Independent School matters to its readers.

With its insightful and aspirational content, *Independent School* magazine, published quarterly by the National Association of Independent Schools, is a place to turn for forward-thinking ideas and strategies. Readers trust *Independent School* for insight, analysis, and context on the issues that matter most in education. Each issue reaches school decision makers and serves up not just the timely content they need but the services and products they need to address challenges and create sustainable campuses and school communities. Aligning your brand with *Independent School* not only demonstrates industry savvy, it also puts your organization directly in front of current and aspiring leaders.

There’s an ongoing conversation in the independent school community—don’t miss out on your opportunity to be a part of it.

### Who reads *Independent School*?

<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>TOTAL READERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,650</td>
<td>26,815</td>
</tr>
</tbody>
</table>

**They’re highly engaged...**

- 85% read half or more of the magazine

**...and they like what they read**

- 97% feel it has useful and relevant content

### Top roles among readership

Heads of school // Assistant heads // Division heads // Business managers
Communication directors // Diversity practitioners // Admission and financial aid professionals
Development officers // Technology directors // Faculty
Top 5 Reasons to Advertise

1. It’s a trusted brand.
The National Association of Independent Schools is the premier organization for private, independent schools in the United States, and the magazine has been a core benefit of membership for more than 75 years.

2. It’s guaranteed to be in the hands of decision makers.
Four times a year, the magazine is sent directly to the top decision maker at every independent school—the head of school, along with other top administrators and department heads.

3. It’s the only magazine dedicated exclusively to independent schools.
You’ll optimize your marketing budget because there’s no better way to get national reach with this select audience than through the publication that’s designed for them.

4. It’s forward-thinking.
Each issue provides regular coverage of important issues and key trends independent school educators and administrators need, when they need it.

5. It’s in print.
Yes, you read that right. Print matters now more than ever, especially in NAIS’s community of highly engaged and educated readers.
Reach Your Target Audience

Designed to nurture and engage a broader community—and featuring a diversity of voices and views—Independent School magazine now includes dedicated departments that address the topics leaders need to have on their radar. And these sections and departments mean targeted placement—more opportunity to place your ads near relevant content.

EVERY ISSUE INCLUDES:

Research Insights
provides context on important study and survey results that are useful to independent schools.

Leadership Lessons
explores broad management concepts, leadership practices and approaches, training, professional development, and more.

Trend Lines
offers a big-picture view of trends and issues related to the changing education landscape that are or will be impacting independent schools.

In Practice
is a place for case studies that provide an in-depth look at how a school has implemented an idea, program, or practice, including the specific approach, insights, and key takeaways.

Boardroom
is geared for heads and trustees and focused on key governance issues that help build and secure productive working relationships.

PLUS: MEMBER PROFILES, BOOK REVIEWS, Q&As, AND EDUCATION-RELATED NEWS READERS CAN USE
Why Spend on Print?

“Print is dead,” they say. That’s not true for the readers of Independent School. In fact, more than 90% of our readers prefer to read it in print. It’s not true for advertisers, either. Recent surveys have shown:

- Magazines show the highest return on advertising spend.
- Magazine readers believe in brands—and are heavily swayed by advertising.
- Magazine campaigns significantly lift sales.
- Magazine readers recommend products and services to others.
- 61% of readers are inspired to take action after seeing a magazine ad.
- Magazines provide a more positive environment for advertisers.


Issues & Closing Dates

Independent School is published four times during the school year. Every issue includes feature packages focused on key themes.

*Editorial subject to change

<table>
<thead>
<tr>
<th>ISSUE DATES</th>
<th>EDITORIAL FOCUS</th>
<th>SPACE CLOSING</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
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<td>Fundraising</td>
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<td>1/8/2021</td>
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<td>7/1/2021</td>
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# Rates, Ad Sizes & Dimensions

## 4 Color

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## B/W

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*For two-color or special ink (such as neon or metallic) rates, contact Sue Partyke at advertise@nais.org.

## Special Ad Positions

Orders specifying positions other than covers are guaranteed at a 15 percent premium on space and color, subject to the terms and agreements listed below. Consult our advertising sales office regarding availability. Advertisements without a reserved special position are assigned a position at the publisher’s discretion.

## Inserts

Rates: Two-sided, preprinted inserts are charged at the B/W rate for the page unit nearest in size (e.g., a full-page insert costs the same as a full-page B/W ad; a 5x7 card costs the same as a 2/3-page ad). In addition, all inserts are charged a non-commissionable bind-in fee of $400. Odd-sized, multiple-page, or hand-inserted pieces will be individually priced. Please call the advertising sales office for further information.

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**AD CONTACT**

Send insertion orders, all inquiries, contracts, and cancellations, as well as advertising printing materials and production queries, to our advertising sales office:

**Sue Partyke**

145 Harrell Road, Suite 119

Fredericksburg, VA 22405

540.374.9100 | advertise@nais.org

All color ads must include two proofs.

