GreatSchools.org

ADVERTISING

Great! SCHOOLS.org

MEDIA KIT

Reach your target audience with customizable advertising and marketing opportunities on GreatSchools.org – the leading educational resource for over half of US parents and families.

01 About GreatSchools.org

02 Audience & targeting

03 Ad placements & types

- School profile pages
  - High impact module
- Search results
  - Sponsored search listing
- Mobile sticky overlay
- Full page overlay
- School account pages
- Email integrations
- Grade-Level Essentials

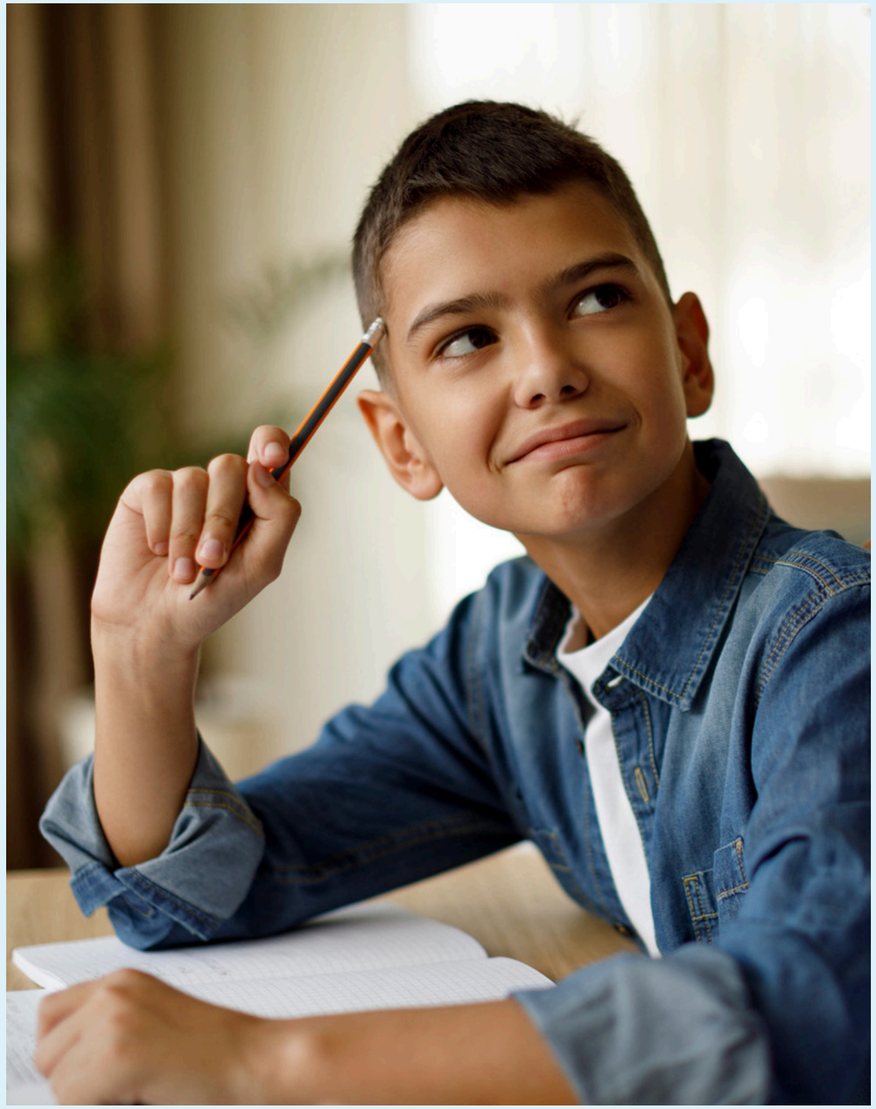
04 Launch your campaign

ABOUT US

GreatSchools.org 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.

MARKETING PARTNERS

From Fortune 500 companies to schools, organizations of all sizes trust GreatSchools to reach, engage, and convert their target audience of school-age parents.



MARKET TO PARENTS & FAMILIES

Get in front of the **45 million parents** who use GreatSchools.org find the right school for their child.

UNRIVALED REACH AND INFLUENCE

Gain access to millions of engaged users who rely on GreatSchools for valuable educational resources.

TARGETED ADVERTISING OPPORTUNITIES

Our granular targeting capabilities ensure your ads reach the right audience, maximizing the impact of your campaigns.

SPONSORSHIP FOR SOCIAL IMPACT

Demonstrate your commitment to education and make a lasting difference by sponsoring our educational initiatives.

