



# 2023 Media Planner

*Updated April 2023*





**NCSS is the largest association in the country solely devoted to social studies education.**

NCSS engages and supports educators in strengthening and advocating social studies. With members in all the 50 states, the District of Columbia, and 69 foreign countries, NCSS serves as an umbrella organization for teachers and educators of all grade levels and social science disciplines.

Whether you're looking for print, digital, or conference opportunities, NCSS has what you need to reach your audience and marketing goals. Let's work together to pinpoint the best options for your organization. Contact us today to get started.

**Advertising, Exhibit, Sponsorship Sales**

Maribell Abeja-DeVitto, Sales Coordinator

Tel: 312-673-5483

[mabejadevitto@smithbucklin.com](mailto:mabejadevitto@smithbucklin.com)

**Editorial Inquiries**

Joy Lindsey, Deputy Executive Director

Tel: 301-850-7458

[jlindsey@ncss.org](mailto:jlindsey@ncss.org)

**Job Position**

High School Teacher	27%
Middle School Teacher	17%
Elementary School Teacher	2%
College/University Professor	20%
School District Supervisor/Dept Chair	11%
Other	23%

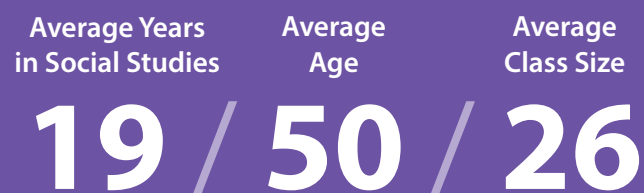
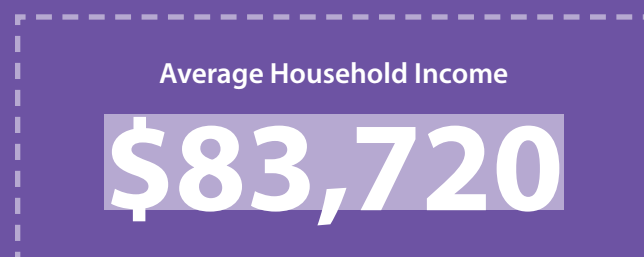
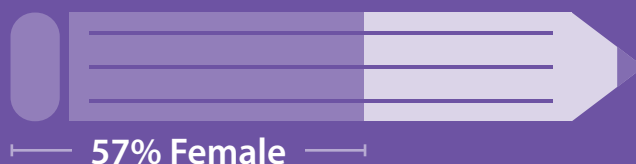
**Place of Employment**

Type of Institution	
Public School	67%
Private School, Not Religiously Affiliated	8%
Private School, Religiously Affiliated	10%
Other	15%

Type of Community	
Suburban	32%
Urban	24%
Small Town	9%
Institution-serving Mixture	26%
Rural	9%

**NCSS Teachers Have Purchasing Power**

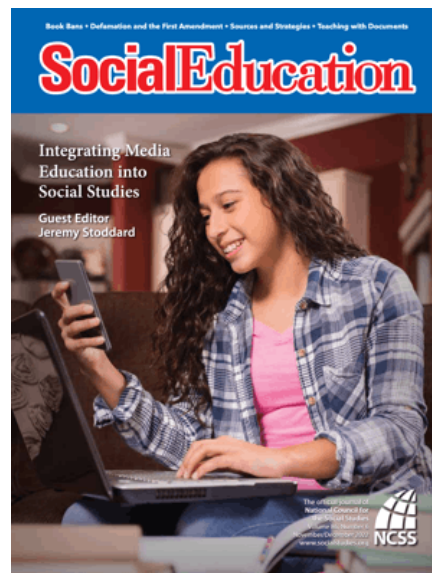
Involved in the purchasing process	60%
Establish the budget	12%
Determine the need for products/services	35%
Recommend/select products/services	51%
Authorize/approve purchases	17%

**Demographics**


Source: NCSS Readership Survey

## Reach 8,000 social studies teachers and educators.

*Social Education*, the NCSS flagship journal, contains a balance of theoretical content and practical teaching ideas. The award-winning resources include techniques for using materials in the classroom, information on the latest instructional technology, reviews of educational media, research on significant social studies-related topics, and lesson plans that can be applied to various disciplines. Departments include Sources and Strategies, Lessons on the Law, Surfing the Net, and Teaching with Documents. *Social Education* is published 6 times per year.



