

Great! SCHOOLS.org

Advertiser Media Kit

Empowering parents to unlock educational opportunities for their children.

About Us

GreatSchools is an acclaimed nonprofit transforming education nationwide. We're dedicated to empowering parents and equipping children with the essential knowledge, skills, character, and purpose for lifelong success.



Each year, more than half of all American parents turn to GreatSchools to find the right schools and to support their child's development.



We are the nation's leading resource for school and education information for parents:

- 45 million unique visitors
- Reaching half of all American parents & educators
- 94% of users say they are likely to recommend GreatSchools
- 85% of our users were likely or very likely to be influenced by content

Contact Us



GreatSchools Advertising



mediasales@greatschools.org

Advertise to Parent Buyers

More parents visit GreatSchools than any other school directory.

- 45M annual unique visitors
- 50% of parents use GreatSchools
- 138K profiles of every US public, private & charter schools
- 1M+ parent ratings & reviews
- 380K opt-in subscribers

Meet Our Audience

Role:

- 75% parent/primary caregiver
- 8% grandparent
- 10% student under age 18
- 8% other (school official, etc.)



Background:

- 47% White/Caucasian
- 25% Asian
- 15% Hispanic/Latino
- 12% African American
- 1% Other



Grade-Levels:

- 10% not yet in school
- 22% preschool
- 62% elementary
- 25% middle school
- 17% high school
- 6% college



Onsite Display

Content Topic:

- College & career
- ELA
- Back-to-school
- STEM *and more!*

Segment adverts by:

Location:

- IP Targeting
- Page Targeting:
- National
- State
- Metro
- City
- Zip Code

Language:

- English
- Spanish

Grade Band:

- Pre-K
- Kindergarten
- Elementary
- Middle School
- High School

School Profile Pages

Be at the heart of parents' school searches. Your school gains visibility where families research, ensuring they discover your offerings. *Available for mobile & desktop.*

- 48 Million Annual Visitors
- 0.11% Average CTR
- \$10 Average CPM
- 59.4 Million Average Impressions

Great! SCHOOLS.org School name, level, or type Denver, CO

Colorado > Denver > Denver County 1 School District > Polaris at Ebert Elementary School

Polaris at Ebert Elementary School

Unclaimed

10/10 GreatSchools Rating 29 reviews

Public school • 332 Students • Grades 1-5 • Website • Contact • Address

Great! SCHOOLS.org School name, level, or type Cincinnati, OH

Kentucky > Fort Thomas > Fort Thomas Independent > Highlands High School

Highlands High School

Unclaimed

9/10 GreatSchools Rating 2 reviews

Public school • 1,036 Students • Grades 9-12 & Ungraded • Website • Contact • Address

ADVERTISEMENT: University of Cincinnati ONLINE Master of Education in Curriculum & Instruction GET STARTED NOW

Homes Nearby
Homes for rent & sale near this school
Powered by movoto

LEARN BY STICKER

Beginning Phonics

Addition and Subtraction

SHOP NOW

ADVERTISEMENT

they were last year, compared to similar students in the state.

High progress with high test scores means students have strong academic skills and the school is doing an excellent job at supporting academic growth compared to most other schools.

Featured: High Impact Module

Capture attention immediately. Highlight upcoming events and key school features prominently, making your school the center of interest.

Available desktop only.

- 0.16% Average CTR
- 16.5 Million Average Impressions

Great! SCHOOLS.org School name, level, or type Los Angeles, CA

Nearest high-performing: Nearby schools

8/10 Horace Mann Elementary School 3.5 Public district K-5 Beverly Hills, CA 1.29 miles

9/10 Melrose Elementary School 4.5 Public district K-5 Los Angeles, CA 1.35 miles

ADVERTISEMENT: Stand out to Colleges with the SAT. Top 6 ways the SAT helps you get ahead.

Search Results

Feature prominently where parents start their search. Ensure your school is among the first seen in local searches. Available for mobile & desktop.

- 0.11% Average CTR
- \$10 Average CPM
- 44.2 Million Average Impressions

Great! SCHOOLS.org

School name, level, or type Denver, CO

Parenting Write a Review En E

1700 South Holly Street, Denver, CO, 80222 • 3.3 (19 Reviews)

Elementary school Middle school High school

Public district

Homes nearby

Advertisement: STITCH FIX

Bradley Elementary School

8th Grade GreatSchools Rating

Elementary school Middle school Public district

About GreatSchools Ratings

3M Young Scientist Challenge

Spark curiosity in your students and they could win...