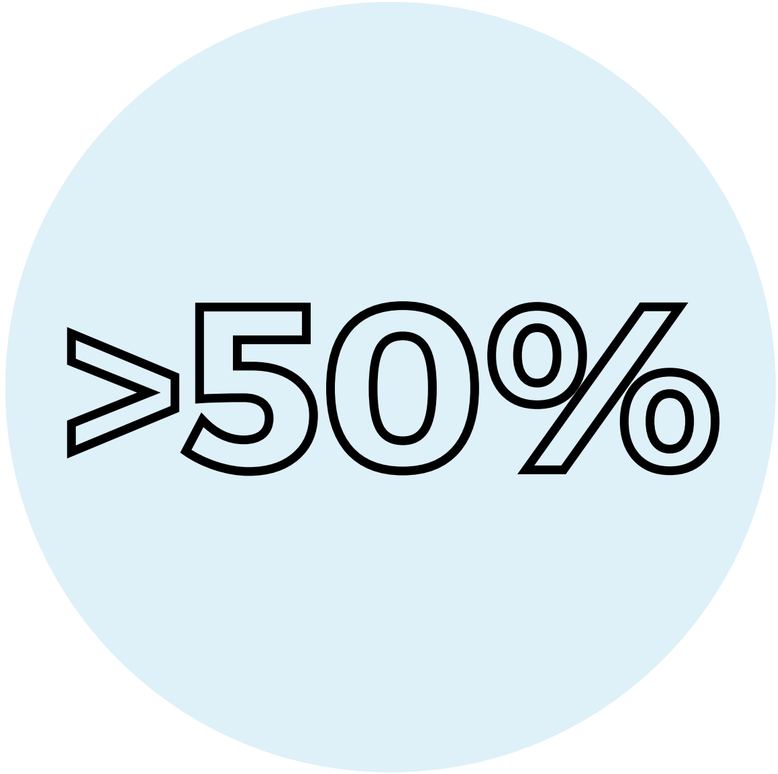
EMPOWER EDUCATION & AMPLIFY YOUR BRAND

Connect with our audience, inspire change, and position your brand as a catalyst for educational excellence.

MEET OUR AUDIENCE

More parents visit GreatSchools than any other school directory:

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



GreatSchools.org reaches

MORE THAN HALF OF ALL PARENTS

in the U.S. with school-age children.

SOURCE: 2022 GOOGLE ANALYTICS

GreatSchools.org has

UNIQUE VISITORS ANNUALLY

SOURCE: 2022 GOOGLE ANALYTICS

of GreatSchools.org users say

THEY ARE LIKELY TO RECOMMEND GREATSCHOOLS

SOURCE: 2018 GREATSCHOOLS' PARENT ACTION SURVEY

of GreatSchools.org users

WERE LIKELY OR VERY LIKELY TO BE INFLUENCED BY CONTENT

SOURCE: GREATSCHOOLS' CSAT SURVEYS

DEMOGRAPHICS

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

TARGETING

LOCATION

- IP targeting
- Page targeting (national, state, metro, city, zip)

LANGUAGE

- English or Spanish

GRADE BAND

- PreK
- Kindergarten
- Elementary school
- Middle school
- High school

CONTENT TOPIC

- College & career
- ELA
- back-to-school
- STEM and more!