### 2023 Editorial Calendar

Issue	Editorial Theme/Focus	Space	Artwork
January/February	Engaging Students in Social Studies	January 17	January 24
March/April	Teaching about the Economy/Instructional Technology	March 3	March 10
May/June	Literature and the Arts in Social Studies	April 28	May 5
September	Back-to-School Lesson Plans	August 3	August 10
October	Promoting Civic Engagement	September 1	September 8
November/December	Annual Conference Issue	October 19	October 26

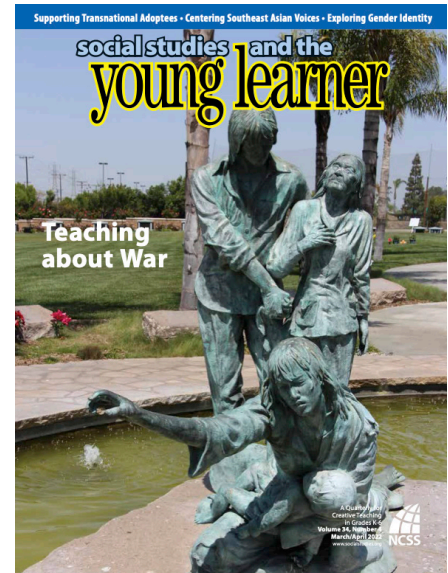
#### NCSS Advertising, Exhibit & Sponsorship Sales

Maribell Abeja-DeVitto, Sales Coordinator | Tel: 312-673-5483 | mabejadevitto@smithbucklin.com

*\*Source: NCSS Readership Survey*

## Target the elementary level grade band with *SSYL*.

Mailed to more than 2,600 members and subscribers, *Social Studies and the Young Learner* (SSYL) provides the perfect opportunity to target the elementary grade band. The magazine captures and enthruses elementary teachers across the country by providing relevant and useful information about the teaching of social studies to elementary students. The teaching techniques presented are designed to stimulate the reading, writing, and critical thinking skills vital to classroom success. *SSYL* is published quarterly.



### 2023 Editorial Calendar

Issue	Editorial Theme/Focus	Space	Artwork
January/February	Black Historical Consciousness	January 24	January 31
March/April	Social Studies in the Elementary Classroom	March 3	March 10
September/October	Back-to-School Lesson Plans	August 3	August 10
November/December	Annual Conference Issue	October 19	October 26

## Ad Rates

*Social Education* and *Young Learner* rates include four color. For black and white advertising rates, please subtract \$500 from the frequency rate.

Social Education			
Four Color	1x	2 to 4x	5 to 7x
Full Page	\$3,100	\$2,800	\$2,600
2/3 Page	\$2,500	\$2,300	\$2,100
1/2 Page	\$2,000	\$1,825	\$1,700
1/3 Page	\$1,700	\$1,530	\$1,445
1/6 Page	\$1,200	\$1,080	\$1,020
Cover 4	\$3,500	\$3,350	\$3,000
Cover 2 or 3	\$3,400	\$3,000	\$2,900
Page 1	\$3,400	\$3,000	\$2,900

Social Studies and the Young Learner		
Four Color	1 to 2x	3 to 4x
Full Page	\$1,650	\$1,565
2/3 Page	\$1,375	\$1,290
1/2 Page	\$1,200	\$1,140
1/3 Page	\$990	\$935
1/6 Page	\$850	\$800
Cover 4	\$1,800	\$1,720
Cover 2 or 3	\$1,725	\$1,650
Page 1	\$1,700	\$1,600

### To reserve space, contact:

Maribell Abeja-DeVitto, Sales Coordinator  
Tel: 312-673-5483  
mabejadevitto@smithbucklin.com

## Ad Specifications

Ad sizes apply to *Social Education*, *Young Learner*, and the Conference Preview and Program.