ENTER TODAY

#YoungScientist

Discovery EDUCATION

Great! SCHOOLS.org

School name, level, or type Los Angeles, CA

Parenting Write a Review En E

Downtown Business High School

9th Grade GreatSchools Rating

9 Test Scores 10 Equity

1081 West Temple Street, Los Angeles, CA, 90012 • 4.1 (10 Reviews)

High school Public district

Homes nearby

SPONSORED LISTING

IXL Learning

Melrose Elementary School

9th Grade GreatSchools Rating

8 Academic Progress 10 Test Scores 8 Equity

731 North Detroit Street, Los Angeles, CA, 90046 • 4.5 (42 Reviews)

Elementary school Public district

Sponsored Search Listing

Maximize visibility. Your school secures a top spot among search results, increasing visibility for interested parents. Available for mobile & desktop.

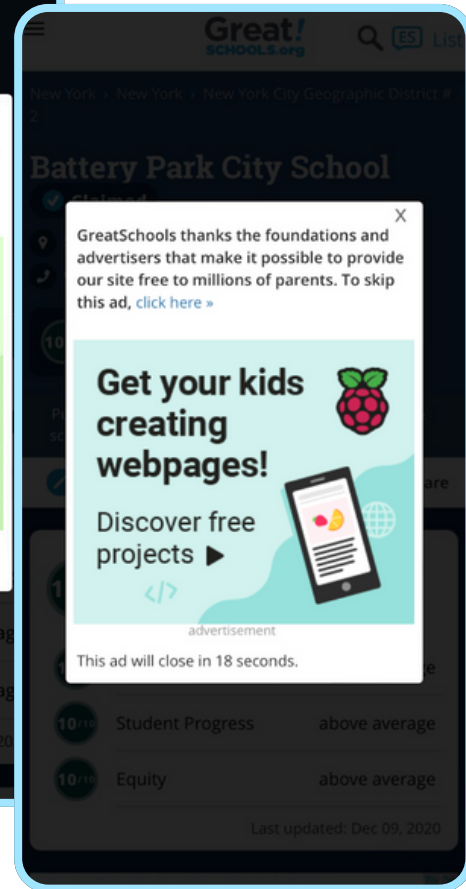
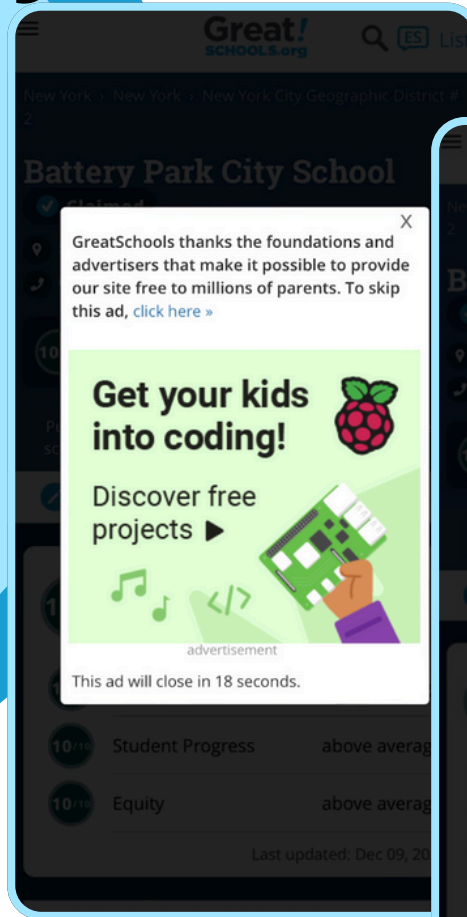
- 48 Million Annual Visitors
- 0.14% Average CTR
- \$12 Average CPM
- 9.3 Million Average Impressions