SCHOOL PROFILE PAGES

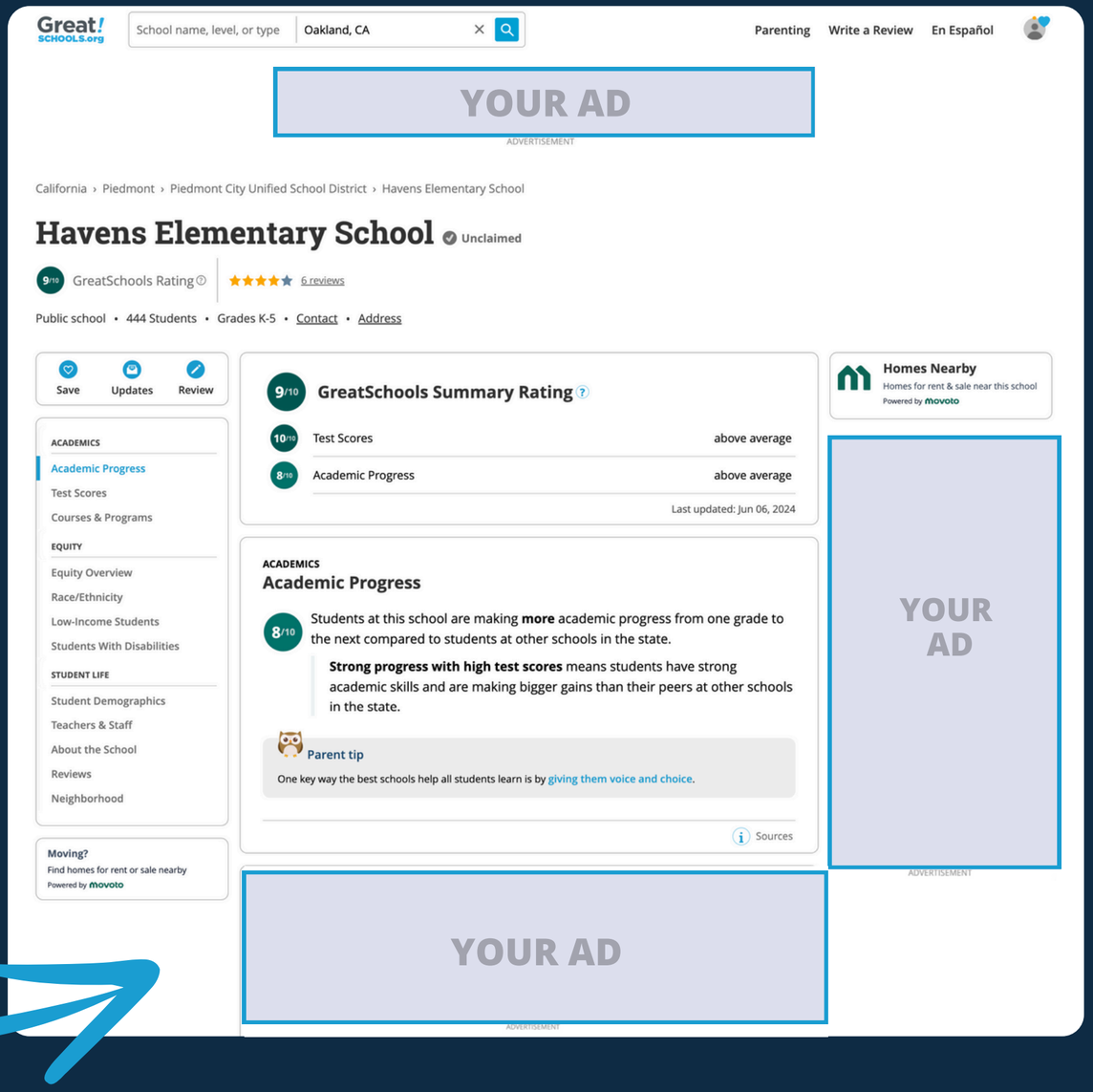
Get in front of families considering schools like yours!

- 48 million annual visitors
- 0.11% average CTR
- 59.4M average impressions
- Mobile & desktop

Reach a high-intent audience ready to learn more about your school.

HIGH IMPACT MODULE:

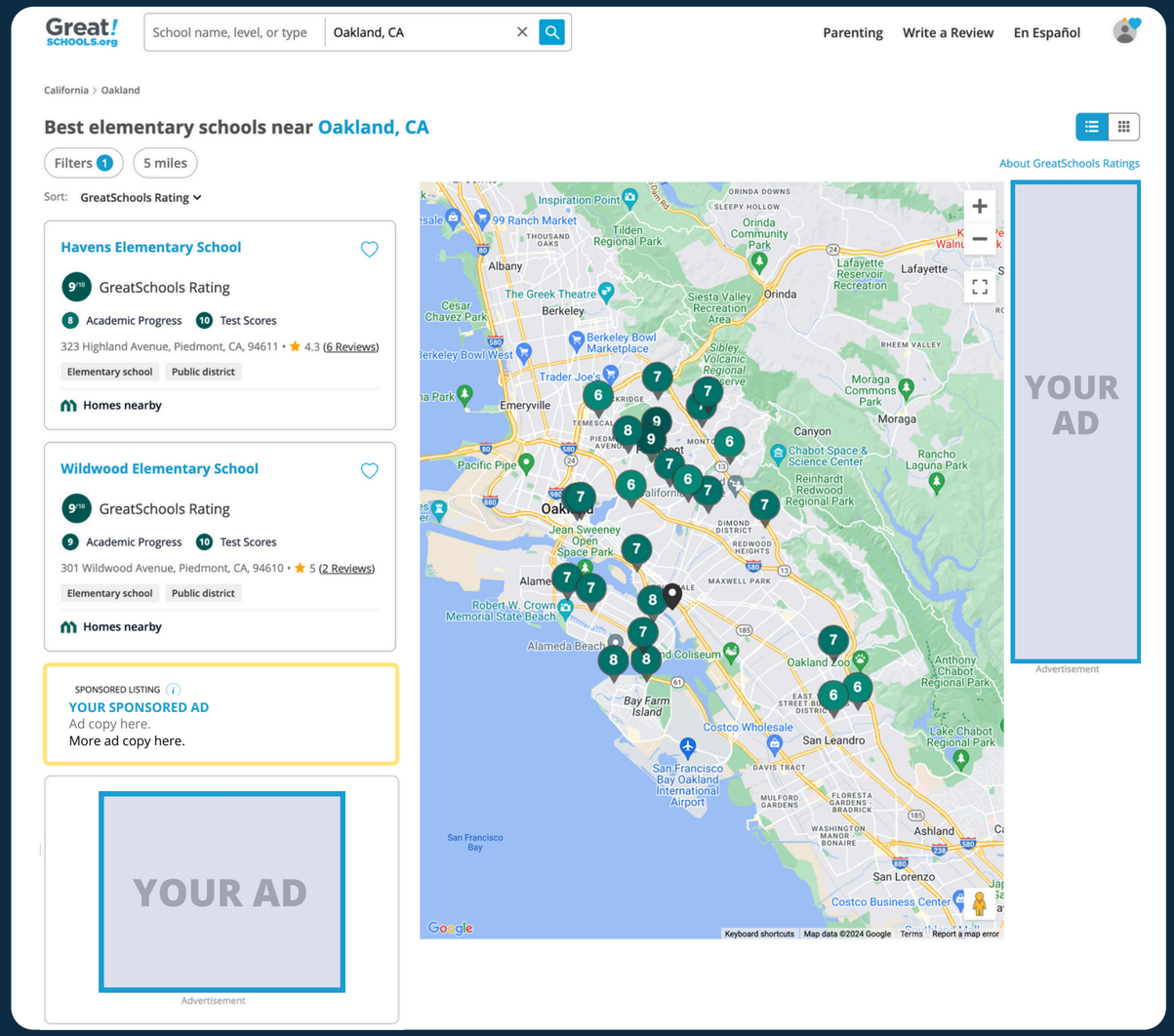
- 0.16% average CTR
- 16.5 million average impressions
- Desktop only



