

DA District Administration®

2021 Media Planner

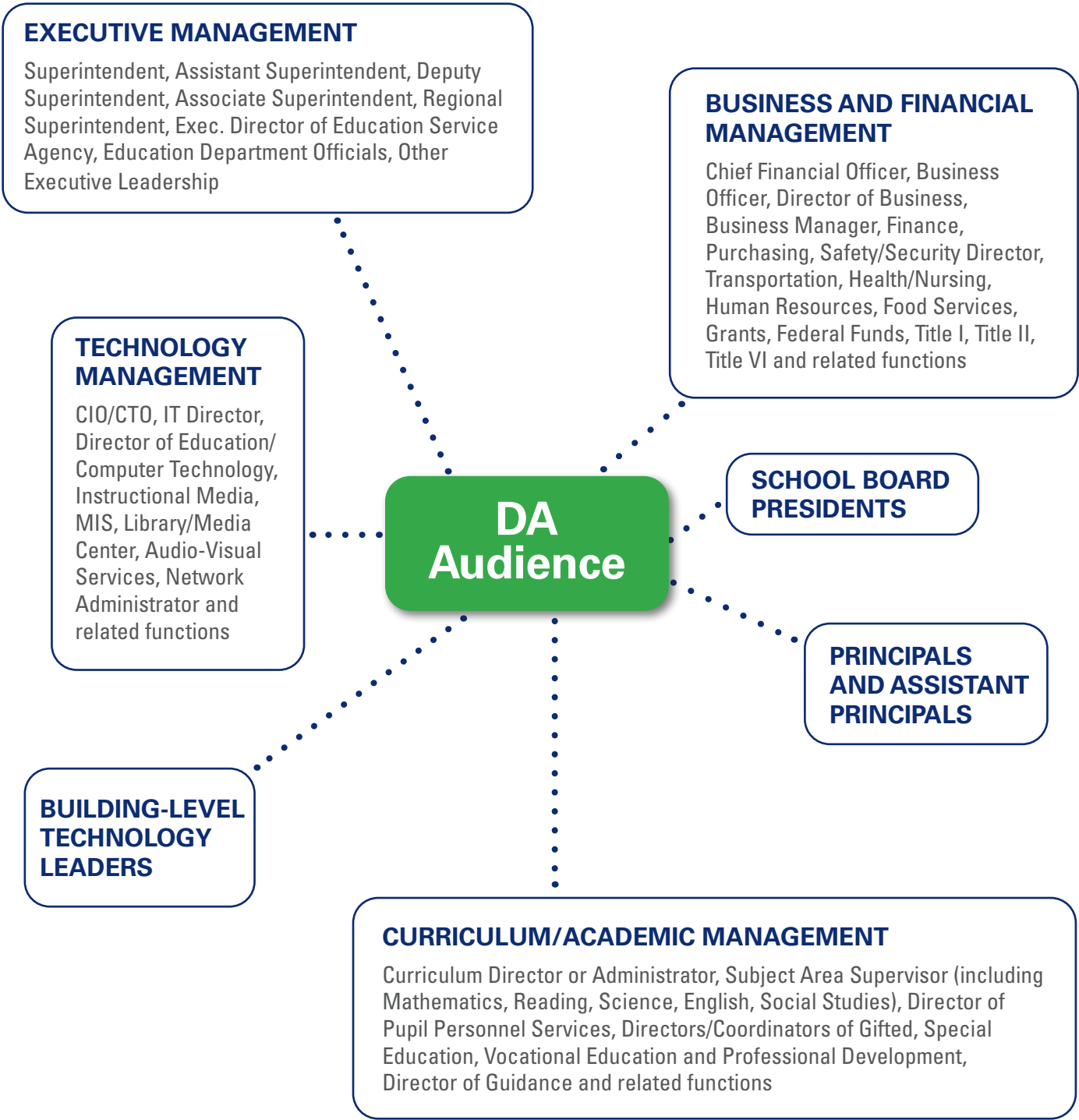
Your Connection to K-12 Decision-Makers

Utilize a fully **integrated network of marketing solutions** to access and engage our powerful audience.



The DA Audience Represents K-12 Leadership

Our readers include all members of the purchasing team who actively use DA media when seeking solution partners that address district needs.



DA media connects your brand with school district leaders at every step in their buying journey.

