

Advertising Rate Card 2024/2025

Valid Until May

2025

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School Principals Matter



School Principal Today is a renowned niche digital news portal that inspires and connects thousands of school principals across the SADC region.

As school principals are the most influential decision-makers for resources and budgets, our digital platform has become their primary source of news, industry-related content, and go-to guide for purchasing trends to enhance their immediate and secondary environments..



For advertisers aiming to reach schools, teachers and students, School Principals are indeed their primary contact.

When several principals within an area adopt a product, their recommendations often lead to an 87% purchase increase of that product from nearby schools

K12 Prospects research 2023



According to **Agile Education Marketing**, School Principals are pivotal in procurement decisions, with principals holding significant influence in 77% of cases.



Media Reach



110 000

Monthly Unique Visitors



6 000

Newsletter Subscribers



400 000+

Monthly Page Views

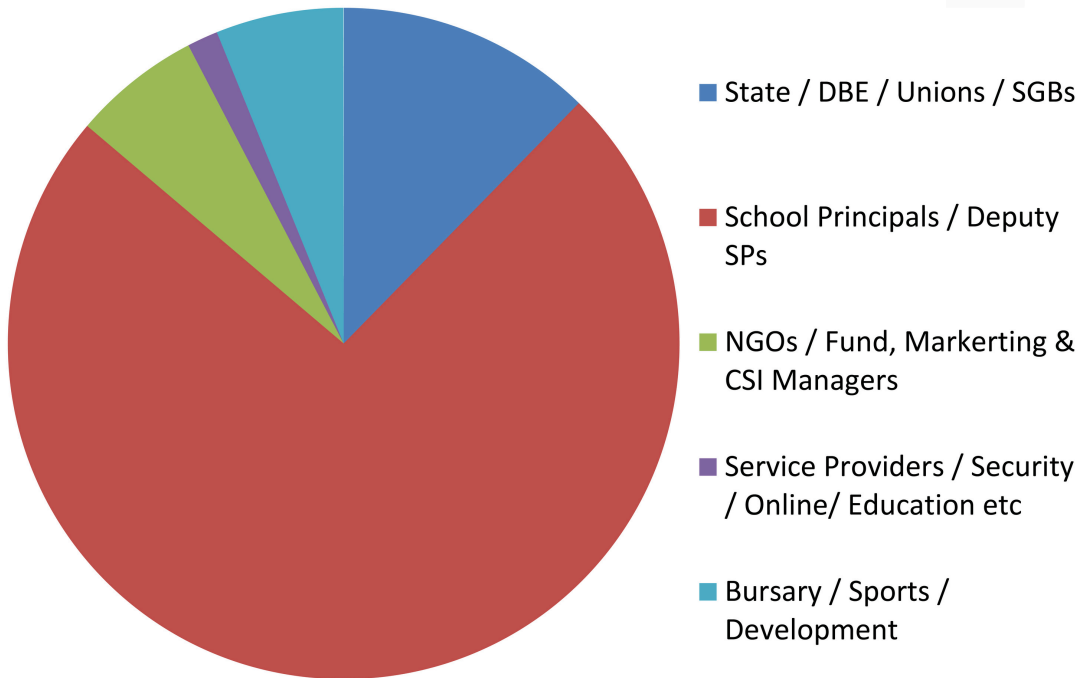


2 - 4 Minutes

Average Session Duration

Remember, this is a niche market that offers advertisers a rare opportunity to connect with a highly engaged and specialized audience of **School Principals**.

Readership



Why Take Part

01

➤ Access To Decision Makers

03

➤ Trusted Platform

02

➤ Influence Over Teachers & Learners

04

➤ Maximun ROI & Targeted reach

Press Office

With a Press Office we can guarantee that your articles will be published on our Home Page, Relevant Section and Newsletter.

Advantages of Submitting Articles / Press Releases

- **Centralized Communication:** Ensures consistent messaging and easy access for journalists.
- **Brand Control:** Manage and control the narrative to align with your brand's goals.
- **Efficient Distribution:** Streamlines the process of distributing press releases quickly.
- **Increased Visibility:** Enhances the visibility of your articles and press releases.
- **Professional Image:** Establishes a professional presence and commitment to transparency.
- **Archived Information:** Provides an archive of past releases for easy reference.
- **SEO Benefits:** Regular updates improve your site's search engine ranking.
- **Relationship Building:** Builds and maintains relationships with media professionals.
- **Crisis Management:** Facilitates quick responses during crises to manage public perception.

- > **6 Articles / Press Release**
R9 000
- > **12 Articles / Press Release**
R15 500
- > **24 Articles / Press Release**
R27 500
- > **Unlimited Articles / Press Release**
R48 500

All packages include a complimentary leaderboard banner ad.

Articles on School Principal Today are read 600 times per month on average.

Article

- > **1 Article**
R2 000

Monthly Rates

Website Banners

#	Ad Type	Creative Size	Monthly Rate
1	Billboard	970 x 250	R9 500
2	Half Page	300 x 600	R9 000

CPM Rates

Website Banners

#	Ad Type	Creative Size	CPM Rate
1	Billboard	970 x 250	R300
2	Half Page	300 x 600	R280

Tailored Webinars

Consider hosting a **Tailored Webinar** targeting School Principals (decision-makers). Reach targeted audience via your criteria i.e High School Principals only or Gauteng School Principals only etc



20 – 30
School Principals
R12 000



30 – 50
School Principals
R22 000



50 – 70
School Principals
R40 000



150 – 300
School Principals
R65 000

Key Benefits of our Tailored Webinars:

- Choose your preferred subject and length.
- Our team will research your audience and confirm attendees based on your criteria.
- You can bring in external speakers for the Tailored Webinar
- You determine the topic and focus
- We send brochures to all attendees, during the invitation process
- All event management needs before, during and post event will be managed by your dedicated account manager.
- Provision of full attendee analytics & database.
- Your logo and short profile on all email invites.
- Access to on-demand videos to further drive viewings post-event, which can be repurposed in your marketing campaigns.

Combined Monthly Package

Package	Monthly Rate	Annual Upfront
<ul style="list-style-type: none"> · One article or press release per month · A 970 x 250 banner on our home page · A 300 x 600 banner on our Home Page and every page · One social media post per month · One email campaign to 6,000 School Principal subscribers · Monthly statistics on article views · Article placement on Home Page and section pages · Article featured in the newsletter 	R5 950pm	R4 950pm

AD Specs

Type	Size
Billboard	970 x 250
Halfpage	300 x 600

Material Requirements:

Standard display adverts on the newsletters, website or mobi site: JPEG, PNG or GIF formats

File size: No advert file size may exceed 200K

Multimedia: MPEG or Quicktime format.