



2019 Media Kit



amle.org

AMLE offers information, resources, and professional development to middle grades educators working to develop more effective schools that focus on the success of every student aged 10–15.

AMLE members are decision makers!

81% make or influence purchasing decisions at both the classroom and school-wide levels.

Who makes purchasing decisions for the following items in schools?

Instructional Materials

Principals	76%
Teachers	63%
Other	49%

Professional Development

Principals	90%
Teachers	34%
Other	47%

Technology/Software

Principals	60%
Teachers	28%
Other	27%

Fund-Raising

Principals	47%
Teachers	15%
Other	13%

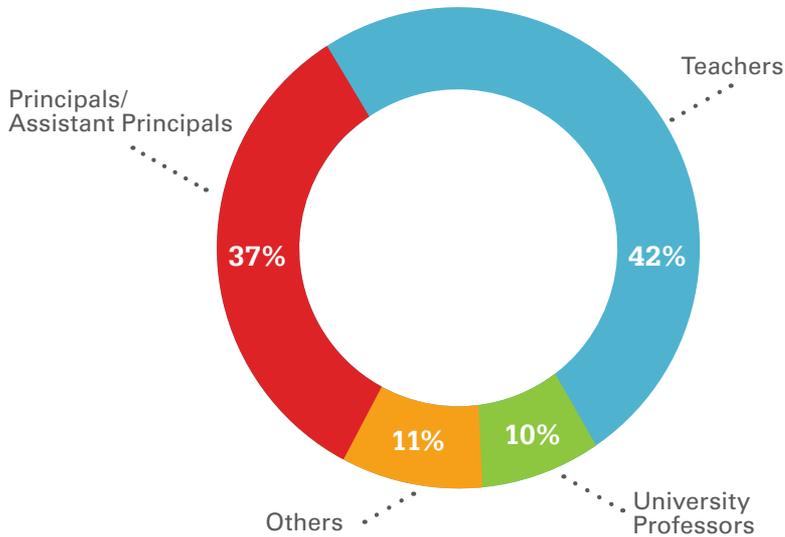
Student Travel

Principals	39%
Teachers	15%
Other	17%

What will our educators purchase in the upcoming school year?

Classroom Supplies	81%
Professional Development	50%
Technology	31%
Curriculum	40%
Software	16%

? Who reads AMLE publications?



Source: AMLE Surveys



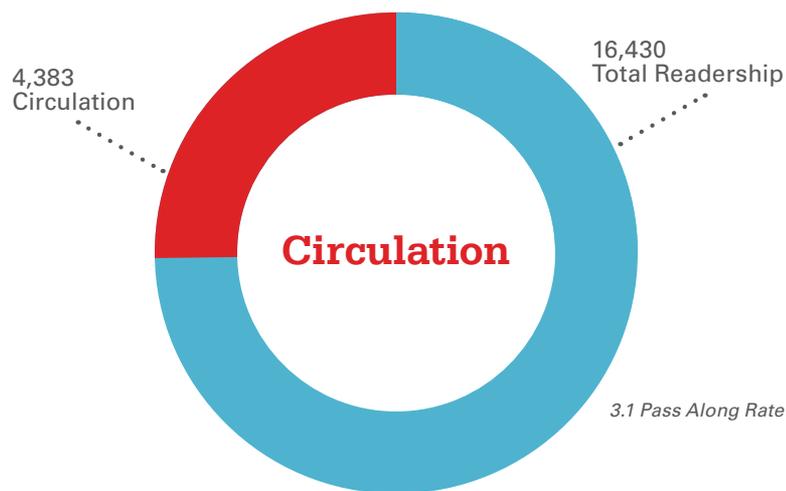
Print

Web

When you purchase an ad in *AMLE Magazine*, it will also appear online!

As a member benefit, *AMLE Magazine* offers administrators and teachers: effective strategies, practical and proven practices, and expert insight into middle grades instruction and leadership.

Every issue is available in print and online. Your ad will be included in the online editions of *AMLE Magazine* for FREE!



