
- Interact with an anticipated 1,000 educators from across the state of Hawaii and the United States
- Gain access to the full range of middle grades education professions, as participating schools are expected to bring large teams
- Limited to 10 sponsors
- Sponsorship packages starting at $2,500

THE INSTITUTE FOR MIDDLE LEVEL LEADERSHIP

San Diego: June 18-21 & Orlando: July 23-26

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

AMLE50: THE ANNUAL CONFERENCE FOR MIDDLE LEVEL EDUCATION

November 2-4 in National Harbor, Maryland

Our members can’t wait to celebrate a momentous Annual Conference - our 50th Anniversary! The annual conference draws thousands of 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 the 50th anniversary celebration.
- Exhibit booths starting at $1,600
- Customizable sponsorship packages starting $4,000

Contact Helen Polansky, AMLE Partnerships Manager, for additional information at hpolansky@amle.org.
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