Ad Unit	Dimensions
Full Page (Trim)	8.125 x 10.75"
Full Page (Bleed)	8.375 x 11"
Full Page (Non Bleed)	7.25 x 10"
Two-Page Spread (Bleed)	16.5 x 11.125"
2/3 Page	4.75 x 10"
1/2 Island	4.75 x 7.25"
1/2 Horizontal	7.25 x 4.75"
1/3 Square	4.75 x 4.75"
1/3 Vertical	2.5 x 10"
1/6 Page	2.5 x 4.75"

### Color Proofs

Artwork can be accompanied by a press proof for matching. NCSS will not be responsible for the reproduction of color matching in artwork if a proof print is not provided. Color lasers or ink jet proofs are not acceptable as proofs. Only Iris or a SWOP certified proofs are acceptable.

- All publications are saddle stitched.
- All publications are printed by web offset.
- All publications use a 133-line screen and are printed on coated stock.

### Send magazine artwork and production questions to:

Richard Palmer, Art Manager  
National Council for the Social Studies  
8555 Sixteenth Street, Suite 500  
Silver Spring, Maryland 20910  
Tel: 301-588-1800 ext. 120  
richard@ncss.org

## NEW in 2023! Sponsored Thought Leadership Content - *Spotlight Corner* Print and Newsletters

Position yourself as an industry thought leader by sharing your ideas and practices in our widely distributed print and digital publications. As a sponsor of this new opportunity, your ad message will be exclusively displayed in the "spotlight corner" of the publication of your choosing. Pair your banner ad with engaging content for excellent exposure and impact!

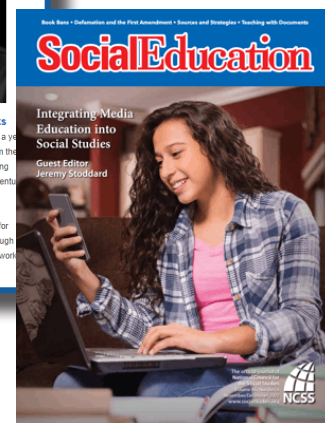
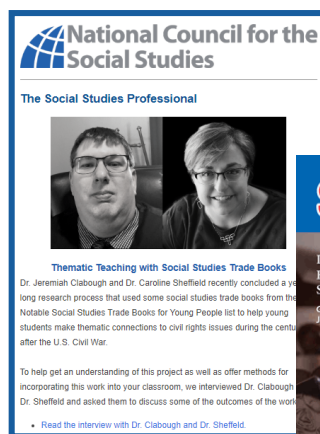
Cost \$2,500 per feature.

Materials Needed*	Specs
Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	6-10 Word Headline; 200 character word description

\*Materials must be submitted at least two weeks prior to when the email blast is distributed. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject Dedicated Email Blast requests.

### Send all artwork and production questions to:

Allison Norris, Senior Account Coordinator  
Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com



Promote your product  
or service solution in  
both NCSS print and  
digital formats!

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## The Social Studies Professional (TSSP) E-newsletter

**Average Open Rate: 18% | Average CTR: 17%**

The Social Studies Professional (TSSP) is the official e-newsletter of NCSS published twice monthly. TSSP is dedicated to providing resources for educators to use and share in the classroom setting. With more than 6,100 dedicated subscribers and shared with 43,500 of our social media followers, showcase your ad message alongside the latest news, lesson plans, webinars, and podcasts.