SEARCH RESULTS

Get in front of families considering schools like yours! Showcase your school or brand prominently at the start of their search journey.

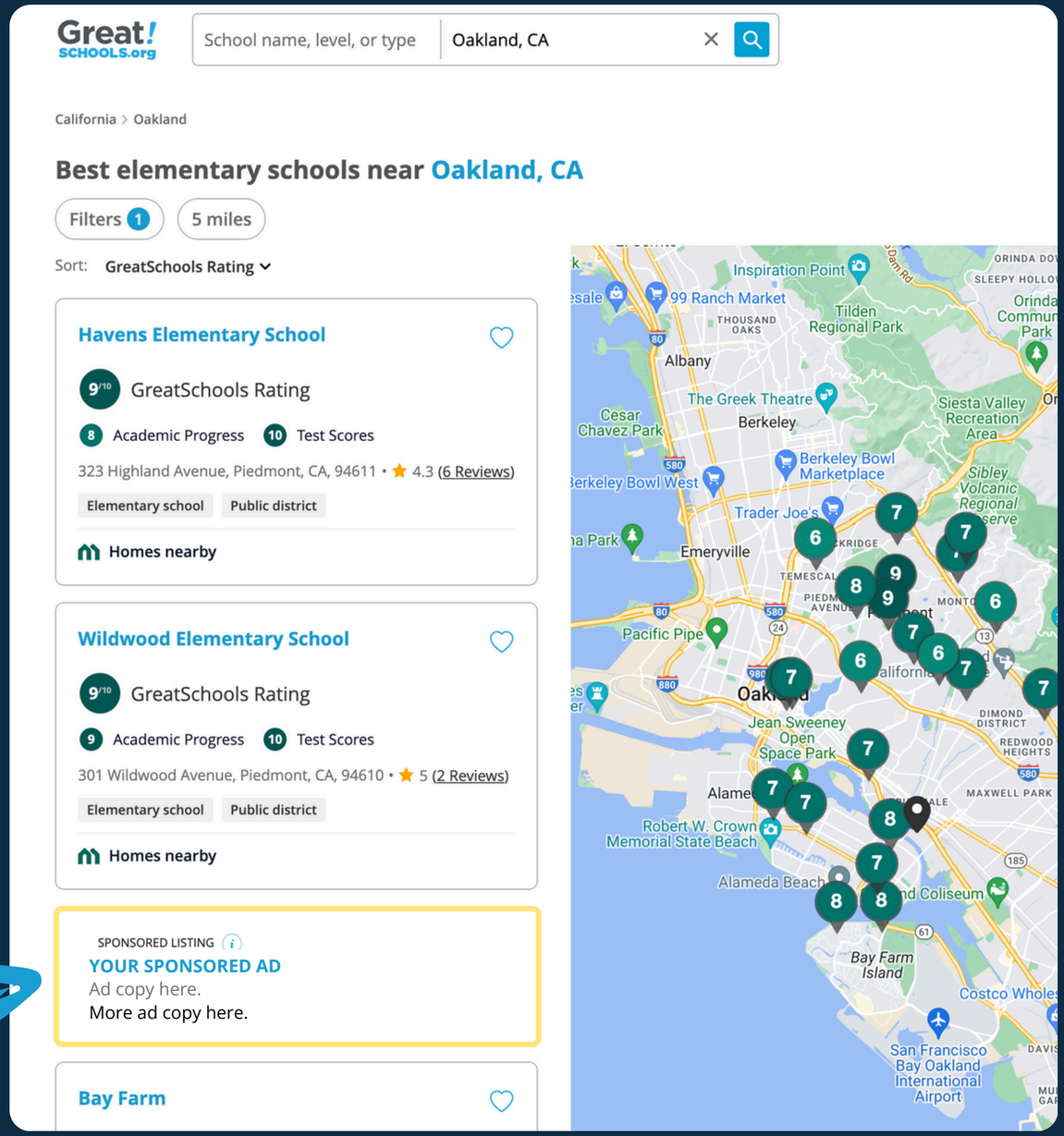
- 0.11% average CTR
- 44.2M average impressions
- Available for mobile & desktop