2019 EDITORIAL CALENDAR

February 2019

Understanding Middle Schoolers

Reservation deadline: Dec. 17, 2018

Materials due: Jan. 7, 2019

April 2019

Art Across the Curriculum

Reservation deadline: Feb. 15, 2019

Materials due: Mar. 8, 2019

August 2019

Managing Classrooms

Reservation deadline: June 17, 2019

Materials due: July 8, 2019

October 2019

Teaching Social Responsibility

Reservation deadline: Aug. 16, 2019

Materials due: Sept. 6, 2019

Print Ad Rates

AMLE Magazine

4 Color	1x	2x or more
Full Page	\$2,085	\$1,535
1/2 Page	\$1,505	\$1,255
1/4 Page	\$995	\$795
Front Inside Cover	\$2,075	\$1,815
Back Inside Cover	\$1,915	\$1,695
Back Cover	\$2,295	\$2,100

Print Advertising

- PDF/X-1a:2001 or Press Ready (High-resolution) PDF, using the following specifications:
- Publication Trim Size: 8.375 x 10.875 in.
- Bleed Size: 8.625 x 11.125 in., which includes a .125 bleed.
- Embed all fonts & images, composite CMYK color space.
- Do not include crop marks on any files; include bleed.
- Half, third, and fourth page ads should be built to final size without a bleed.

Terms and Conditions

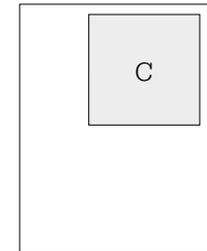
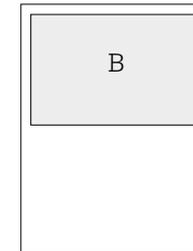
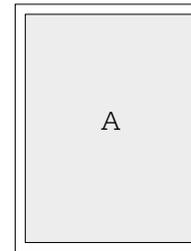
No advertisement may be cancelled after the space reservation date. Covers cannot be cancelled. E-Newsletter ad reservations cannot be cancelled. All advertising is subject to approval by publisher. The word "advertisement" will be placed on copy that, in the publisher's opinion, may be confused with editorial matter.

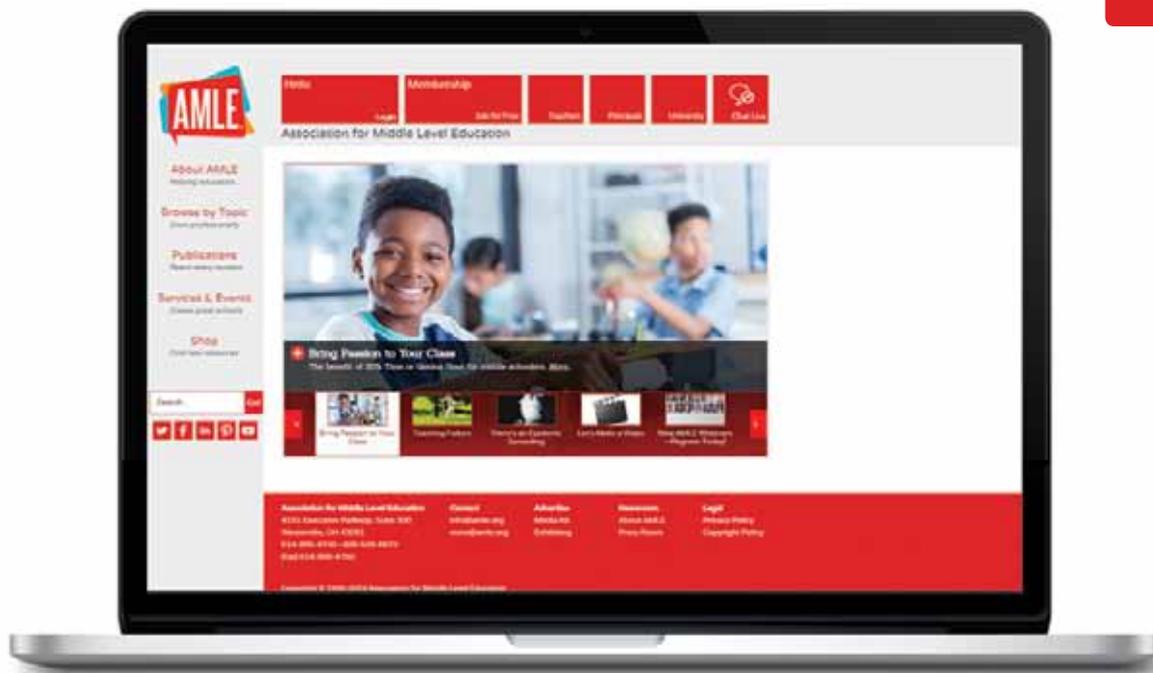
AMLE is not responsible for ad materials that do not meet the above specifications. Additional charges may apply for additions/corrections to submitted ads.