### Visit the TSSP Archive:

<http://www.socialstudies.org/publications/tssp>

Ad Unit/Size*	1x	3x
Top Banner Ad (600 x 120 pixels)	\$1,500	\$1,300
Mid-Page Ad (300 x 200 image + headline and 100-180 character description)	\$1,500	\$1,300
End-Page Ad (300 x 200 image + headline and 100-180 character description)	\$850	\$800
<b>NEW in 2023!</b> Ad Takeover (This exclusive sponsorship includes all ad units, sponsored content, plus recognition at the top of the newsletter)	\$3,500	--

\*Rates are net. JPG and GIF files only, 40 kb max. Animation not accepted.

Artwork must be submitted at least 2 business days (48 hours) before the e-newsletter is distributed. The advertiser is responsible for paying the full price if a reservation is booked but artwork is not submitted to NCSS on time.

### Send all artwork and production questions to:

Allison Norris, Senior Account Coordinator  
Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
[anorris@smithbucklin.com](mailto:anorris@smithbucklin.com)


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Sponsored message

Top Banner Ad (600x120)

August 21, 2018 | Number 259 | e-Newsletter





The Social Studies Professional  
The Community Edition!

Executive Director's Message

Is there truly a difference between teaching and learning? Dr. Lawrence M. Pheasant discusses the interdependence of these terms and welcomes you back to the school with NCSS resources and tools.

[\[Read More\]](#)





Constitution Day Resources:  
Lesson Plans & More

The New York Fed's Educational Comic Book Series helps you teach basic economic principles and the Federal Reserve's role in the financial system. Lesson plans

In February 1980, President Jimmy Carter issued a Presidential Proclamation which declared the week of March 6, 1980, as National Women's History Week. Congress passed Public Law 100-9 in 1987, which designated the entire month of March as Women's History Month. Use the resources in this edition to celebrate and teach the many important women who have shaped history!


Sponsored Message

Mid-Page Ad (300x200)

Ad Placement #2

This ad space allows for a 100-180 character description, headline, and link to a webpage of your choosing.  
[nomination before the April 15, 2022 deadline.](#)

Sponsored message



New from Newbery Medalist Avi

In a world of misinformation, who do you trust? Read the story of a young Loyalist turned British spy in the American Revolution. [Learn more.](#)

Sponsored Message

End-Page Ad (300x200)

Ad Placement #3

This ad space allows for a 100-180 character description, headline, and link to a webpage of your choosing.

\*Sent the first and third Tuesday of each month



## Professional Development (PD) Monthly E-newsletter

**Average Open Rate: 16% | Average CTR: 21%**

The NCSS *Professional Development Monthly* (PD Monthly) e-newsletter provides more than 6,000 member-only subscribers with the best and latest social studies professional development opportunities (webinars, institutes, podcasts, events, conferences, etc.) for social studies educators, administrators, and specialists. Place your ad message in this important professional learning resource today!

Ad Unit/Size*	1x	3x
Top Banner Ad (600 x 120 image only)	\$1,500	\$1,300
Mid-Page Ad (300 x 200 image + headline and 100-180 character description)	\$1,500	\$1,300
End-Page Ad (300 x 200 image + headline and 100-180 character description)	\$850	\$800
<b>NEW in 2023!</b> Ad Takeover (This exclusive sponsorship includes all ad units, sponsored content, plus recognition at the top of the newsletter)	\$3,500	--

\*Rates are net. JPG, PNG, and GIF files only, 40 kb max. Animation not accepted.

Artwork must be submitted at least 2 business days (48 hours) before the e-newsletter is distributed. The advertiser is responsible for paying the full price if a reservation is booked but artwork is not submitted to NCSS on time.

### Send all artwork and production questions to:

Allison Norris, Senior Account Coordinator

Smithbucklin

2001 K St. NW, Suite 300

Washington, D.C. 20006


Tel: 202-367-2495


anorris@smithbucklin.com

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**Top Banner Ad (600x120)**


**National Council for the  
Social Studies**  
September 30, 2020 | 2 | e-Newsletter  
**Professional Development Monthly**



**Featured Podcast:**  
Critical Pedagogy for Democratic Citizenship


**Sponsored Message**

**Mid-Page Ad  
(300x200)**

**Ad Placement #2**

This ad space allows for a 100-180 character description, headline, and link to a webpage of your choosing.

