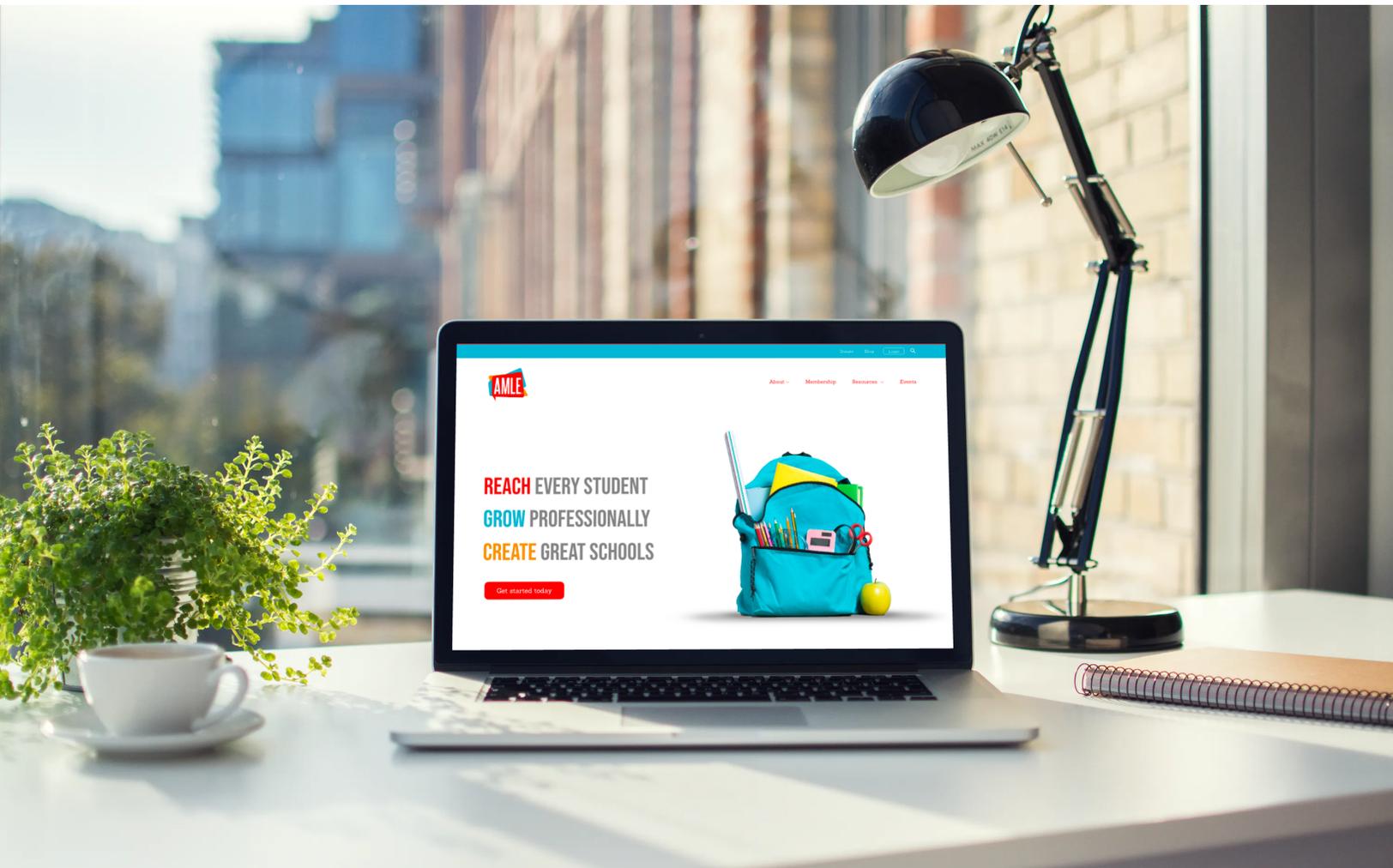




2021 Media Kit



amle.org



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*

amle.org

Size	Frequency	Price
Banner	One month	\$975 (per rotation)
Skyscraper	One month	\$875 (per rotation)
Boxed	One month	\$400 (per rotation)

*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 Focus on the Middle

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

	Per issue	Per issue for 2 or more issues
Top Banner	\$1,400	\$1,200
Bottom Banner	\$1,250	\$995

Featured Advertiser

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

	Per issue	Per issue for 2 or more issues
Per issue	\$1,900	\$1,495

Sponsored Article

	Per issue	Per issue for 2 or more issues
Per Issue	\$2,050	\$1,650

AMLE Focus on the Middle Open Rate 23.1%

1 600w x 74h

AMLE June 16, 2020 Newsletter

2 Your Secret for Responding to Racism and Bias

3 120w x 90h

4 600w x 74h

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

Month

Issue number

January 2021 1st 2nd 3rd 4th

February 2021 1st 2nd 3rd 4th

March 2021 1st 2nd 3rd 4th 5th

April 2021 1st 2nd 3rd 4th

May 2021 1st 2nd 3rd 4th

June 2021 only one issue sent

July 2021 only one issue sent

August 2021 1st 2nd 3rd 4th 5th

September 2021 1st 2nd 3rd 4th

October 2021 only one issue sent

November 2021 only one issue sent

December 2021 1st 2nd 3rd 4th

*Issued every Tuesday

Billing:

\$ _____ (rate) X _____ (# of months) = \$ _____

Signature

Date



Focusing on the Middle

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.

