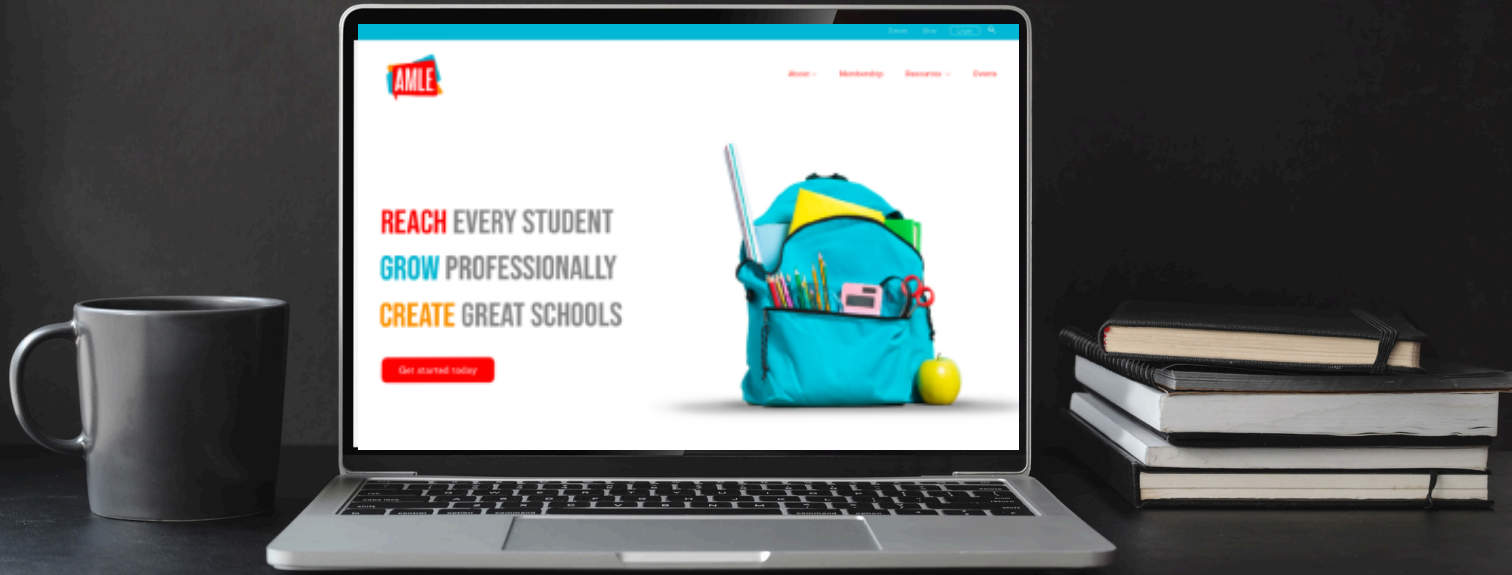




# 2025 Media Kit



# AMLE WEBSITE AMLE.ORG



## BANNER ADVERTISING ON AMLE.ORG

Place your advertisement on amle.org, the go-to virtual spot for middle level education. Tens of thousands of educators visit 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\*

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. The publication has 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**

**Top Banner Ad**

AMLE Focus on the Middle

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?

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

# SPONSORED E-BLAST ADVERTISING

150w  
maximum



Sponsored Content

**Top Banner**  
**600w x 250h**

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Call to Action

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. **Sponsored emails have 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

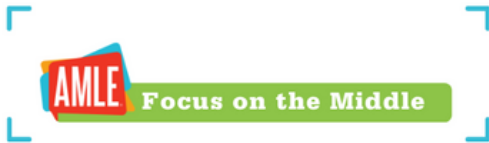
- One company logo 150 pixels wide max
- One 600w x 250h banner
- 300 words maximum
- One URL call-to-action link
- AMLE reserves the right to approve messaging. Content should include educational, practical, & useful information of interest to middle level educators.
- Art and copy must be provided 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](mailto:hpolansky@amle.org).**



# ADVERTISING CAMPAIGN PACKAGES

Enjoy a greater impact and discounted pricing by bundling advertising into a longer campaign. Looking for something custom? Contact Helen Polansky at [hpolansky@amle.org](mailto:hpolansky@amle.org) for pricing.



In this edition of Focus on the Middle, help us tap into the brain trust of our membership community! As new legislation emerges on cell phones in schools, we're surveying members about their cell phone policies to identify trends as well as what seems to be working – and what isn't. The results will be shared with members in the next edition of Focus. Speaking of hot topics in middle level education, don't forget that there's still time to share at [AMLE24: The 51st Annual Conference for Middle Level Education](#). Our second, limited call for presentations ends August 31. Don't miss you chance to be a part of the action this November at the world's largest conference for middle grades educators in Nashville.