**INSTITUTES**



**2022 NCSS Inquiry and Teaching with Primary Sources Summer Institute**  
June 18, 2022 - June 17, 2023

**Sponsored Message**

**End-Page Ad  
(300x200)**

**Ad Placement #3**

This ad space allows for a 100-180 character description, headline, and link to a webpage of your choosing.

\*Sent on the last Wednesday of each month.

## Member Dedicated Email Blasts

### Average Open Rate: 25.8%

Send a custom marketing message directly to the inbox of over 6,000 NCSS members and social studies educators with a NCSS dedicated email blast. You provide the content, and our marketing team will do the rest. Availability is limited, and deployments are reserved on a first-come, first-served basis.

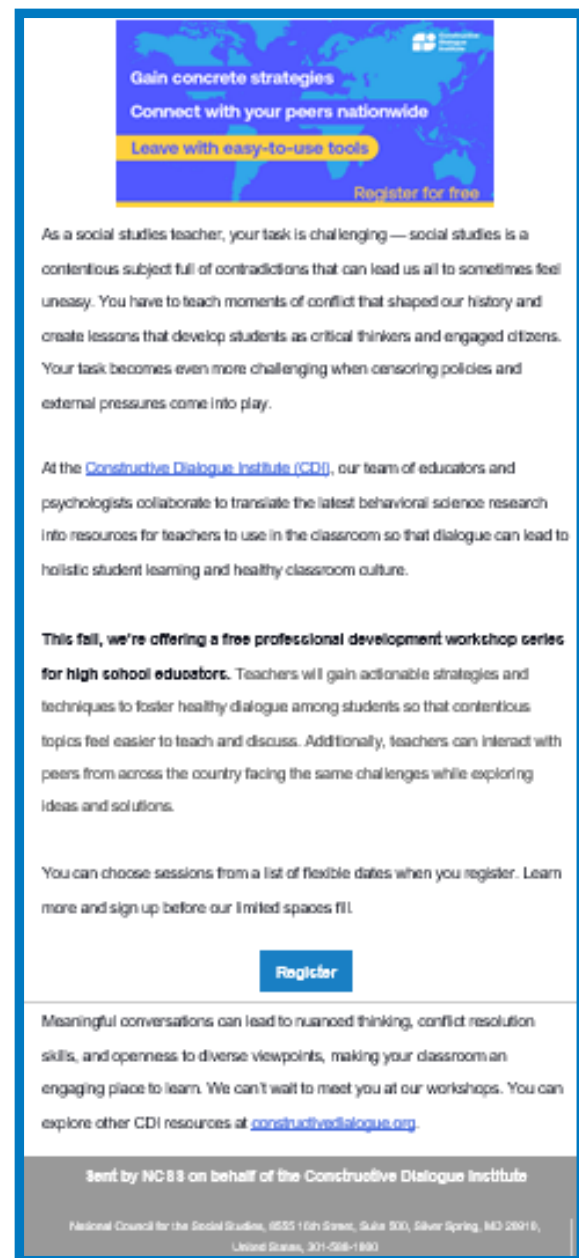
Cost \$7,000 per send.

Materials Needed*	Specs
Top Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	Submit headline and copy in a text-only document
Graphics and Images (Optional)	Max width 400 pixels, variable height allowed; JPEG/PNG static format, max file size 100KB, minimum 14pt font size in graphics

\*Materials must be submitted at least two weeks prior to when the email blast is distributed. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject Dedicated Email Blast requests.

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Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com



**Gain concrete strategies**  
**Connect with your peers nationwide**  
**Leave with easy-to-use tools**  
**Register for free**

As a social studies teacher, your task is challenging — social studies is a contentious subject full of contradictions that can lead us all to sometimes feel uneasy. You have to teach moments of conflict that shaped our history and create lessons that develop students as critical thinkers and engaged citizens. Your task becomes even more challenging when censoring policies and external pressures come into play.

