

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.


[VIEW IN BROWSER](#)




The Two-Minute Briefing for K-12 Leaders

Billboard 600x235

[How canceled tests give teachers freedom to innovate](#)

Matt Zalaznick

Postponement of SATs and ACTs, and the elimination of other standardized tests, shows their academic value has been overestimated, says one superintendent. [Read More >>](#)

Sponsored Content

[Mississippi Leads the Nation in Reading Achievement Progress](#)

Voyager Sopris Learning

After Mississippi empowered educators with science of reading-based professional learning, standardized test results showed students made more progress in reading than any other state. [Read More >>](#)

[LRP's National Institute Online Event is now live!](#)

LRP Media Group

LRP's National Institute has been the leader in special education professional development for more than 40 years. This year, we've added a new dimension to that proud history to ensure this vital training continues: The launch of the National Institute Online Event. [Read More >>](#)

Banner 600x100

[How free books bolster ELL literacy skills](#)

Matt Zalaznick

DA Tech

Engage with K-12 technology leaders in this weekly newsletter. DA Tech 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.

For more details and to customize your program, contact:

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Engage Your Science Students

Download our case study to see how!

[Download](#)

Labster

NEWS FROM DA'S FETC

6 strategies for preventing lost and broken technology

Matt Zalaznick

Keeping track of all the laptops and Wi-Fi hotspots distributed urgently to students was yet another of COVID's myriad challenges. How big a challenge that continues depends on a range of factors. [Read More>>](#)

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Catch up with the week's top stories from District Administration magazine

Advertisement

THE ONLY WIFI SOLUTION BUILT FOR EDUCATION

FIND OUT HOW TO RECEIVE 100% REIMBURSEMENT >

LAST WEEK'S MOST-READ STORIES

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

Lori Capullo

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