2024 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:

- 60,000+ visitors per month
- 45,000+ unique visitors per month
- 91,000+ 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 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 2023, the publication had an average open rate of 33.8%.

**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

For more information or to place an order Contact Helen Polansky, AMLE Partnerships Manager at hpolansky@amle.org.
SPONSORED E-BLAST ADVERTISING

One of our most popular and sought-after advertising opportunities! 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 Q1 2024, sponsored emails had an average 20.9% open rate.** This excludes non-human interactions, providing a realistic picture of the open rates you can expect. 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.

For more information or to place an order Contact Helen Polansky, AMLE Partnerships Manager at hpolansky@amle.org.
AMLE CONFERENCES

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

THE INSTITUTE FOR MIDDLE LEVEL LEADERSHIP

San Diego: June 23 - 25 & New Orleans: July 7-10

For more than 20 years, the Institute has served as the marquee event for middle level leaders and school teams. This retreat-like experience is limited to 300 participants per site. Ideal opportunity for partners looking to maximize time with school leaders, custom packages start at $5,000.

AMLE24: THE ANNUAL CONFERENCE FOR MIDDLE LEVEL EDUCATION

November 6-9 in Nashville, TN

AMLE is back in the Music City, historically our most popular destination among attendees! 3,500 educators joined us for our last visit to the Gaylord Opryland in 2019. Now in its 51st year, the AMLE Annual Conference is the most exclusive marketing opportunity for interacting with recommenders and decision makers in middle grades education (grades 5-9). Exhibit booths starting at $1,800 and customizable sponsorship packages start at $4,000.

MIDDLE SCHOOL WALK & TALK PODCAST

AMLE’s bi-monthly podcast for middle grades leaders and educators is in the top 25% of all Buzzsprout podcasts. Sponsor ads offer the opportunity to speak directly to your target audience. AMLE limits advertisements to one/episode. Ads should be provided as mp3 files, max 30 seconds.

Alternatively, partners can recommend a podcast guest to be interviewed by the co-hosts. Guests are approved at the discretion of AMLE and must speak to topics of interest to middle grades educators/aligned with AMLE’s mission and core values.

RATE: $500 PER 30-SECOND AD
$1,000 PER FEATURED GUEST

Contact Helen Polansky, AMLE Partnerships Manager, for additional information at hpolansky@amle.org.
AML’s refereed journal is routinely rated by members as the top benefit of membership. Published five times per year, our highly respected journal offers articles that promote quality middle level education and contribute to an understanding of the educational and developmental needs of youth between the ages of 10 and 15.

Purchasing a full-color print ad is the perfect way to get your message directly to 2,100+ highly engaged middle level leaders. Sponsor ads are featured in the inside-front cover of the journal, ensuring maximum audience reach.

**Sample Ad**

**Specifications**
- 8.5” x 11” full color in PDF format
- 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.

**Rate:** $500 PER AD/ISSUE

**Direct Mail**

Reach thousands of engaged educational professionals through AMLE’s direct mail list. Renting the list is an effective direct marketing tool to generate business and maintain a top-of-mind presence throughout the year.

For more information, counts or to place an order, contact Amy Seyler at Rickard Squared at 631-820-3709 or r2orders@rickard2.com.

For more information or to place an order Contact Helen Polansky, AMLE Partnerships Manager at 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