Print Ad Dimensions

(inches wide by inches deep)

A	Full Page Bleed	8.625 x 11.125 in.
	Full Page Non-Bleed	7.625 x 10.125 in.
B	1/2 Page	7.5 x 4.8125 in.
C	1/4 Page	4.4167 x 4.4594 in.





Banner Advertising on amle.org

Limited space available!

- 85,000+ visitors per month
- 70,000+ unique visitors per month
- 160,000+ pageviews per month

Dimensions

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 other ads and appear at the end of every article within the browse by topic area.

Ads are due one week before publishing date.

Banner Ad Rates*

amle.org

Size	Frequency	Price
Skyscraper	35K Impressions	\$875 (per rotation)
Boxed	20K Impressions	\$400 (per rotation)

*All rates are net

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 26,000 educators, *AMLE Newsletter* connects and informs our community twice a month with the best, most relevant content currently available for educators through useful articles, videos, blogs, and more!

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

Value Packages*

	Per Issue	Per Issue for 2 or more Issues
Package 1- Both Banners	\$2,200	\$1,595
Package 2 - 1 Banner & Feature	\$2,500	\$1,795
Package 3 - 2 Banners & Feature	\$3,100	\$1,995

*All rates are net

Dimensions

- File size is 25K max.
- Format is 72dpi, GIF or JPG file
- No Flash (SWF) 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 Featured Banner:
120w x 90h (pixels)
with 30 word description

3 Bottom Banner:
600w x 74h (pixels)

AMLE Newsletter Open Rate 24.9%

1
600w x 74h




Worksheet Busters
Revitalizing teaching and learning with engaging activities
by Katie Powell
You were on your game on Monday, but by Thursday you're tapped out of all those perfectly planned, measurable learning experiences. This is when Worksheet Busters can be used to turn any worksheet or set of questions into fun, engaging learning experiences. [More...](#)
Related articles: Prep-Once Activities, Swaths, Duggan's Essential How to Revise a Diving Lesson Plan, Add a Little Spice

2
120w x 90h

Featured Advertiser

SecondStep
A first-of-its-kind SEL curriculum that's modern, web-based, and responsive to the needs of today's middle school students and educators. Visit South 4th at AMLE2018 to learn more. [SecondStep.org](#)



AMLE 2018
Annual Conference for
Middle Level Education
Orlando, FL • October 26-27, 2018

Presented by Neil Gupta:
Quality Through Design Thinking:
Principles for Success
October 18, 2018 4:00p-5p

\$50 off registration with promo code A1EE5

FREE FOR MEMBERS!



AMLE Guatemala Summit:
Vision to Action
February 15-17, 2019
American School of Guatemala
Guatemala City

RMLE Online
The latest research
Teacher Quality or Quality Teaching?
Eight Grade Social Studies Teachers
Professional Characteristics and
Classroom Instruction as Predictors
of U.S. History Achievement

3
600w x 74h

The AMLE Annual Conference for Middle Level Education is the largest international meeting and exhibit for interacting face-to-face with influencers and decision makers in the middle level education industry.

- Meet thousands of new buyers to build, develop, and grow a quality database.
- Strengthen your relationships with customers.
- Show your full product line in person rather than just online or in a direct-mail catalog.
- Increase your visibility and add value to your brand.
- Sell your products and services on the show floor.

Conference App Banner Rates — *Mobile & Website*

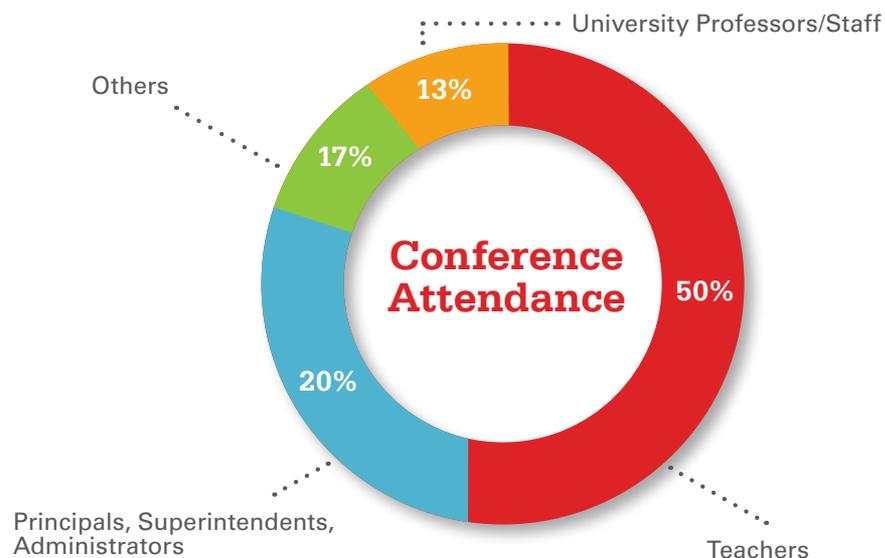
Color	Non-Exhibitor Price	Special AMLE Exhibitor Price
Top Banner – Mobile App & App Website	\$3,000	\$1,295
Interstitial Advert – (App Website) & Sponsored Post (Mobile App)	\$1,995	\$ 995