SPONSORED SEARCH LISTING

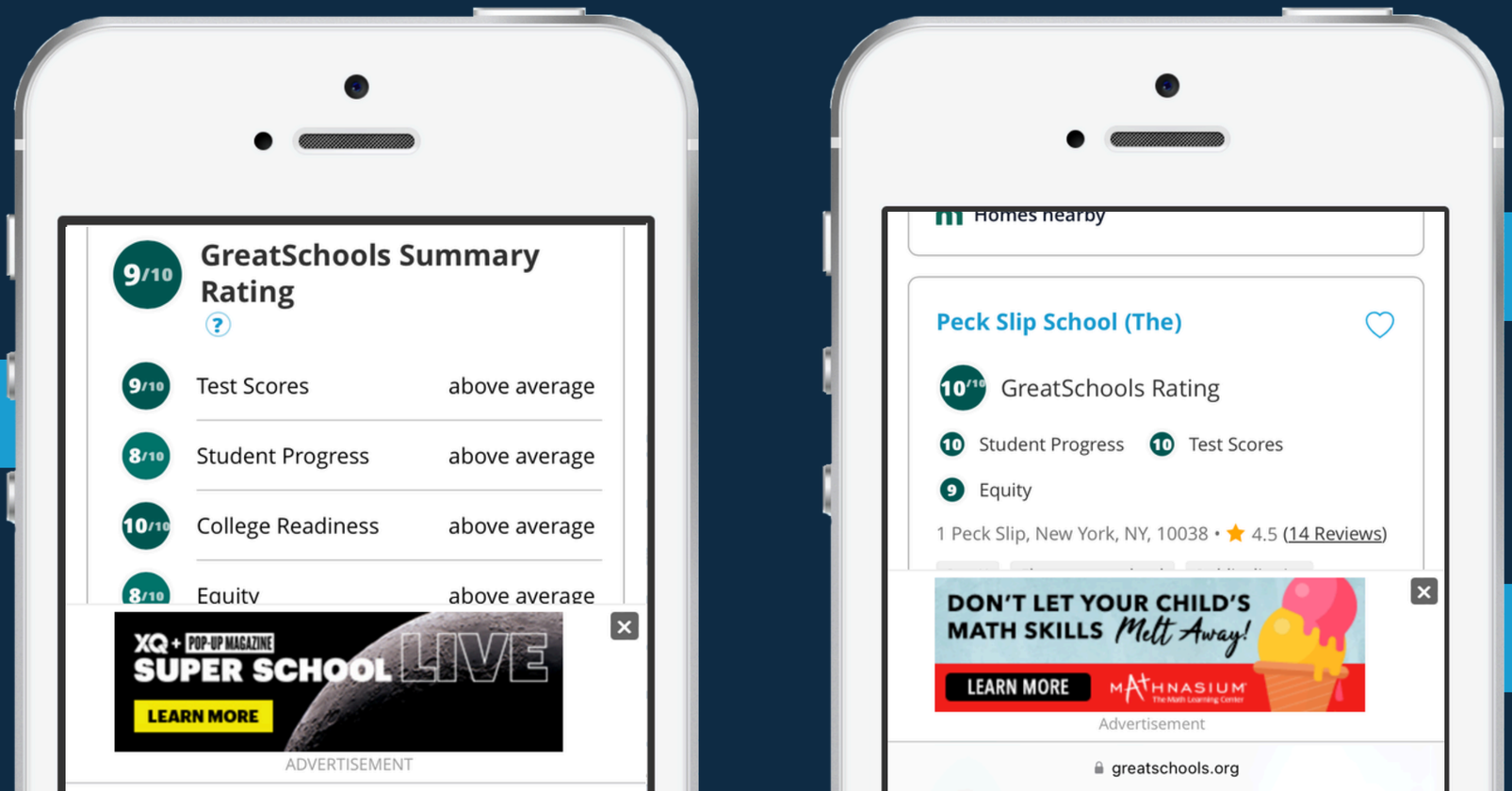
Maximize visibility. Secure a top spot among search results, increasing visibility for interested parents.

- 48 million annual visitors
- 0.14% average CTR
- 9.3 million average impressions
- Mobile & desktop.



MOBILE STICKY OVERLAY

Stay top-of-mind on mobile devices. Capture parents' attention consistently with mobile pop-ups made to capture attention.