At the [Constructive Dialogue Institute \(CDI\)](#), our team of educators and psychologists collaborate to translate the latest behavioral science research into resources for teachers to use in the classroom so that dialogue can lead to holistic student learning and healthy classroom culture.

**This fall, we're offering a free professional development workshop series for high school educators.** Teachers will gain actionable strategies and techniques to foster healthy dialogue among students so that contentious topics feel easier to teach and discuss. Additionally, teachers can interact with peers from across the country facing the same challenges while exploring ideas and solutions.

You can choose sessions from a list of flexible dates when you register. Learn more and sign up before our limited spaces fill.

**Register**

Meaningful conversations can lead to nuanced thinking, conflict resolution skills, and openness to diverse viewpoints, making your classroom an engaging place to learn. We can't wait to meet you at our workshops. You can explore other CDI resources at [constructivedialogue.org](#).

Sent by NCSS on behalf of the Constructive Dialogue Institute

National Council for the Social Studies, 8555 16th Street, Suite 300, Silver Spring, MD 20910, United States, 301-588-1880

### NCSS Advertising, Exhibit & Sponsorship Sales

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## NEW in 2023! Full Contact Database eBlast

Promote your latest solutions, best practices, or thought-leadership content to NCSS's ENTIRE database of members, nonmembers, educators, partners and MORE!

Cost \$10,000 per send.

Materials Needed*	Specs
Top Banner Ad	Max width 600 pixels, variable height allowed, JPEG/PNG static format, max file size 100KB
Content and Messaging	Submit headline and copy in a text-only document
Graphics and Images (Optional)	Max width 400 pixels, variable height allowed; JPEG/PNG static format, max file size 100KB, minimum 14pt font size in graphics

\*Materials must be submitted at least two weeks prior to when the email blast is distributed. Content and materials are subject to NCSS approval. NCSS reserves the right to accept or reject Dedicated Email Blast requests.



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Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com

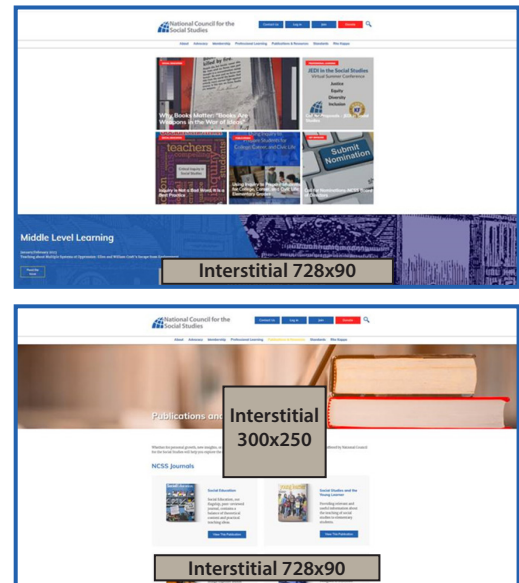
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## NCSS Website Advertising

Have your ad message prominently displayed on the NCSS website and reach thousands of social studies teachers! Attracting an average of 190,000 unique monthly page views, [socialstudies.org](https://socialstudies.org) will become an important part of your media buy.

Ad Unit/Size	Cost Per Month
Home Page (300 x 250 )	\$1,100
Run of Site (728 x 90)	\$1,300
Interstitial ROS (300x250) or (728x90)	\$1,600



## NEW in 2023! Sponsored Article on Website

Pair your banner ad with engaging content for awareness and impact! Sponsored articles will appear in both [socialstudies.org](https://socialstudies.org) homepage and Publications and Resources landing page. Content must at least be 750 characters.

Cost \$2,500 per article.