Full Page Overlay

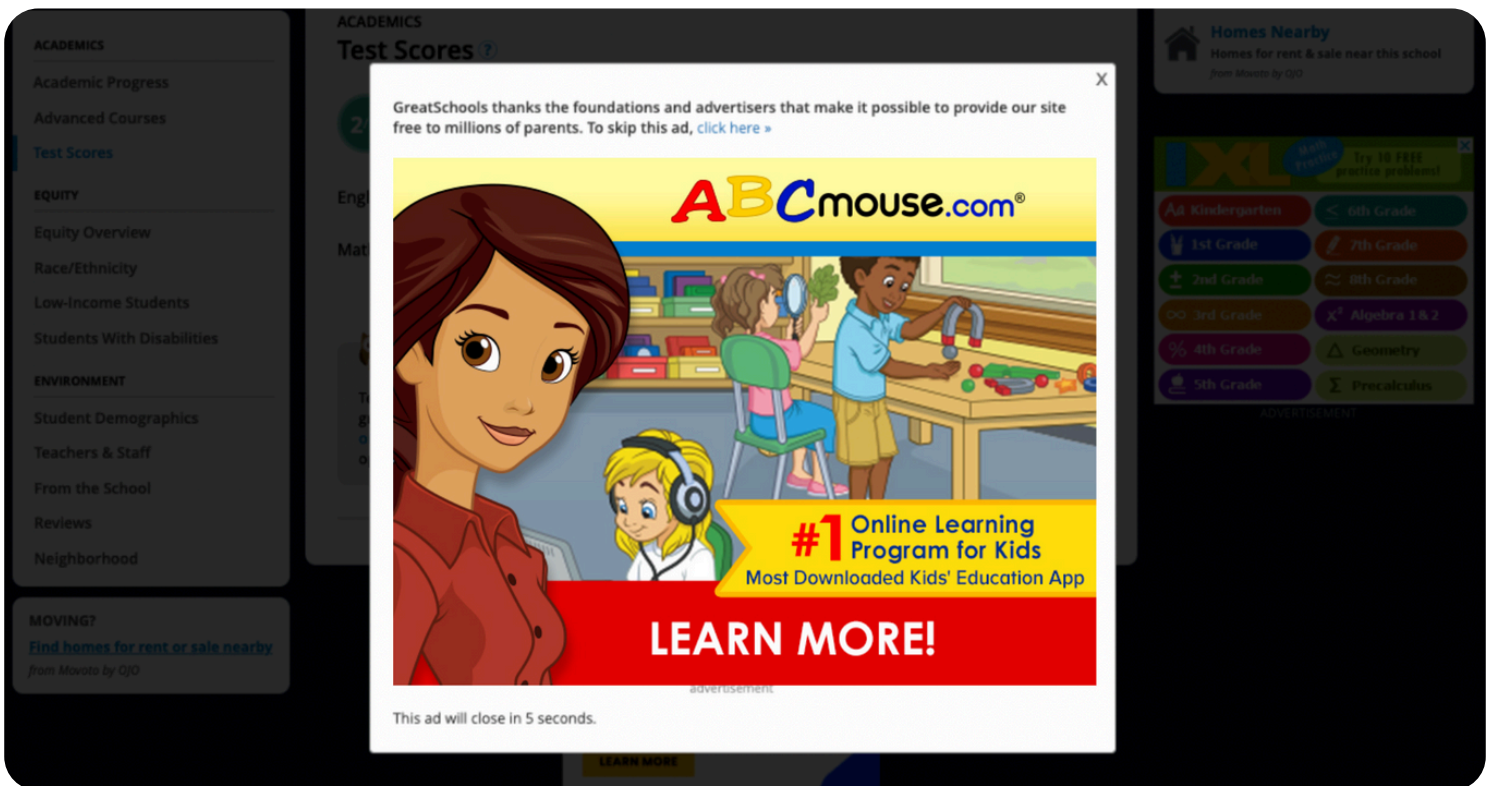
Make a lasting impression. Engage target parents seamlessly across the GreatSchools site with impactful ad placement. Available for mobile & desktop.

- 0.62% Average Desktop CTR
- 0.39% Mobile Average CTR
- \$18 Average CPM
- 3.1 Million Average Impressions

