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.

districtadministration.com/media-opportunities
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 Academic Esports
Drive brand engagement and use your content to educate K-12 decision-makers in the resource they look to for the latest news and upcoming trends in the fast-growing world of academic esports.
Frequency: Monthly

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: 25 words
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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