

# [MEDIA KIT]

## Charter Connect Magazine

### [about the magazine]

*Charter Connect* quarterly 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 an 80% membership retention each year. With over 15 years of experience, we are a respected resource with 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 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 500 innovative and collaborative individuals in the charter school sector in addition to an engaged email list of 12,000 educational pioneers, this magazine is built to share with 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:** 350 mailed copies | 800 emailed copies  
**Charter Authorizer Representative:** 40 mailed copies | 115 emailed copies  
**Charter Management Company Representative:** 45 mailed copies | 250 emailed copies  
**Charter School Teachers:** 9500 emailed copies  
**Charter School Board Members:** 750 emailed copies  
**Education Reform Organizations & Pioneers:** 50 mailed copies | 225 emailed copies  
**Legislators & Policy Staff:** 350 emailed copies

## [delivery methods]

**Print.** A hard copy of the quarterly printed publication is delivered to each charter school campus, Management Company and authorizer from around the state, in addition to 80 education reform organizations leading the movement.

**Online.** The magazine is hosted on 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 track-able for future stats and data to review.

**Email.** Each quarterly magazine is emailed to a list of over 12,000 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.

**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. Bi-weekly story posts throughout each quarter are posted to maximize readership.

## [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!

<b>**ALL ADS ARE FULL COLOR**</b>	<b>Current Issue</b>	<b>All 4 Issues (15% Discount per Issue)</b>	<b>Size</b>
Full Page Ad w/ bleed•	\$1500	\$1250 per issue/\$5000 annually	8.75" x 11.25" / 8.5" x 11" (trim)
1/2 Page Ad (no bleed)	\$900	\$765 per issue/\$3060 annually	8" x 5.125"
1/4 Page Ad (no bleed)	\$500	\$425 per issue/\$1700 annually	3.875" x 5.125"
Inside Front Cover w/ bleed•	\$1800	\$1530 per issue/\$6120 annually	8.75" x 11.25" / 8.5" x 11" (trim)
2-Page Spread w/ bleed•	\$3450	\$2950 per issue/\$11800 annually	17.25" x 11.25" / 17" x 11" (trim)
Inside Back Cover w/ bleed•	\$1650	\$1400 per issue/\$5600 annually	8.75" x 11.25" / 8.5" x 11" (trim)
Outside Back Cover w/ bleed•	\$1800	\$1530 per issue/\$6120 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.

## [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)

[SPECS]

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"

# [IMPORTANT DATES]

## [2017] WINTER ISSUE

**PRINT DATE:** January 1, 2017

**Deadline to secure your ad:** November 05, 2016

**Artwork Due:** November 11, 2016

## [2017] SPRING ISSUE

**PRINT DATE:** April 1, 2017

**Deadline to secure your ad:** February 03, 2017

**Artwork Due:** February 10, 2017

## [2017] SUMMER ISSUE

**PRINT DATE:** July 1, 2017

**Deadline to secure your ad:** May 05, 2017

**Artwork Due:** May 12, 2017

## [2017] FALL ISSUE

**PRINT DATE:** October 1, 2017

**Deadline to secure your ad:** August 04, 2017

**Artwork Due:** August 11, 2017

## [CONTACT]

Questions or interested in securing your ad? Contact us by emailing [CharterConnect@charterschools.org](mailto:CharterConnect@charterschools.org) or call 517.374.9167.