### Benefits:

- One banner and external linking URL
- Homepage position on [socialstudies.org](https://socialstudies.org) and Publications and Resources landing page four consecutive weeks
- Social media promotion and sponsor recognition on NCSS social media platforms (2 posts total)
- Article to be archived on the NCSS website under a related area
- Content must follow NCSS policy and guidelines and is subject to approval

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## NEW in 2023! Social Media Bundle

Leverage NCSS's social media handles to promote your next product launch, event, webinar, and more. One package available per month.

Cost \$1,000 per bundle.

### Benefits:

- One (1) sponsored post on NCSS's LinkedIn, Twitter, and Facebook accounts. 3 posts total.
- Social media graphics to adhere to standard platform sizes for LinkedIn, Twitter, and Facebook. Provide URL link.
- Engagement statistics will be provided after two weeks after the original post.

### Send all social media inquiries to:

Allison Norris, Senior Account Coordinator  
Smithbucklin  
2001 K St. NW, Suite 300  
Washington, D.C. 20006  
Tel: 202-367-2495  
anorris@smithbucklin.com



**24,700  
FOLLOWERS**



**15,000  
FOLLOWERS**



**4,470  
FOLLOWERS**

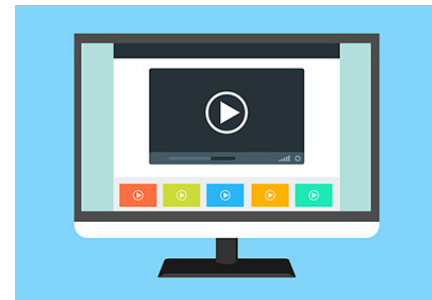


**820  
FOLLOWERS**

## Custom Webinars

Establish your organization as an industry thought leader by sponsoring a Webinar! You provide the content and subject matter experts and we'll manage the entire process from start to finish, including marketing, hosting and moderating. There's no better way to generate leads and grab the attention of educators who need your products and services.

Costs starting at \$9,000 per webinar.



Pre-Webinar	Live Webinar	Post-Webinar
<ul style="list-style-type: none"> <li>Advertising in TSSP e-newsletter promoting the webinar to NCSS members</li> <li>Recognition on NCSS social media platforms</li> <li>Homepage and ROS banner advertising on socialstudies.org</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to conduct live polls and Q&amp;As with participants through webinar platform</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor will receive recording of the webinar</li> <li>Sponsor will receive list of registrants and attendees. List will include opt-in contact information and titles.</li> </ul>

## NEW in 2023! On-Demand Pre-Recorded Webinar

Already have a webinar or live recording of your own? Take advantage of this opportunity to add your recording to NCSS's Institutes and Webinars (or On Demand Library) library and make it available to the entire NCSS audience.

*Maximum recording length: 30 minutes. All content is subject to NCSS review and approval.*

Costs \$3,000 per posted webinar.

Pre-Webinar	On-Demand Webinar	Post-Webinar
<ul style="list-style-type: none"> <li>Advertising in TSSP e-newsletter promoting the webinar to NCSS members</li> <li>Recognition on NCSS social media platforms</li> <li>Homepage and ROS banner advertising on socialstudies.org</li> </ul>	<ul style="list-style-type: none"> <li>Recording placement on socialstudies.org homepage for a duration of one month. Recording will be archived to NCSS's Institutes and Webinars afterwards</li> </ul>	<ul style="list-style-type: none"> <li>Post performance metrics reporting</li> </ul>

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## NEW in 2023! Tiered Partner Sponsorships

NCSS's Year Round Partner Sponsorship program offers opportunities for continued engagement for organizations who are advocates for social education. There are three levels of sponsorship. Each including highly visible branding opportunities.

**Deadline:** September 30th

All opportunities included will be fulfilled within the 12-month period following contract acceptance.