**77% of AMLE members cite our publications as their most valued benefit.**



<p><b>PRODUCTIVE NOISE: ELEVATING STUDENT VOICE IN MIDDLE SCHOOL</b> By: AMLE In a recent episode of the Middle School Walk and Talk podcast, hosts Jessica McGuire and Phyllis Fagell sat down with Sandy Carnell, a seasoned middle level</p>	<p><b>COME LEARN WITH US AS WE ANSWER: IS IT WORTH IT? CAN I DO IT?</b> By: Patricia Pettit How Site Visits Have Continued Our Focus On Professional Development As principal of South View Middle School in Edina,</p>	<p><b>WHEN THE LESSON ENDS EARLY ON TESTING IS FINISHED FOR THE YEAR: MAKING THE BEST USE OF THAT AFTER-TIME AND LEARNING</b> By: Rick Wormell I'm out of the classroom working with teachers and principals right now, but I still wake up occasionally in</p>
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## 3 MONTH CAMPAIGN

- 2 Focus on the Middle Top Banner Ads
  - 1 Focus on the Middle Featured Advertiser placement
  - 3-month Sky Scraper Ad on [amle.org](http://amle.org)
- Total: \$5,200 (discount of \$2,025)**

## 6 MONTH CAMPAIGN

- 3 Focus on the Middle Top Banner Ads
  - 2 Focus on the Middle Featured Advertiser placement
  - 1 Sponsored Article
  - 6-month Sky Scraper Ad on [amle.org](http://amle.org)
- Total: \$10,000 (discount of \$4,090)**  
**BONUS: Add a sponsored e-blast for \$2,500**

## YEAR ROUND CAMPAIGN

- 6 Focus on the Middle Top Banner Ads
  - 4 Focus on the Middle Featured Advertiser placement
  - 2 Sponsored Articles
  - 12-month Sky Scraper Ad on [amle.org](http://amle.org)
- Total: \$20,000 (discount of \$8,180)**  
**BONUS: Add TWO sponsored e-blast for \$4,500**

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

# AMLE CONFERENCES

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

## THE INSTITUTE FOR MIDDLE LEVEL LEADERSHIP

**New Orleans: June 29 - July 2 & Scottsdale: July 13-16**

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



## AMLE25: THE ANNUAL CONFERENCE FOR MIDDLE LEVEL EDUCATION

**November 5-8 in Indianapolis, IN**

AMLE brings its signature annual conference to the crossroads of America this November! Now in its 52nd 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). More than 2,500 educators attended the 2024 conference. Exhibit booths start at \$2,000 and customizable sponsorship packages start at \$4,200.

## MIDDLE SCHOOL WALK & TALK PODCAST



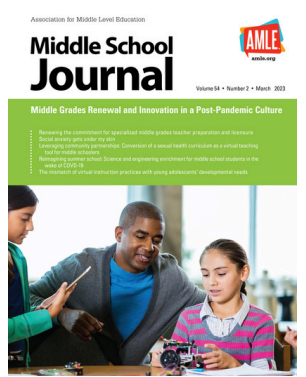
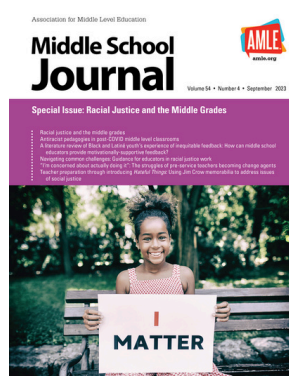
AMLE's bi-monthly podcast for middle grades leaders and educators is in the top 25% of all Buzzsprout podcasts. Sponsor ads offer the opportunity to speak directly to your target audience. AMLE limits advertisements to one/episode. Ads should be provided as mp3 files, max 30 seconds.

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](mailto:hpolansky@amle.org).**

# MIDDLE SCHOOL JOURNAL



AMLE'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

**LEAD4CHANGE**  
STUDENT LEADERSHIP PROGRAM

**Students Lead. Lives are Changed.**

A FREE Leadership Curriculum with a community service framework

- Students connect with others, discover a purpose, and learn to be leaders
- Aligned with educational standards
- A perfect fit for middle level students
- More than \$2.6 million in grants awarded in the past 10 years
- Join over 18,000 educators empowering students and changing communities

2023 LEAD4CHANGE CHALLENGE DEADLINE: **May 12, 2023**

Helping my 8th grader take on leadership responsibilities to support our school has 4th grade never been so rewarding. In fact, he did all something that they will be able to use beyond my classroom.

LEAD4CHANGE TEACHER: MICHELLE EDWARDS, WINDY LAKE, OHIO

RECENT LEAD4CHANGE GRANT PRIZE WINNER, ACCEPT A FUTURE LEADER

GET STARTED NOW! [Lead4Change.org](http://Lead4Change.org)

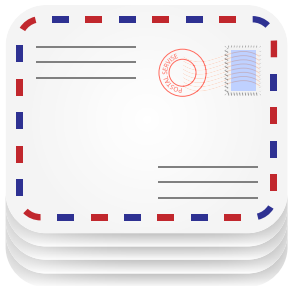
AMLE PARTNERSHIP

## 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](mailto:r2orders@rickard2.com).

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