Mobile



Desktop

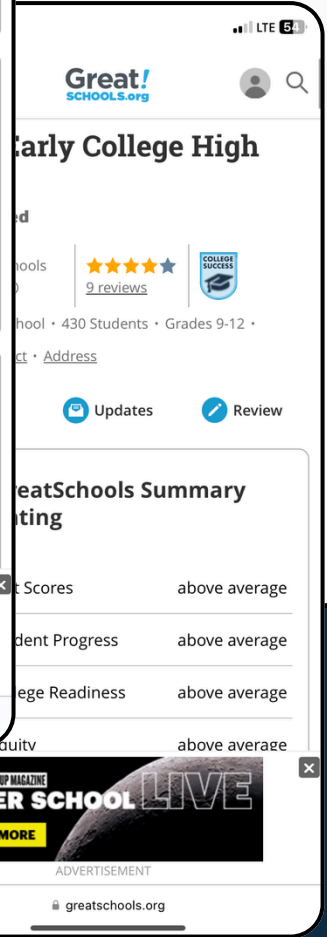
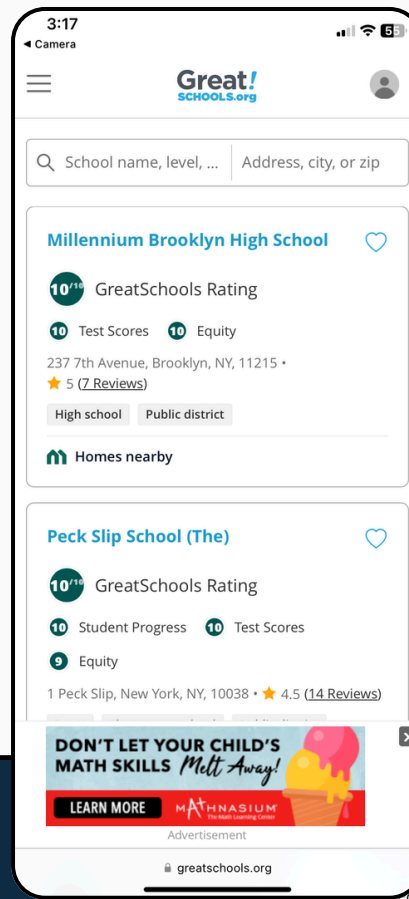


Sticky Overlay

Stay connected on mobile. Reach parents consistently across the site with these mobile pop-ups tailored to capture attention.

Available for mobile only.

- 0.08% Average CTR
- \$10 Average CPM
- 13.6 Million Average Impressions



What are ESY services?

ESY services are not the same thing as summer school. They're specialized instruction or related services that are part of your child's IEP. If your child receives ESY services, they're at no cost to you, under FAPE.

ESY services are provided when school's not typically in session. That's often during the summer. But for some kids it can also be during other extended breaks, like winter vacation.

The services are individualized to help each child maintain his skills and not lose the progress he's made toward his goals. For some kids, this may mean one-on-one tutoring. For others it may be a few sessions of occupational therapy or speech therapy each week. What ESY looks like for your child is a decision made by his IEP team.

Who is eligible for ESY?

ESY isn't guaranteed for all students who have IEPs. (And not all kids with IEPs need it.) The Individuals with Disabilities in Education Act lets each state or school district set its own rules for eligibility. So the standards vary from place to place.

In many states, kids with learning and attention issues are unlikely to get ESY services. But it's important to check with your state's department of education. It can tell you what the standards are where you live.

IDEA does say that schools can't limit ESY services to kids with certain issues. For example, a school can't decide to not give services to kids with dysgraphia. It also can't give services only to kids with autism spectrum disorder, for instance.

What does an IEP team consider to figure out if ESY services are needed?

If your child is eligible, his IEP team may talk about getting him ESY services. The main issues the team looks at are *regression* (losing skills) and *recoupment* (the time needed to relearn skills). The questions the team considers are:

Will your child lose critical skills without continued support and teaching?

ESSENTIAL STUDY GUIDES FOR MIDDLE SCHOOL & HIGH SCHOOL.

Help your child achieve academic success this year!

MILLIONS SOLD!

SHOP NOW

Parenting » Reading » 5 ways to respond when your child says, "I hate reading!"

5 ways to respond when your child says, "I hate reading!"

We asked experts how parents should respond when their children say they hate reading or that reading is boring. Here's what they said.

by: [The GreatSchools Editorial Team](#) | Updated: November 21, 2023

[Print article](#)

Love summer again

Book your free lesson and **SAVE 20%**

schedule now

ADVERTISEMENT

Article & Resource Pages

Stay connected on mobile. Reach parents consistently across the site with these mobile pop-ups tailored to capture attention. Available for mobile only.

- 0.08% Average CTR
- \$10 Average CPM
- 13.6 Million Average Impressions

School Account Pages

This is an **exclusive** space reserved for verified teachers and school administrators on GreatSchools. Available for mobile & desktop.

- Flat Rate Pricing based on targeting

Reach educators where they build their GreatSchools' school profiles directly within the Official School Profiles (OSP) section.