Top Banner – Website will rotate with other banner advertisers and will appear on every page of the mobile app website. Banners include a clickable URL to advertisers' site.

Top Banner – App will rotate with other banner advertisers and will appear on every page of the mobile app. Banner includes a clickable link to the advertisers' profile page or to an external website. *Both portrait & landscape banners are required.*

Interstitial Advert – Website is a popup that will show when you navigate to the website. Users must exit out of the interstitial ad before continuing to browse the site.

Sponsored Post – App will randomly appear as you scroll through the chatter section of the app.



Banner Dimensions

Top Banner – App Website	1000 x 75 pixels
Top Banner – Mobile App (portrait)	1000 x 75 pixels
Top Banner – Mobile App (landscape)	2008 x 200 pixels
Interstitial Advert – App Website	500 x 500 pixels
Interstitial Advert – Mobile App	800 x 800 pixels

Reservation deadline: September 13, 2019

Materials due: September 20, 2019

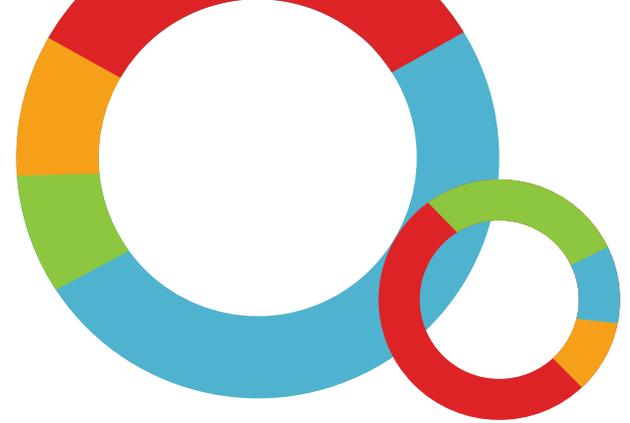
88% of attendees either make or influence purchasing decisions!

#AMLE19

Exhibiting/Sponsorship Opportunities

November 7-9, 2019

Nashville, TN (Gaylord Opryland Hotel)



Why Exhibit?

- Strengthen your relationship with current and new customers. 95% of AMLE attendees do spend time in the Exhibit Hall.
- Show your full product range in real life to 2,000-3,500 attendees.
- Increase your visibility and add value to your brand. Receive a listing on the interactive floor plan, on the website, on the conference app, and much more!
- Sell your products and services on the show floor. Increase your ROI before you even leave the show!

Book your booth today!

www.eventproducers.events/Events/AMLE/2019/VenFees.aspx

Why Sponsor?

Differentiate your company from your competitors by expanding your participation at #AMLE19 through sponsorship! Sponsorship provides boundless means of broadening your competitive edge by cultivation your company's image, prestige, and integrity. Our program enables you to tailor a package to best fit your needs, whether it's speaking sessions, advertising opportunities, driving traffic to your exhibit booth, or even having a presence at our summer Leadership Institute — you name it and we'll accomplish it through sponsorship.

Visit our website for more information at:

www.AMLE.org/annual/ExhibitorsSponsors



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Reach Every Student

Grow Professionally

Create Great Schools

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About AMLE

The Association for Middle Level Education (AMLE) is the premier association helping middle grades educators reach every student, grow professionally, and create great schools. Our membership includes more than 52,350 members who are principals, teachers, central office personnel, professors, college students, parents, community leaders, and educational consultants around the globe.

Contact Us

For ad space reservation, insertion orders,
and advertising questions please contact:

Event Producers

14090 Fryelands Blvd., SE, Suite 342, Monroe, WA 98272

Emma Nelson (emma@eventproducers.events)

Kaylee Van Nort (kaylee@eventproducers.events)

425-420-1680

For other inquiries, please contact:

AMLE

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amle.org