

Advertising in Washington Principal Magazine

Reach more than 4,200 principals, assistant principals, deans of students, principal interns, central office staff, state education policymakers and elected officials by advertising with AWSP. There are two ways to reach our audience:

A La Carte Advertising

If you have one-time events, programs or other items you'd like to advertise for a limited period of time, this is a good option. Choose from a variety of ad sizes in our print magazine. See the following pages for details.

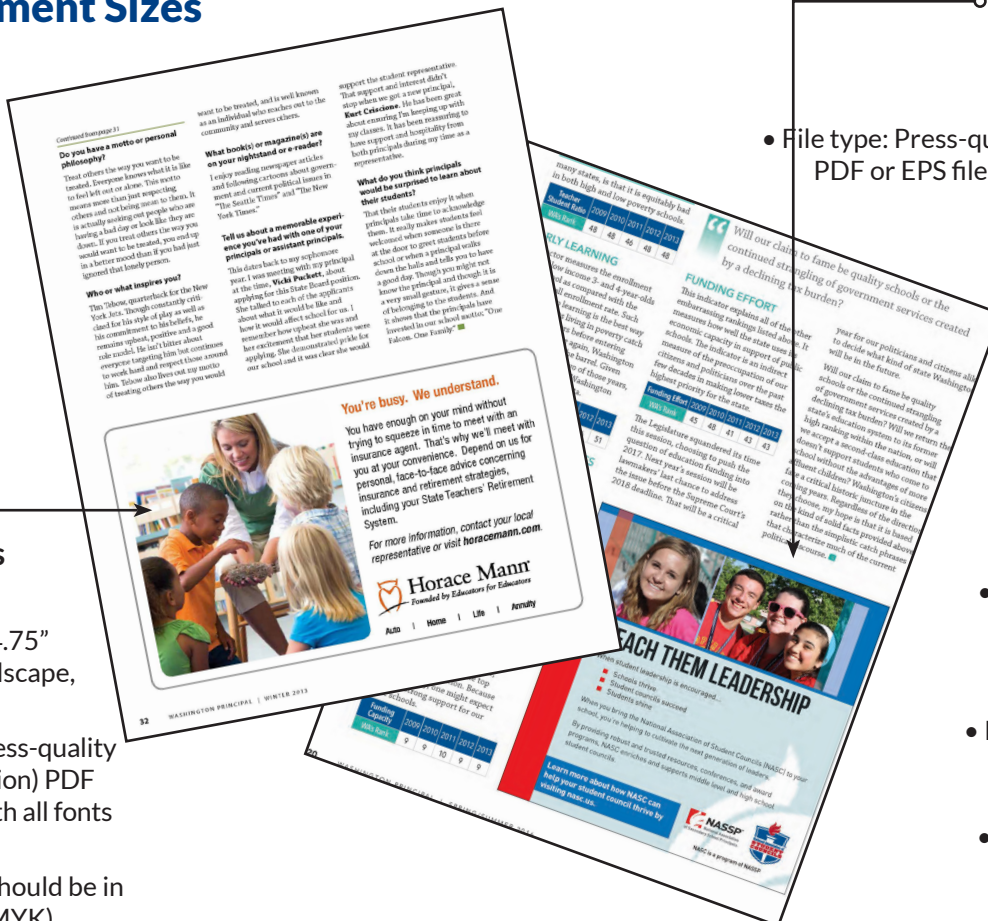
Business Partnerships

Looking for an ongoing opportunity to get your message in front of principals? Consider becoming an AWSP Business Partner. In addition to advertisements in our print magazine, Business Partners have access to the following benefits:

- AWSP website placement
- Preferred exhibit space at AWSP conferences
- News stories and editorial promotions in AWSP publications
- Social media mentions, and more!

To learn more about Business Partnership levels and options, contact Kim Marquette at 360.357.7951 or Kim@awsp.org.

Advertisement Sizes



Half-page Ads

Specifications:

- Size: 7.5" x 4.75" (must be landscape, not portrait).
- File type: Press-quality (print resolution) PDF or EPS file with all fonts outlined.
- Color: Ads should be in full color (CMYK).

Quarter-page Ads

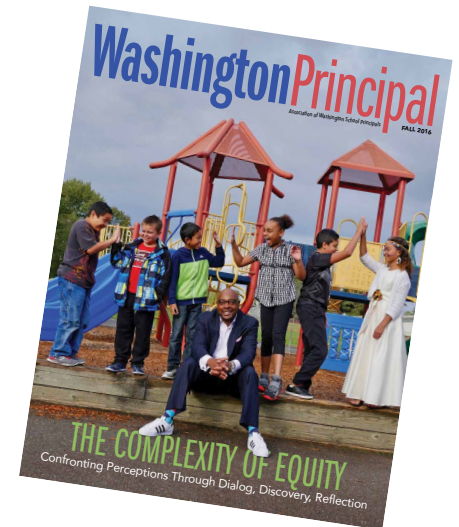
Specifications:

- Size: 4.625" x 4.625"
- File type: Press-quality (print resolution) PDF or EPS file with all fonts outlined.
- Color: Ads should be in full color (CMYK).

Full-page Ads (Not pictured)

Specifications:

- Size: 8.5" x 11" (Please include 1/8" bleeds all around if design bleeds to edge of page)
- File type: Press-quality PDF or EPS file with all fonts outlined.
- Color: Ads should be in full color (CMYK).



Ad Pricing and Order Form

Ad placement is honored on a first-come, first-served basis. Please mark your advertising selection and complete the form below. AWSP reserves the right to refuse placement of advertisements that do not align with AWSP's vision.

Ad Submission Deadlines

The magazine will publish in the fall, winter and spring of each school year. Contact us for the current ad submission deadlines or visit www.awsp.org/washingtonprincipal and click on the editorial calendar in the sidebar.

A la Carte Advertising Rates and Selection

# of Issues	Quarter-page (4.625 x 4.625")	Half-page (7.5 x 4.75")	Full-page (8.5 x 11")
1	<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1200
2	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$2100
3	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$2800

Interested in Becoming a Business Partner?

☐ Please contact me about AWSP Business Partnership opportunities.

Advertiser Information

Contact Name _____

Organization _____

Address _____

Phone _____ Email _____

Payment

Total for all requested ad space: \$ _____

☐ Check (made payable to AWSP)

☐ Credit Card (Visa, Mastercard, American Express)

Card # _____

Exp. Date _____

Name on Card _____

Signature _____

Submit Your Form

Mail your form with check or credit card information to:

Association of Washington School Principals
c/o AWSP Advertising
1021 8th Ave. SE
Olympia, WA 98501-1515

Or, email form to Macy Bruhy at macy@awsp.org.

Questions?

Macy Bruhy
Professional Learning and Marketing Manager
800.562.6100 | macy@awsp.org