**SAVE ON AD RATES!** Become an NAIS supporter today. Contact Jessica Holt: holt@nais.org or 202-973-9740.
Specs: Consult our advertising sales office about positions, production specifications, and quantity, as these may change. Samples of all inserts must be received and approved by the advertising sales office prior to the space closing date. Insert cards with a minimum size of 3x5 and a maximum of 6x6 will be blown in; all other sizes must be bound in, tipped (glued) in, or hand-inserted. If hand-inserted, additional bind-in fees may apply.

“Green” Certification: Inserts must be printed on FSC-certified stock. For more information, go to www.fscus.org. For a list of FSC-certified printers, call the advertising sales office at (540) 374-9100 or email advertise@nais.org. If an insert is a business-reply piece (the reader will be mailing all or part of it back to you), it must be printed on 7-point reply stock minimum, 9-point maximum.

Shipping: Inserts must be at the printer no later than 20 business days after space closing. Each box must be labeled with the magazine name and issue (e.g., “Independent School/Summer/Year”), and must include a packing slip.

Ship to:
LSC Communications
Attn: Mark Henson
13487 S. Preston Highway
Lebanon Junction, KY 40150
816.792.6321

Consult our advertising sales office about availability, production specifications, and quantity.

TERMS AND AGREEMENTS
The publisher reserves the right to refuse any advertising for any reason, at its sole discretion, including but not limited to the potential competition of products or services being advertised with those offered by the association. Advertiser and agency assume liability for all content, including text, representation, and illustrations in advertising published and also assume responsibility for any claims arising therefrom against the publisher, including costs associated with defending claims. The publisher does not guarantee any given level of circulation or readership for any advertisement. The publisher assumes no liability for failure, for any cause, to insert an advertisement.

Agency Accounting and Discounts
Recognized advertising agencies are entitled to a 15 percent commission on charges for space, color, and position. Commissions are given only if the invoice is paid within 30 days. In the event of nonpayment, the publisher reserves the right to hold the advertiser and the advertiser’s agency jointly and severally liable for such monies as are due and payable. No cash discounts.

Payment Terms
Payment is due 30 days from date of invoice. Frequency discounts are based on the number of insertions within a 12-month period.

Short rates and rebates
An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned. Advertisers who use enough space within 12 months of their first insertion to qualify for lower rates will be rebated on their final invoice for that period.

Cancellations
A contract (except for covers and guaranteed positions) may be suspended or cancelled on 30 days written notice, with rates adjusted to reflect the actual number of insertions completed.

Cancellations must be received prior to the issue’s space-closing deadline. Cancellations received after the space deadline will be charged 100% of the contracted amount.

MAGAZINE PRODUCTION INFORMATION
Printing: Web offset
Binding: Perfect bound
Trim Size: 8 1/2” x 10 7/8” Keep live matter at least 1/2” from trim. Allow 1/8” for gutter trim and bleeds.
DIGITAL REQUIREMENTS

**File Formats:** PDF (preferred), InDesign CS6.0 and lower versions, TIFF, or EPS.

**Disks:** We support Macintosh (preferred) and Windows formatted CD-ROM or DVD. Contact the advertising sales office for details.

**Proofs:** For all ads containing color, advertiser must provide a SWOP-certified, digital color proof (Epson, Fuji, etc.). If no proof is provided, publisher will not be responsible for incorrect color or color variations.

**File Construction Guidelines:**
- Build pages to ad size and extend elements 1/8” beyond trim if bleed is required.
- If supplying layout files, include ALL fonts, images, and artwork.
- Use only Type 1 fonts — no TrueType fonts or font substitutions.
- Do not apply style attributes to basic fonts.
- Convert fonts to outlines in imported graphics, or include all fonts used in imported graphics.
- All continuous tone images must have a resolution of at least 300 dpi at 100 percent. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100 percent and a maximum resolution of 2400 dpi.
- All color images must be in CMYK mode; no RGB images.
- Images should be saved as EPS or TIFF; no JPEG images.
- Do not nest EPS files in other EPS files.
- Do not embed ICC profiles with in images.
- Four-color solids and images should not exceed SWOP maximum density of 300 percent.
- Delete all unused colors in any supplied files.

**PDF File Construction Guidelines:**
- Create page files according to File Construction Guidelines listed in column one.
- For ads with bleed, make postscript files at least 1/4” larger than ad trim size to allow for 1/8” bleed around ad perimeter.
- All high-resolution images and fonts must be embedded when the PDF file is distilled. Use Acrobat Distiller’s “PDF/X-1a” setting or comparable for creating the PDF.

STORAGE OF MATERIALS

The publisher will store all materials for 12 months after most recent use, then destroy them, unless otherwise advised in writing by the advertiser or agency.

Readers Say

“*Independent School* is a treasured resource for our school. The topics are consistently timely and presented in an immediately usable format.”

“*Independent School* magazine is known for the strength of its content. The articles are thoughtful and thought-provoking. I appreciate the overall tone of the magazine. I often highlight articles for my board to read.”

“I already have so many sites I have to visit each day. A print magazine is a relief, frankly. And I like having it in the office, where faculty see it.”