



# [MEDIA KIT]

## CHARTER CONNECT MAGAZINE

### [about the magazine]

The Charter Connect magazine provides support to the Michigan charter school market to increase awareness on policy, innovative breakthrough practices and valuable products and services to assist schools in achieving their goals. This unique magazine has a targeted readership of decision-makers and leaders in the charter school community to allow your company the opportunity for high exposure to a qualified subscriber list.

What's so different about this magazine?

- Provides a unique approach to advocacy-driven content, which is what our members have said they value most!
- MAPSA is a trusted voice in the Michigan charter school sector, serving as the central hub for stakeholders and boasting an 80% member renewal rate.
- Content is driven by member feedback to ensure relevancy.
- Content will be written to ensure it has a lasting impact to be used over and over as a reference to best practices, increasing shelf life.

### [about the publisher]

MAPSA, Michigan's charter school association, is the primary membership association and advocacy support for the charter school movement in Michigan, with 80% membership retention each year. With over 20 years of experience, we are a respected resource for stakeholders at varying levels and have earned the reputation of being a leading voice of quality and innovation within the sector.

### [MI charter schools 101]

Charter schools are operated under autonomous school boards, allowing site-based purchasing decisions to easily be made. Charters are unique in that they are able to choose providers to partner with on a variety of services versus solely relying on an intermediate school district or layers of bureaucracy for support and products. Management companies, or educational service providers, are a common support for many charter schools, adding necessary capacity to execute both business and academic operations. Some management companies also partner with providers for support for their portfolio of schools. Each charter school is held accountable to an authorizer by their autonomous school board. It is the culmination of these multiple stakeholders that allows charter schools to operate autonomously to continue to offer educational choice to parents and students.

## [subscribers]

With school leaders, teachers, management companies, school board members, and authorizers at the center of innovation and reform in the education sector, their guidance and direction is essential to uphold the demanded quality choices in K-12 education. With an intimate mailing list of nearly 400 innovative and collaborative individuals in the charter school sector in addition to an engaged email list of 8,000 educational pioneers, this magazine is built to share with over 10,000 charter school educators across the state. Gain access to a targeted market of innovation warehouses that are in need of partnership and exposure to additional products and services.

## [individual subscriber list]

**Charter Site Based School Leadership:** 250 mailed copies | 1,300 emailed copies

**Charter Authorizer Representative:** 10 mailed copies | 130 emailed copies

**Charter Management Company Representative:** 25 mailed copies | 300 emailed copies

**Charter School Teachers:** 4,200 emailed copies

**Charter School Board Members:** 1,300 emailed copies

**Education Reform Organizations & Pioneers:** 30 mailed copies | 550 emailed copies

**Legislators & Policy Staff:** 240 emailed copies

## [delivery methods]

**Print.** A hard copy of the printed publication is delivered to each member charter school campus, Management Company, and authorizer from around the state, in addition to 30 education reform organizations leading the movement.

**Online.** The magazine is hosted on [issuu.com](http://issuu.com) where readers can explore each edition at their leisure, which provides the ability to include a link within each ad for readers to click on while reading the electronic version. These links are trackable for future stats and data to review. View past editions at [issuu.com/mapsa](http://issuu.com/mapsa).

**Email.** Each magazine is emailed to a list of over 8,000 innovative educators, with an average 35% open rate engagement and an average 30% click-through rate (comparable industry average click-through rate is 8.3%).

**Website.** The Charter Connect magazine can also be found on MAPSA's website with over 1,000 organic visitors a month at [www.charterschools.org](http://www.charterschools.org).

**Social Media.** The digital copy is also marketed through MAPSA's engaged target audience through social media, including Twitter, with over 2,500 followers and Facebook with over 3,000 likes.

## [your opportunity]

Charter Connect is a great opportunity for you to build relationships and connections with educational leadership from across the state. We have created various advertisement opportunities, designed to give you maximum exposure for your investment. It is our goal to connect schools with quality businesses, ensuring they are equipped with the resources they need to succeed in increasing student achievement!

## [pricing]

<b>**ALL ADS ARE FULL COLOR**</b>	<b>Current Issue</b>	<b>Two Issues</b> (15% Discount per Issue)	<b>Size</b>
Full Page Ad w/bleed*	\$1,500	\$1,250 per issue/\$2,500 annually	8.75" x 11.25" / 8.5" x 11" (trim)
1/2 Page Ad (no bleed)	\$900	\$765 per issue/\$1,530 annually	8" x 5.125"
1/4 Page Ad (no bleed)	\$500	\$425 per issue/\$850 annually	3.875" x 5.125"
Inside Front Cover w/bleed*	\$1,800	\$1,530 per issue/\$3,060 annually	8.75" x 11.25" / 8.5" x 11" (trim)
2-Page Spread w/bleed*	\$3,450	\$2,950 per issue/\$5,900 annually	17.25" x 11.25" / 17" x 11" (trim)
Inside Back Cover w/bleed*	\$1,650	\$1,400 per issue/\$2,800 annually	8.75" x 11.25" / 8.5" x 11" (trim)
Outside Back Cover w/bleed*	\$1,800	\$1,530 per issue/\$3,060 annually	8.75" x 11.25" / 8.5" x 11" (trim)
Ad Design	Quote available upon request		
Perforated Insert Card	Quote available upon request		

\*Note: Bleed pages should be designed to accommodate both a right or left page. Live matter should be at least 1/2 inch from trim.

## [IMPORTANT DATES]

### [2017] FALL ISSUE

**PRINT DATE:** December 1, 2017

**Deadline to secure your ad:** October 2, 2017

**Artwork Due:** October 9, 2017

### [2018] SUMMER ISSUE

**PRINT DATE:** July 2, 2018

**Deadline to secure your ad:** May 1, 2018

**Artwork Due:** May 8, 2018

### [2018] FALL ISSUE

**PRINT DATE:** December 3, 2018

**Deadline to secure your ad:** October 1, 2018

**Artwork Due:** October 8, 2018

[SPECS]

**Acceptable File Submissions for Ads:**

- JPEG with a resolution of 300 ppi at final size
- Press-optimized PDF with a resolution of 300 ppi at final size
- Illustrator EPS with a resolution of 300 ppi at final size
- Send ad submissions to [charterconnect@charterschools.org](mailto:charterconnect@charterschools.org)

Full Page Ad w/bleed

8.5" x 11"

1/4 Page Ad  
3.875" x 5.125"

1/2 Page Ad  
8" x 5.125"