

### *The State Education Standard*

#### ***About NASBE***

The National Association of State Boards of Education (NASBE) develops, supports, and empowers citizen leaders on state boards of education to strengthen public education systems so students of all backgrounds and circumstances are prepared to succeed in school, work, and life. For over 65 years, NASBE has served as the only membership organization solely for state boards of education.

#### ***Who Are NASBE Members?***

State boards hold a pivotal place in education policymaking. While each state board has a unique portfolio of policy authority, most make or influence policies for statewide learning standards, graduation requirements, accountability and assessment programs, and accreditation and teacher preparation standards. Members' terms last from four to nine years, so state boards can serve as the stable center of state education governance, steering a statewide education agenda to fruition even amidst leadership transitions. State boards often set the vision for public education in their states and shepherd policies to advance that vision.

#### ***About the Standard***

Published since 2000, the *State Education Standard* is an open access, digital-only research-to-policy journal, available at [www.nasbe.org](http://www.nasbe.org). We publish five to eight magazine-length feature articles per issue, plus opinion columns written by state board members and staff. NASBE publishes the *Standard* three times annually. Each issue focuses on a theme in preK-12 education policy (e.g., career education, student engagement, early literacy) but always in the context of how state policy affects what happens in schools and classrooms. The editorial calendar is published [here](#). Leading education thinkers, policymakers, researchers, and practitioners write for the *Standard* so we can offer the best thinking in policy, research, and practice to enable decision makers to drive school improvement.

#### ***Advertising Policy***

NASBE will accept sidebar ads on the article landing pages for each issue from advertisers that connect our elite audience with content they will value. NASBE reserves the right to determine whether ads meet this test. Traffic to our niche site averages around 15K pageviews monthly, and the *Standard* attracts a substantial proportion of that traffic. *Standard* articles also enjoy the most above-average engagement times on [www.nasbe.org](http://www.nasbe.org).

Contact [valerie.norville@nasbe.org](mailto:valerie.norville@nasbe.org) for more information or to book space.

## Advertising Guide

| Ad Size  | Maximum Width (pixels) | Maximum Depth (pixels) |
|--|------------------------|------------------------|
| Sidebar ad in PNG, GIF or JPG formats            | 650                    | 1000                   |
| Ad Rate  | Cost (USD)             |                        |
| Sidebar ad to accompany one article in one issue | \$650                  |                        |
| Sidebar ad to accompany two articles in an issue | \$1,200                |                        |
| Sidebar ad to accompany all articles in an issue | \$3,000                |                        |

*Ads must include the following:*

- *a clickthrough URL*
- *maximum file size of 150K*
- *72 ppi resolution*
- *No animation.*

### EDITORIAL CALENDAR, 2024–25

#### **Preschool for All**

May 2024

State leaders have been paying increased attention to increasing access to early childhood education and to educator quality and preparation. What has this attention meant for state-funded preK? For better preparation and support of the workforce? What makes for high-quality curriculum for young children? How are states ensuring students' successful transition to elementary school?

*Materials Due: April 26, 2024*

#### **Technology in Education**

September 2024

What are the possibilities and pitfalls of new developments in technology for the classroom? The issue will explore the role of artificial intelligence, teacher capacity to use technology tools, student data privacy, policies on social media, media literacy, and what the pandemic wrought in terms of internet access.

*Materials Due: August 27, 2024*

#### **Connecting with Communities**

January 2025

The issue will highlight the role of family engagement in schools, the parental rights movement, the community schools movement, and K-12 partnerships with businesses, nonprofits, and industry.

*Materials Due: December 20, 2024*