Chalkbeat Media Kit

Essential education reporting across America

For more information, please contact us at sponsors@chalkbeat.org
Chalkbeat is the country’s fastest growing destination for education news. Influential educators, administrators, decision-makers, and parents across the United States read Chalkbeat every day.

Chalkbeat’s Monthly Average Visitors
Chalkbeat’s readers are professionals, insiders and equity-minded citizens who live at the center of the education conversation.

Our readers influence others:

88% of Chalkbeat readers say, “Friends and colleagues often ask my opinions about education news and current affairs.”

71% of Chalkbeat readers say, “I am often the first person in my professional circle to know about developments in education news and current events.”

Our readers are in the markets for

- K-12 schools
- Employment
- Home decor
- Career consulting services

94% of principals and administrators said they had “Discussed something [they] read in Chalkbeat with teachers or other administrators in the last month.”
Our readers have significant purchasing power at their school and district levels...

Nearly half of our readers make spending decisions at their organizations, schools and districts.

These district leaders control budgets that total more than $25 billion. And that’s not including state funding or the budgets of our nonprofit leaders.

... as well as buying power as individual consumers and parents.

Education
- 80% have a graduate degree
- 16.5% have a bachelor’s degree

Income
- $200,000 and above: 17%
- $150,000 - $199,999: 14%
- $100,000 - $149,999: 26%
- $50,000 - $99,999: 34%

Our readers said they would do these things in the next year:
- Take an education course: 30%
- Look for a job: 25%
- Pick a school or tutor for their child: 25%

Data from Chalkbeat reader survey and Google Analytics
Our sponsors include leading companies, service providers, and institutions across the education field.

A few of our sponsors

Our sponsors say:
“Our admission department approaches recruitment strategically and Chalkbeat fits in our marketing mix by providing target visibility for open houses and graduate level programs to prospective students.”

Amy Greenstein,
Director of Admissions at Bank Street Graduate School of Education

Data from Chalkbeat reader survey and Google Analytics
Websites

Easy to read and navigate, Chalkbeat’s website is updated with stories from across the country throughout the day and optimized for our growing mobile audience. Banners can be placed on specific Chalkbeat sites (e.g. New York, Indiana), or across our entire network.

Available Sizes (desktop, mobile)

<table>
<thead>
<tr>
<th>Standard banner sizes</th>
<th>High-impact banner sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 (d, m)</td>
<td>300x600 (d)</td>
</tr>
<tr>
<td>320x50 (m)</td>
<td>970x250 (d)</td>
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<td>1020x90 (d)</td>
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<td>970x90 (d)</td>
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The full scoop:

- We limit the number of advertisements to keep a clean look and excellent reader experience.
- Prices vary depending on size and length of sponsorship. You can invest in one market, multiple markets, or the entire network.
- Your sponsorship appeals with trusted, original reporting. You don’t have to worry about your brand showing next to sensitive content on questionable sites.

New! Premium sticky ad unit. Your banner can be placed in the right rail next to editorial content. Stays in the view screen as readers scroll for stronger engagement. Available in 300x250 and 300x600 on desktop.

Pricing is designed on a per-campaign basis, based on desired level of impact.

Side rail ads can be sticky
ABOUT OUR OFFERINGS

Sponsored Content

Share an article, thought piece, or learning resources with Chalkbeat readers with sponsored content articles.

Sponsored content allows you the time, space, and flexibility to go deeper than a banner ad.

Premium add ons include embedded video and promotion in our newsletters.
Email Newsletters

Every day each of our bureaus sends out an e-mail newsletter called Rise & Shine that rounds up the education news headlines from across the region and also highlights Chalkbeat’s reporting.

Across our bureaus, we have more than 60,000 subscribers and our average open rate is 35 percent, which is significantly higher than industry standard for media and publishing.

In addition, we have specialty newsletters around topics including early ed, higher ed, legislature, and first-person teacher essays.

“Rise & Shine is one of the first things I read in the morning and it helps direct me to what I need to read that day.”

Reshma Singh,
Former Executive Director,
Partnership for Educational Justice
Dedicated Email

Chalkbeat will send your message to our readers, directly to their email inboxes.

The email exclusively features your content, and is sent from Chalkbeat.

Strong open rates and high engagement, plus HTML design available.
Jobs Board

One quarter of Chalkbeat readers plan to look for a job in the next year, and 31% of readers are looking to hire an employee in the next year. The savviest education recruiters rely on the Chalkbeat jobs board to connect with the best, most engaged candidates in education. They post jobs at schools — openings for teachers, principals, school nurses, and psychologists. And jobs at education organizations — executive directors, program managers, policy analysts, HR staff, and more.

Post a job

Chalkbeat’s Jobs Board spans our four markets as well as our partner sites in Chicago and Philadelphia. Whether you’re looking to hire locally, or recruit from a national pool of candidates, we can help.

You can purchase:

- A single 30-day job posting for $149 that appears on all our jobs boards
- A bulk pack of five 30-day job postings for $595 that appears on all our jobs boards (buy 4, get 1 free)
- A featured job posting for an additional $100 that appears on each site you’d like to feature it on
- Leaderboard banner to encourage more people to see your job posting

Supplement your posting with a targeted sponsorship

Want to announce an application deadline for your education program, or build brand awareness with the talent pool that’s drawn to Chalkbeat? For organizations looking to maximize their visibility beyond individual job postings, Chalkbeat also offers display advertisements on our Jobs Board page.
Virtual Events

Chalkbeat is hosting a series of virtual events and webinars.

Through sponsorship, your organization’s name will be included in emails before and after the event, and mentioned with appreciation during the event. Chalkbeat community members—teachers, administrators, parents—will remember your brand for helping to make these valuable, informative virtual events possible.

Contact

We are excited to work with you to create a package that fits your marketing plan and your budget. Please contact:

Sky Barsch
Director, Earned Revenue
(802) 279-0077
sbarsch@chalkbeat.org

Matt Yabor
Sponsorships Manager
(215) 876-5778
myabor@chalkbeat.org
Events

Readers rave about Chalkbeat’s events — social and learning opportunities where diverse groups converge to network, share ideas, and find their next team member and newest cause. They include panel discussions and presentations by educational leaders on the most pressing topics in today’s education debate as well as social hours celebrating key milestones in the education calendar, like the end of school.

What we can do for you to amplify your brand or message:

• Send out event announcements to our readers that include your messaging and logos
• Promote the event and its sponsors with written content on our website
• Incorporate sponsor logos and messaging into our event materials
• Invite sponsors to display or hand out marketing materials at the event
• Acknowledge and thank sponsors during the event

Teach901 sponsored the Chalkbeat Tennessee 6th Anniversary Party in Memphis, where they were able to directly connect with potential clients.
(Photoby CarolineBauman/Chalkbeat)