Gold \$15,000	Silver \$10,000	Bronze \$5,000
<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 2/3 page ad in Social Education</li> <li>(2) Two PD Monthly issues with exclusive Ad Takeover placement</li> <li>(1) One Dedicated eBlast</li> <li>(3) Three months of Website advertising, leaderboard position</li> <li>(3) Social Media Posts</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> <li>Sponsor recognition from podium at the Annual Conference</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 1/2 page ad in Social Education</li> <li>(1) PD Monthly issue with exclusive Ad Takeover placement</li> <li>(1) One Dedicated eBlast</li> <li>(2) Social Media Posts</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo with hyperlink under Sponsorship program section on website for one year</li> <li>(1) One 1/3 page ad in Social Education</li> <li>(2) Two months of Website advertising, leaderboard position</li> <li>(1) Social Media Post</li> <li>Sponsor logo featured on all TSSP deployments for one year</li> </ul>



## **2023 NCSS Summer Leadership Institute**

### **Virginia Museum of Fine Arts – Richmond, VA**

### **Monday-Tuesday, July 10-11, 2023**

Join National Council for the Social Studies (NCSS) for ***Uncovering Hidden Histories, Advocating for Local Issues*** - our 2023 Summer Leadership Institute (SLI), back in-person this July 10-11 in Richmond, VA, with an expected attendance of 75!

Support the mission of NCSS in advocating and build capacity for high-quality social studies through leadership, services, and support to educators. This year's SLI will focus on uncovering hidden histories and advocacy at the local and state levels. Learn from local historians and state civic and social studies leaders on how to uncover local history to spark civic engagement and inspire the next generation of civic participants. Through the exploration of NCSS toolkits for civic readiness and advocacy, participants will develop a plan for uncovering and elevating the hidden histories existing within their own communities that can be used to support local advocacy efforts.

This event is open to all NCSS members and those with a common interest in social studies, leadership, and examining social studies education in developing informed civic engagement.

Special thank you to the [Virginia Museum of Fine Arts](#) (VMFA) for graciously hosting this year's Summer Leadership Institute.



#### **Customizable Sponsorship Package:**

Opportunities include branding, advertising, and speaking.  
Contact Maribell Abeja-DeVitto to build your sponsorship experience today!

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Maribell Abeja-DeVitto, Sales Coordinator | Tel: 312-673-5483 | [mabejadevitto@smithbucklin.com](mailto:mabejadevitto@smithbucklin.com)

## Agenda Overview

### Monday, July 10 (7:45 AM - 6:30 PM ET):

Opening tour of Richmond and the Capitol Building and its grounds; an engaging panel on the future of civic leadership; in-depth discussions and modeling informed civic action; and, a special film screening and panel... dinner included!

### Tuesday, July 11 (8:30 AM - 5:00 PM ET):

Keynote discussion and Q&A with Ed Ayers; self-guided tour of the Virginia Museum of Fine Arts & Virginia Museum of History and Culture exhibits; planning time to construct takeaway action plans; and, a curated museum visit and presentation at The Valentine.

## When (Schedule-at-a-Glance)

*Times subject to change*

### Monday, July 10

**7:00 AM** - Registration Opens

**7:30 AM** - Welcome and Orientation

**8:00 - 11:30 AM** - Tour of Richmond, the Capitol Building and Grounds

**11:45 AM - 1:00 PM** - Lunch (on your own)

**1:00 - 3:30 PM** - Afternoon Sessions

**3:45 PM** - Departures for Film Screening and Dinner

**4:30 - 6:30 PM** - Film Screening and Panel Discussion

### Tuesday, July 11

**9:00 AM** - Day 2 Welcome

**9:15 - 11:00 AM** - Keynote and Q&A with Ed Ayers

**11:00 - 1:15 PM** - Self-Guided Tour of VMFA and Lunch (on your own)

**1:30 - 2:45 PM** - Afternoon Session

**2:45 PM** - Departure for The Valentine

**3:00 - 4:30 PM** - The Valentine Tour and Special Presentation

**4:30 PM** - Next Steps Discussion

**5:00 PM** - SLI Concludes

### Keynote Presenter:

[Ed Ayers](#)

### Lead Facilitators:

[Wesley Hedgepath](#)

[Lawrence Paska](#)

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