

# school ADNetwork

Energize Your Message Through K-12 Websites

Where online  
advertising  
is going...





school  
**ADNetwork**

Energize Your Message Through K-12 Websites

150,000 U.S. K-12 school websites deliver well over 1 billion page views per week, and growing.

# Premium Target Audience

Market of  
Over  
70 Million  
Parents,  
Teachers,  
Relatives.

50%+ Higher  
Annual  
Household  
Spending.

8 Min. Average Website Visit

Average Household Income

\$54,107

45%  
Male

55%  
Female

4+  
People per  
Household

25-54  
Average  
Age Range

Caucasian 60%  
African American 13%  
Hispanic 18%  
Asian American 6%

## FLEXIBLE ADVERTISING OPTIONS FOR YOUR SPECIFIC NEEDS

### IO - Based

**Official Sponsorships:** Priority Share Of Voice, brand and image enhancing PR opportunities, flat or CPM-volume pricing.

**Flighted Ads:** Volume-based CPM pricing, scalable Share Of Voice.

*Quarterly, Semi-Annual, or Annual ad flight calendar.*

### Programmatic

**PMP:** Bypass open-market competition with a pre-established minimum CPM and built-in volume incentives.

**Programmatic Direct:** All the convenience of programmatic plus guaranteed, reserved ad flight features.

### Retargeted

**Extended Audience:** Your ads and corresponding messages follow school parents, teachers, and influential PTA members across the web, reinforcing your brand and offers.

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School-O-Graphic creative and targeting options  
728x90, 160x600, 300x250 IAB Standard size units  
In-unit video • Expandables • In-unit rich media • Geotargeting  
Day of week and time of day targeting • Frequency capping

Contact us now to discuss terms best suited to your particular goals and budgets!

**AN IMPACTFUL WAY TO REACH LOYAL CUSTOMERS AND ENHANCE YOUR BRAND**



## **BECOME A PROUD SCHOOL WEBSITE SPONSOR.**

Only schoolADNetwork delivers your ads to guaranteed audiences of loyal U.S. school families with the endorsement of local educators.



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## Contact Us to Discuss Your Flight Plan

Visit [schoolADNetwork.com/live](http://schoolADNetwork.com/live) to see ads on school websites.

(800) 417-4613 – [contact@schoolADNetwork.com](mailto:contact@schoolADNetwork.com)

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