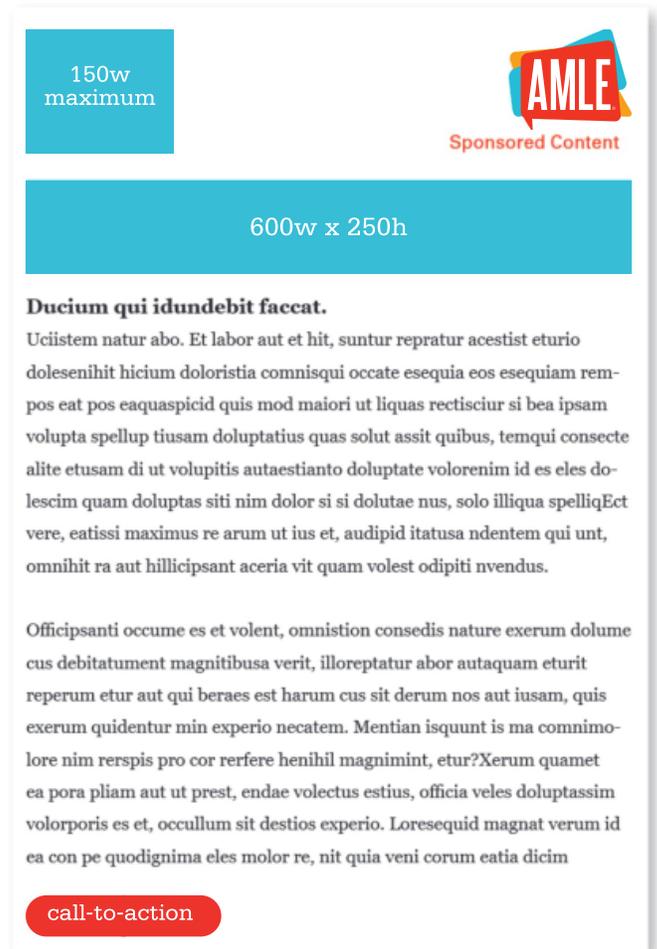
AMLE will send out **ONE** sponsored e-blast per quarter to the 50,000 members.

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.



The image shows a template for a sponsored content banner. It features a white background with a blue header bar at the top. On the left side of the header, there is a blue box containing the text "150w maximum". On the right side of the header, there is the AMLE logo (a red speech bubble with "AMLE" in white) and the text "Sponsored Content" in red. Below the header is a large blue rectangular area containing the text "600w x 250h". Underneath this is a section of placeholder text in Latin, starting with "Ducium qui idundebit faccat." and ending with "omnihit ra aut hillicipsant aceria vit quam volest odipiti nventus." Below the text is a red rounded rectangle containing the text "call-to-action".

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):

[For more information, contact:](#)

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Columbus, OH 43231

Phone: 800-528-6672

Payment Information:

Visa

MasterCard

American Express

Discover

Card # _____

Exp. Date (mm/yy) _____ CSV# _____

Cardholder Name _____

Price: \$1,500

Month for Sponsored Webinar _____

Signature

Date



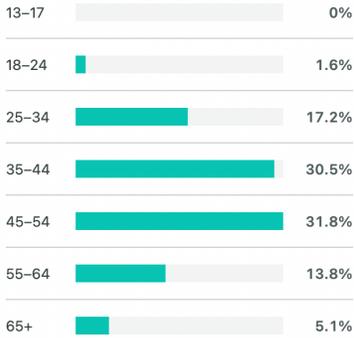
Connect with our audience

Platform	Followers	Impressions	Engagement	Clicks	Engagement Rate (per impression)
Facebook	8,247	2,168,220	36,916	15,787	1.7%
Twitter	16,640	2,891,649	48,704	7,508	1.7%

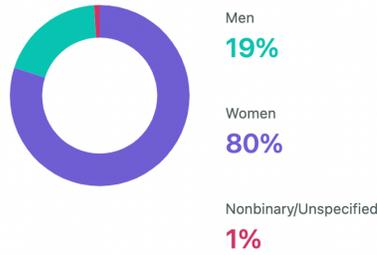
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender

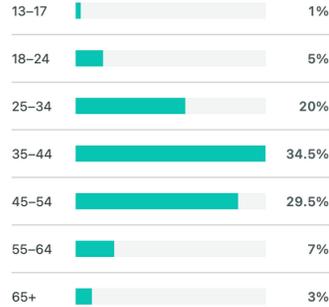


Women between the ages of 45-54 appear to be the leading force among your fans.

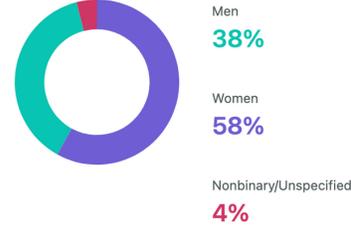
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender

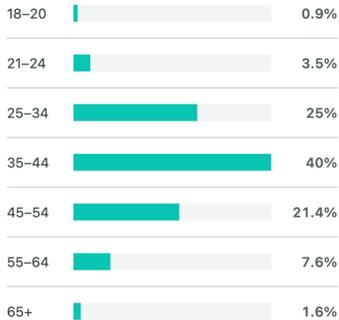


Women between the ages of 35-44 appear to be the leading force among your followers.

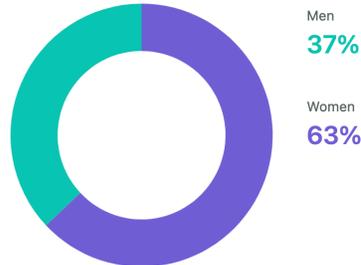
Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



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

Sponsored Posts

	Cost	Package of 4 or more
FB Post	\$350	\$250 each
Instagram Post	\$350	\$250 each
Twitter Post	\$250	\$150 each



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 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

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Columbus, OH 43231

Phone: 800-528-6672