0.08% avg CTR

13.6M avg impressions

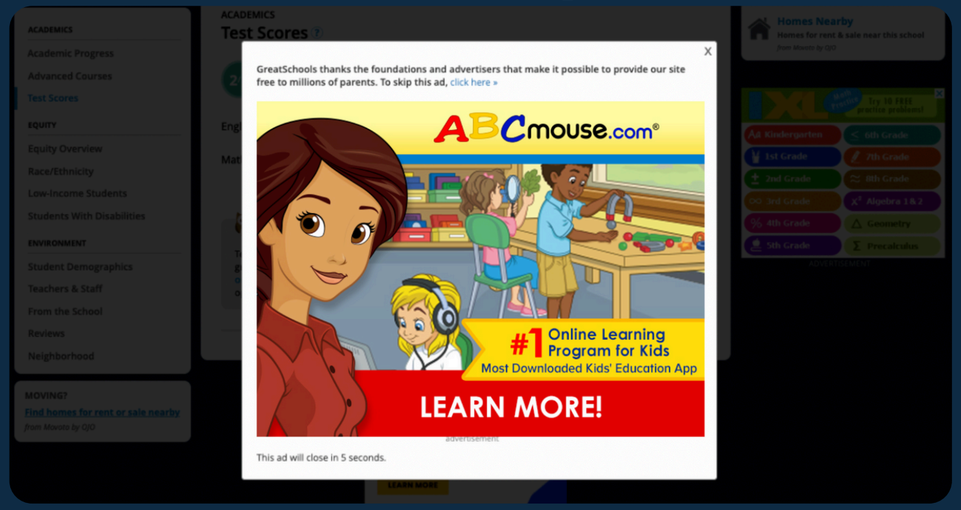
$10 avg CPM

FULL PAGE OVERLAY

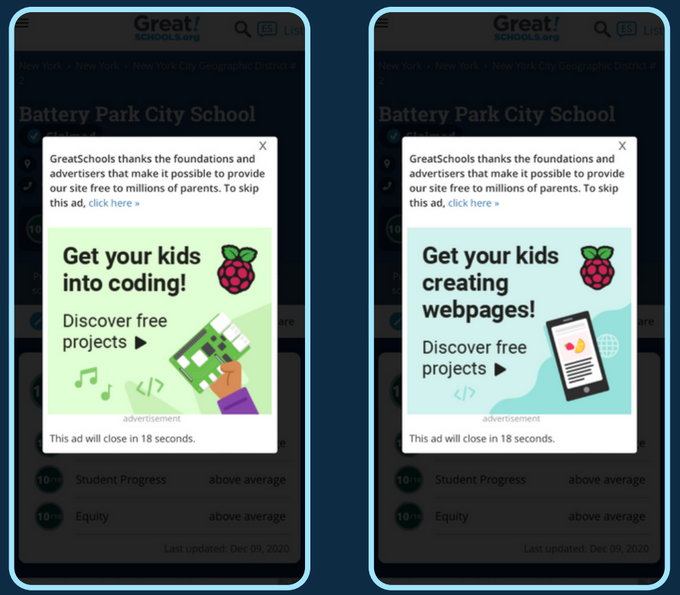
Leave a lasting impression by engaging target parents effortlessly across the GreatSchools site with premium ad placement.

- 0.62% average desktop CTR
- 0.39% mobile average CTR
- 3.1 million average impressions
- Mobile & desktop

Desktop:



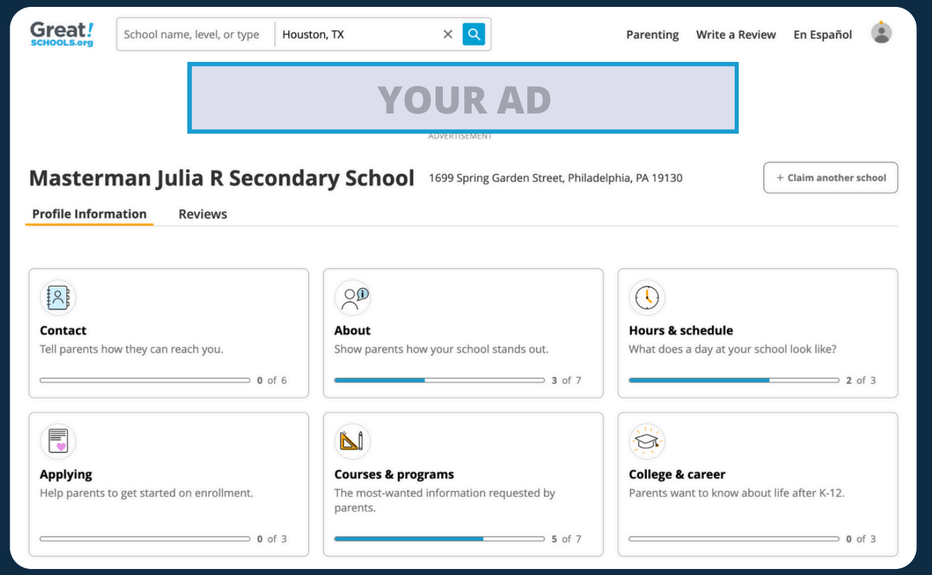
mobile:

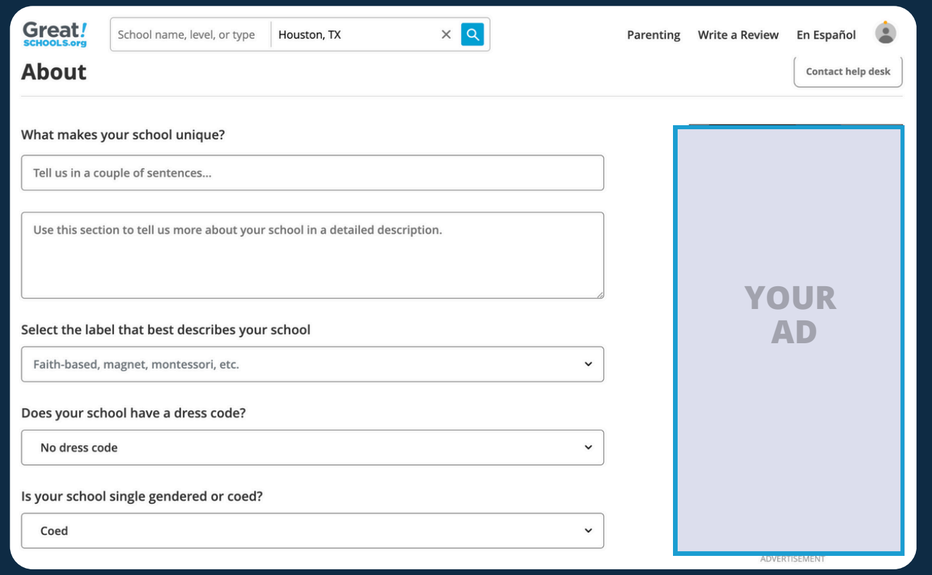


SCHOOL ACCOUNT PAGES

This premium space is exclusively reserved for verified teachers and school administrators. **Connect with educators** as they update their GreatSchools school profiles in the School Account editor.

- Available for mobile & desktop.
- Flat rate pricing based on targeting.





EMAIL INTEGRATIONS

Weekly newsletter

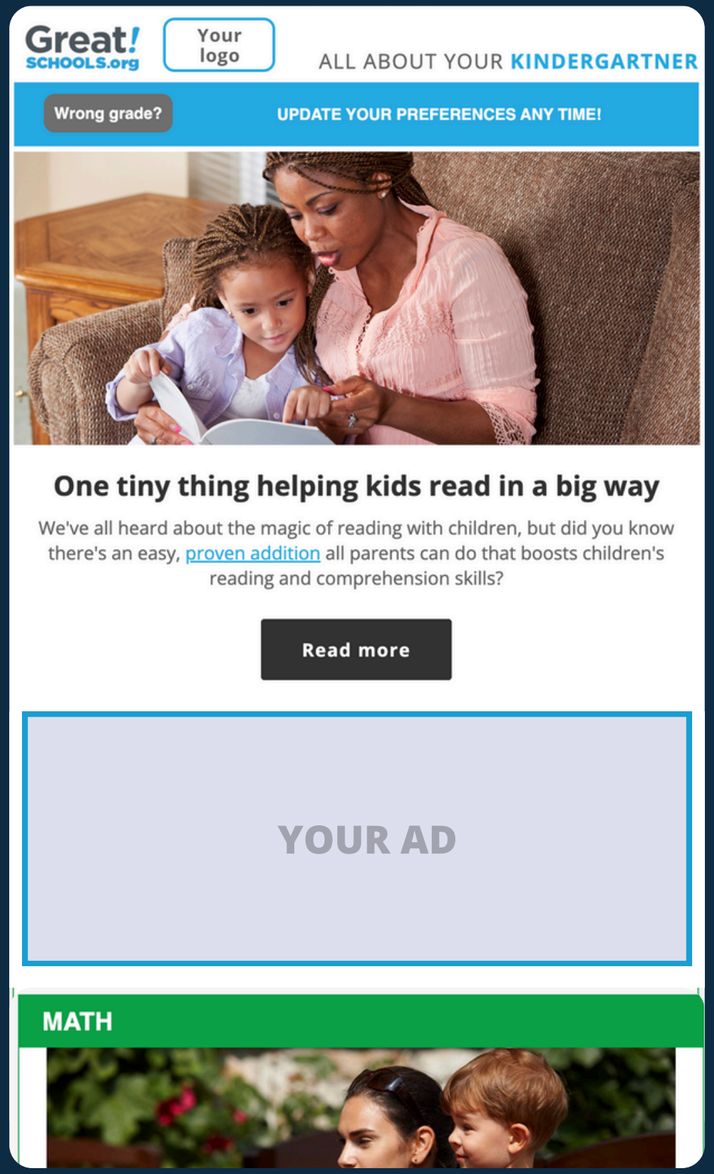
- Over 300K subscribers

Sponsored email newsletter

- Over 205K subscribers

Targeting options

- Location: National, State
- Language: English, Spanish
- Grade band: PreK - High school



