Align your branding and message delivery with our sought-after content

DA's expertly curated newsletters offer native and display advertising solutions in a format that engages decision-makers and spurs action.

- Reach a qualified audience in a trusted resource that delivers essential news and insights tailored to their role.
- Highlight your branding with billboard and banner ad positions that keep your brand top of mind with your preferred audience.
- Collect marketing-qualified leads with native content placement. You will have access to live lead reports with contact information for everyone who clicks on your native ad content.
- Demonstrate your company's thought leadership, subject matter expertise and success to the decision-makers who are empowered to bring your solution to their districts.

Ask us for the latest circulation numbers

DA Daily

Reach the widest audience of school district decision-makers in the resource they rely on – and respond to – every weekday. DA Daily offers native and display advertising opportunities within an expertly curated look at the latest education headlines.

Frequency: Daily (Monday-Friday)

Display Advertising

600x235 Billboard (1 available/issue) 600x100 Banner (4 available/issue)

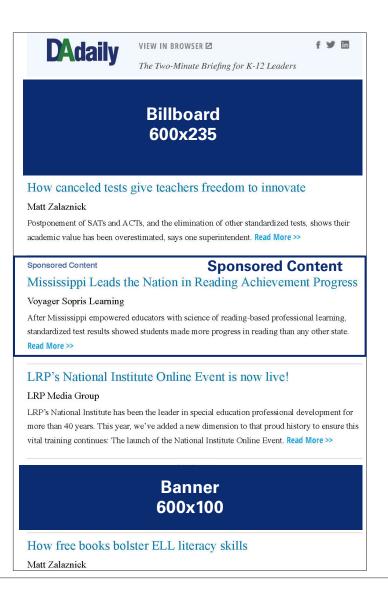
Sponsored Content

Title: 8-10 words Abstract: 25 words

Content Link: URL for landing page

where content resides

Space is limited to two sponsored content items per issue of DA Daily.
One of these is a premium position immediately beneath the first news item.





DA Tech

Engage with K-12 technology leaders in this weekly newsletter. DATech provides the latest technology news curated for the leaders responsible for purchasing and implementing technology solutions for their districts.

Frequency: Weekly

DA Weekend Roundup

Connect with a large cross-section of K12 decision-makers to create a meaningful content experience in a collection of the week's most important school district stories, curated for a deeper, weekend read.

Frequency: Weekly



Display Advertising

600x235 Billboard (1 available/issue) 600x100 Banner (4 available/issue)

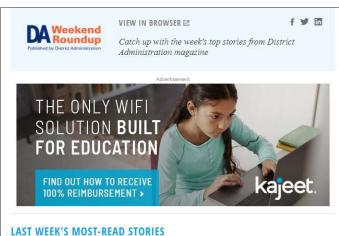
Sponsored Content

Title: 8-10 words

Abstract: 200 characters or less

Sponsored Content Link: URL for landing page where content resides Space is limited to two sponsored content items per issue of each newsletter. Positions

are granted on a first come, first served basis.



In school and out, educators are paying the price in the controversy over critical race theory

Lori Capullo

of factors Read More>

Death threats, firings and harassment are some of the consequences educators are facing in the countrywide battle over critical race theory. Read More>>

For more details and to customize your program, contact:

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