

Education Advertising Schedule



School Directories *February & August*

Flourishing Families (Special Needs) *March*

Out & About Annual Education Directory *June*

School Recognition Series *May, December & January*

January

- School Open House Advertising Opportunities
- School Recognition
Head of the Class

February

- Spring School Directory with Print & Online Listing

March

- *Flourishing Families*: Education Section in Parent Guide for Special Needs with Listing

May

- School Recognition Series
Outstanding Students or Parent Testimonials

June

- Out & About 2018: Be seen in your community!

August

- Fall School Directory with Print & Online Listing
- Web ads on our online Education pages
- Annual Special Needs Resource

September

- Education /Back-to-School focus

November

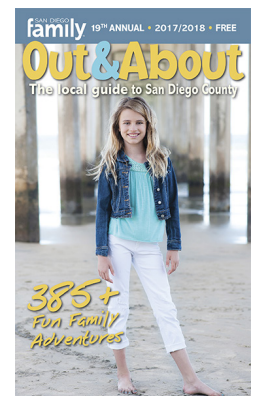
- School Open House Advertorial Opportunity

December

- School Recognition Series
Exceptional Teachers or Parent Testimonials



Special Needs Camps



Yearly Guide

advertising special section

SCHOOL RECOGNITION SERIES

2018/2019

THE EXPOSURE
As an advertiser in this series, you will receive placement in print alongside other distinguished educators, and will also be included online through February. Your space will include your school logo, address and contact information as well as a message to readers from your head of school.

OUR READER'S KIDS:
33% 2 to 4 yrs old
40% 5 to 7 yrs old
56% 8 to 13 yrs old
10% 14 and older

OUR READERS:
34% would consider sending their child to an independent/private school
93% are college-educated

HEAD OF THE CLASS
Introduce the head of your school and highlight programs that are your foundation.

DEADLINE
May is April 6
December is November 9
January is December 7

Call your sales rep to reserve space:
619-685-6970

Full Page - 200 words
1/2 Page - 100 words
1/3 Page - 70 words
1/4 Page - 50 words

AD SIZES AVAILABLE:
1/8 page, 1/2 page, 2/3 page and Full page

San Diego family

School Recognition



619-685-6970

www.SanDiegoFamily.com