GRADE-LEVEL ESSENTIALS

Grade-level Essentials newsletter

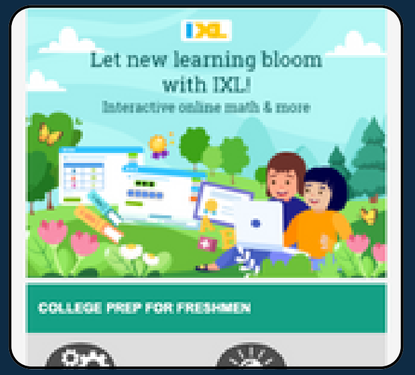
Advertise within grade-specific newsletters, offering parents crucial guidance and resources essential for their child's growth and education.

- Over 235K Subscribers

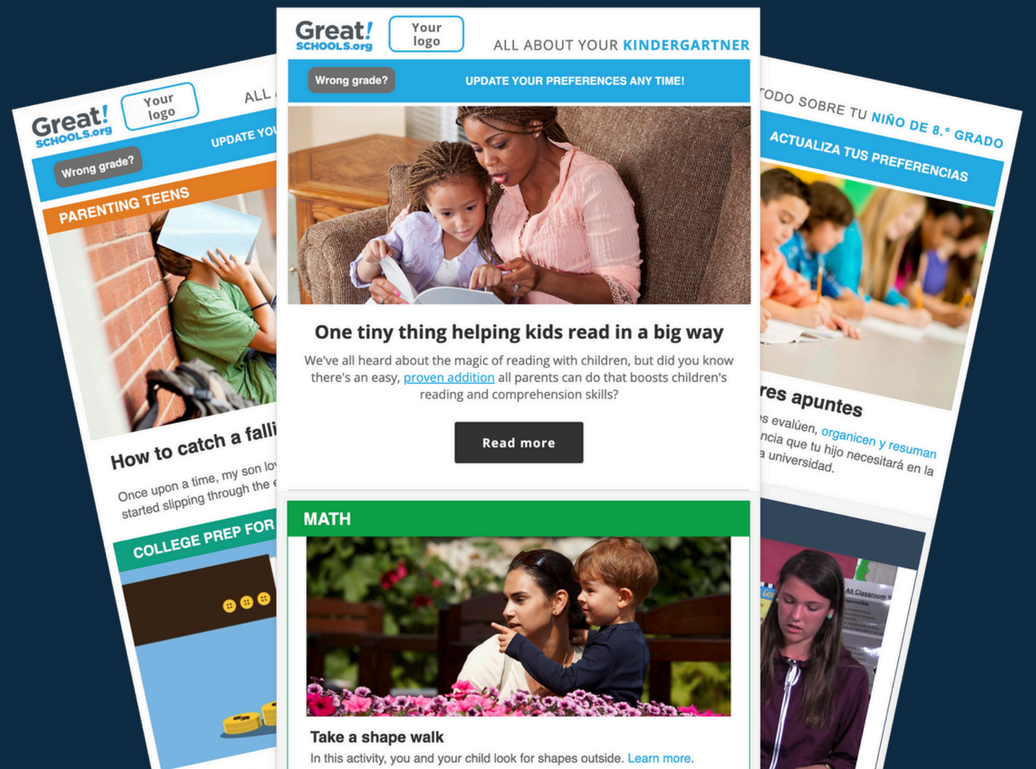
Just for educators newsletter

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



Integration options:
In-line and banner display ads: $16 CPS
Sponsored content integrations: $22 CPS



WHAT YOU CAN EXPECT WORKING WITH US

We are audience-centric, so our readers' experience is our top priority. You succeed when they do. Here's how we ensure both.

MEET YOUR MARKETING SPECIALIST

You'll work with a dedicated media specialist to set your marketing goals, launch your campaigns, and measure your growth.

TARGET YOUR MARKETING

We filter your marketing campaign by segments like role and grade level, so you reach your audience with precision.

SELECT YOUR MARKETING CHANNELS

GreatSchools enables you to execute multi-channel marketing campaigns, so choose the channel mix that's right for you.

MEASURE & OPTIMIZE ROI.

Your marketing specialist provides you with detailed performance reports monthly so you track performance.

LAUNCH YOUR CAMPAIGN TODAY!

Revenue is waiting.

Get started here.

Great! SCHOOLS.org