The screenshot shows the GreatSchools.org website interface. At the top, there is a search bar with the text "School name, level, or type" and "Houston, TX". To the right of the search bar are links for "Parenting", "Write a Review", and "En Español", along with a user profile icon. Below the search bar is an advertisement for "upromise" with the text "Get a \$25 bonus when you link a 529 account" and an image of a family. The main content area features the school name "Masterman Julia R Secondary School" and its address "1699 Spring Garden Street, Philadelphia, PA 19130". There is a button labeled "+ Claim another school". Below this, there are two tabs: "Profile Information" (selected) and "Reviews". The "Profile Information" section is divided into three columns: "Contact" (with a progress bar at 0 of 6), "About" (with a progress bar at 3 of 7), and "Hours & schedule" (with a progress bar at 2 of 3). Below these columns is a section titled "Applying" with the subtext "Help parents to".

The screenshot shows the "About" section of a school profile on GreatSchools.org. At the top, there is a search bar with the text "School name, level, or type" and "Houston, TX". To the right of the search bar are links for "Parenting", "Write a Review", and "En Español", along with a user profile icon. Below the search bar is a "Contact help desk" button. The main content area is titled "About" and contains several sections: "What makes your school unique?" with a text input field containing "Tell us in a couple of sentences..."; "Use this section to tell us more about your school in a detailed description." with a larger text input field; "Select the label that best describes your school" with a dropdown menu showing "Faith-based, magnet, montessori, etc."; "Does your school have a dress code?" with a dropdown menu showing "No dress code"; and "Is your school single gendered or coed?" with a dropdown menu showing "Coed". On the right side of the "About" section, there is an advertisement for "CollegeBoard SAT" featuring a photo of two students and the text "The SAT is Accepted Everywhere" with a "Register" button. The advertisement is labeled "ADVERTISEMENT" at the bottom.

Email Integrations

Segment By:

Location:

- National
- State

Language:

- English
- Spanish

Grade Band:

- PreK - High School

Weekly Newsletter

Empower parents weekly.

Equip subscribers with the necessary tools and information for their children's development.

- Over 300K Subscribers
- \$16 Average CPM



Staying back a grade

The practice of grade retention is increasingly common — but research suggests it can be harmful. What are parents supposed to do?

[Read more](#)

From our partner

University of CINCINNATI | ONLINE

Master of Education in Curriculum & Instruction

[GET STARTED NOW >>](#)

Sibling rivalry — lifelong relationships, lifelong effects

Sponsored Email

Get noticed in our weekly digest.

Advertise directly to engaged parent subscribers, providing tools and information for their children's development.

- Over 205K Subscribers
- \$20 Average CPM



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GreatSchools.org is pleased to share this message from our partner: [Movoto](#).

You found the perfect school, find the perfect home with **Movoto**.

Movoto helps you quickly browse, save, and tour homes near the things that matter most to you...like schools.

[Find My Next Home](#)

movoto

Grade-Level Essentials

Advertise within grade-specific newsletters, offering parents crucial guidance and resources essential for their child's growth and education.

- Over 235K Subscribers



Integration Options:

- In-line and banner display ads - \$16 CPS
- Sponsored content integrations - \$22 CPS

Sponsored by

PARENTING TEENS

Teaching your teen how to be persistent

Persistence is one of the qualities most highly correlated with success. Learn how to teach this skill to your teen.

[Read more](#)

From our partner

Let new learning bloom with IXL!

Interactive online math & more

COLLEGE PREP FOR FRESHMEN

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Just for Educators

Worksheets that build skills and engage kids

We invite you to check out a resource you may not know about: Our free library of printable, standards-aligned worksheets. They're searchable by grade (PK-5) and by subject (math, reading, writing, science, and word lists). Whether part of your regular lesson planning, a stopgap solution in class, or extra practice for kids at home, these worksheets can help you capture your students' interest while reinforcing a wide array of grade-level skills.

[See worksheets](#)

From our partner

FREE
DOWNLOAD **BLOCK THE BLAZE** EDUCATION FOR THE CLASSROOM

JOHNWAYNE.ORG

GET YOUR COMPLETE LESSON PLAN TODAY!

This lesson plan teaches kids about sun safety.
Includes: Teaching videos, guided discussions for the classroom, activities, optional homework, a test, and more.

Talking with parents about math

- 7 fun ways to add math into kids' everyday routines.
- How parents can get kids to do homework without battles or drama.
- A funny video that shows parents how to avoid passing math anxiety on to their child.

Just for Educators

Advertise within our monthly newsletter aimed at educators, ensuring your message reaches a nationwide audience with actionable tools and classroom resources curated for their needs.

- Over 40,000 Subscribers
- Flat Rate pricing

Get Started with your campaign today!

Submit the online contact form to reach a GreatSchools team member.

[Online Form](#)

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