We use our deep audience knowledge and market expertise to leverage the trusted relationships we've built in this space, for your brand.

Data-Driven Targeting Solutions

Deliver brand contact across print and digital platforms and capture interest from your designated target audience to maximize lead acquisition.

CONTENTEDU

Our experienced team of education writers can develop relevant and compelling multimedia assets to support your marketing strategy.

- ✓ Case Studies ✓ White Papers ✓ Articles
- ✓ Infographics ✓ Interviews

Content Syndication

Leverage DA's highly targeted promotional strategies to drive engagement with your content. We use firmographic and demographic data to build a designated target audience, ensuring that the right people are engaging with your content.

Account-Based Marketing

ABM takes a strategic approach to target your defined organizations and decision-makers. We use deep customer insight to create a personalized marketing program that engages your targeted accounts on the right media platform in order to drive business growth and impact.

High-Yield Digital Ad Targeting

Ensure that your ads are viewed on the trusted sites your targets frequent, for zero waste. This solution couples the best in-network engagement with a web extension strategy to maximize brand reach and message exposure.

Thought Leadership

Web Seminar

These live events reinforce your industry leadership on a topic of importance, all while boosting your sales pipeline with qualified leads. Our expert team facilitates scheduling, promotions, and registrations, helping you create a compelling program that attracts and engages your audience.

Market Intelligence Survey

Use research insights to drive strategic marketing decisions. Our content team will develop a brief survey to measure the pulse of your target market, and deliver a custom report with a summary of survey findings.

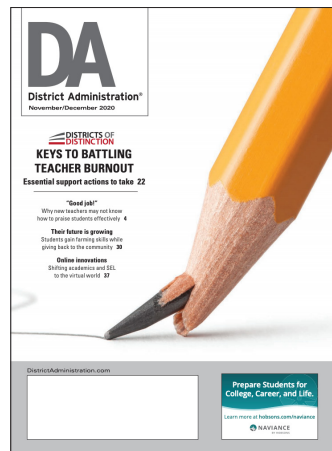


High-Impact Advertising



DistrictAdministration.com

Our site enables deep engagement with advertising content and more premium opportunities to meet your marketing goals.



Print and Digital Magazine

More than a media brand, DA is a trusted resource for school district leaders, and it is focused on solutions and informed by a commitment to helping education leaders discover and employ best practices from districts across the U.S. DA magazine's print and digital editions reach **173,000+** K-12 decision-makers per issue.

Join Us in Supporting Excellence in K-12 Education

Our 2021 program offers greater value with category alignment and the opportunity to showcase your commitment to supporting visionary educators throughout the year.



Districts of Distinction is a recognition program for K-12 school districts that engages and impacts the entire District Administration audience through multiple touchpoints. Make your brand a valued voice in this celebration of innovation, in print, online, and in person at one of the nation's largest independent K-12 education conferences.

DA Newsletters

Increase your brand's visibility with our qualified subscriber base. **Native and display advertising solutions** in DA's expertly curated newsletters engage readers with your brand in a format that inspires trust and spurs action.



Connecting with the widest audience of school district leaders in the resource they rely on – and respond to – every weekday



Tailored specifically to the leaders responsible for purchasing and implementing technology solutions for their districts



Providing an absorbing content experience in a collection of the week's most important school district stories

Events and Conferences

We offer exhibit and sponsorship opportunities at events that are directly aligned with the leading media brand in the K-12 market, and programmed by noted educators with a strong understanding of the audience and current trends.



The mission of DA's leadership programs is to provide cutting-edge professional development to school district leaders. We provide a collaborative learning environment with peers and partner sponsors in order to inspire innovation and leadership excellence in K-12 education.

Membership

Members enjoy access to leadership development tools tailored to their roles and expertly curated information resources for their school communities.

Summits

Collaborative professional development summits are designed exclusively for senior district leaders to address challenges and advances in their areas of expertise.

Academies

Graduate-style programs provide the skills, resources and support structure for aspiring district leaders to successfully step into a senior administrative role.

daleadershipinstitute.com



FETC® is the nation's largest independent event focused on leveraging technology to drive K-12 student success. This blockbuster event has become the most effective way to get your message in front of qualified K-12 edtech decision-makers from across the country and around the world, who evaluate, recommend or approve purchases for their schools and districts.

fetc.org



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