



GreatSchools.org

# ADVERTISING

# 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

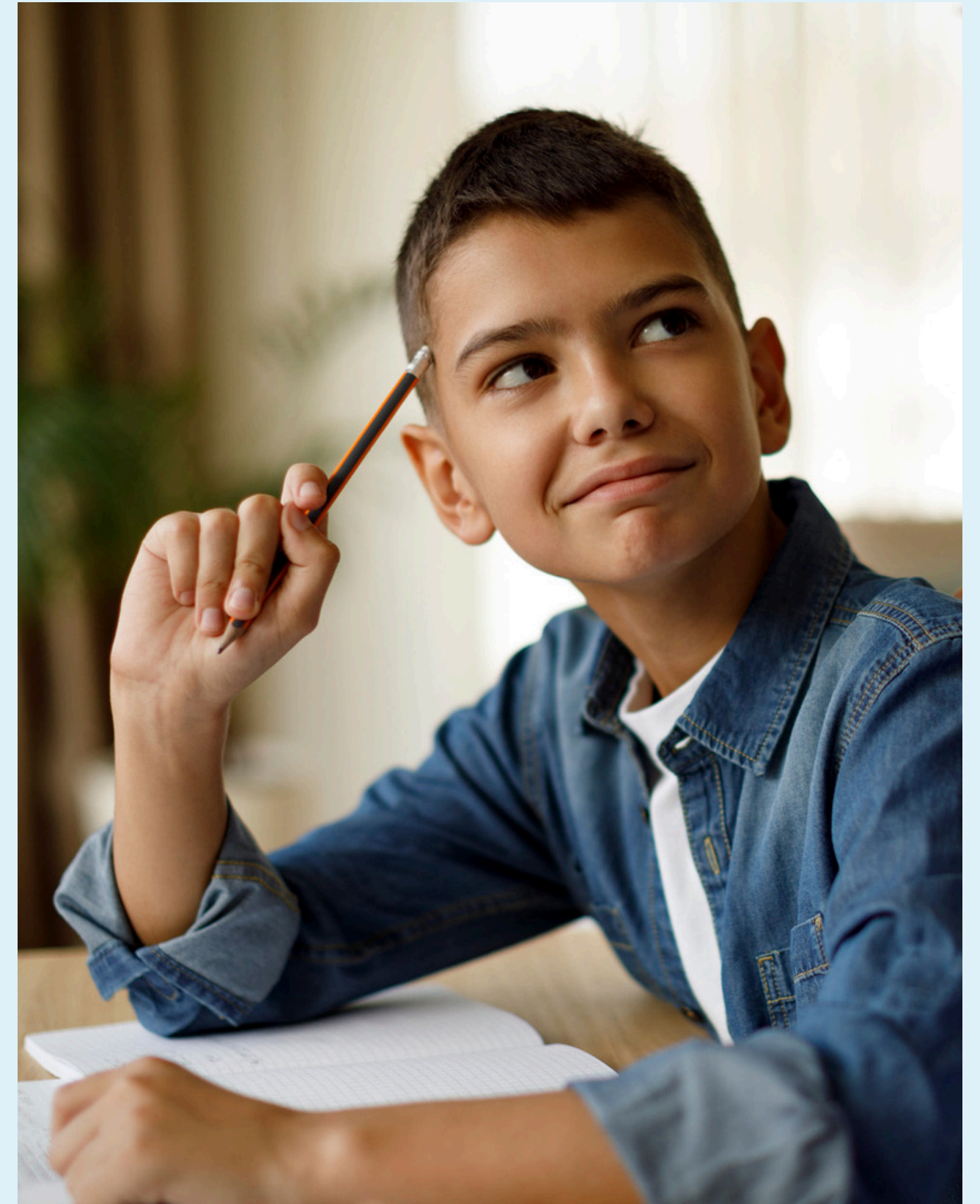
## **04** Launch your campaign

# 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

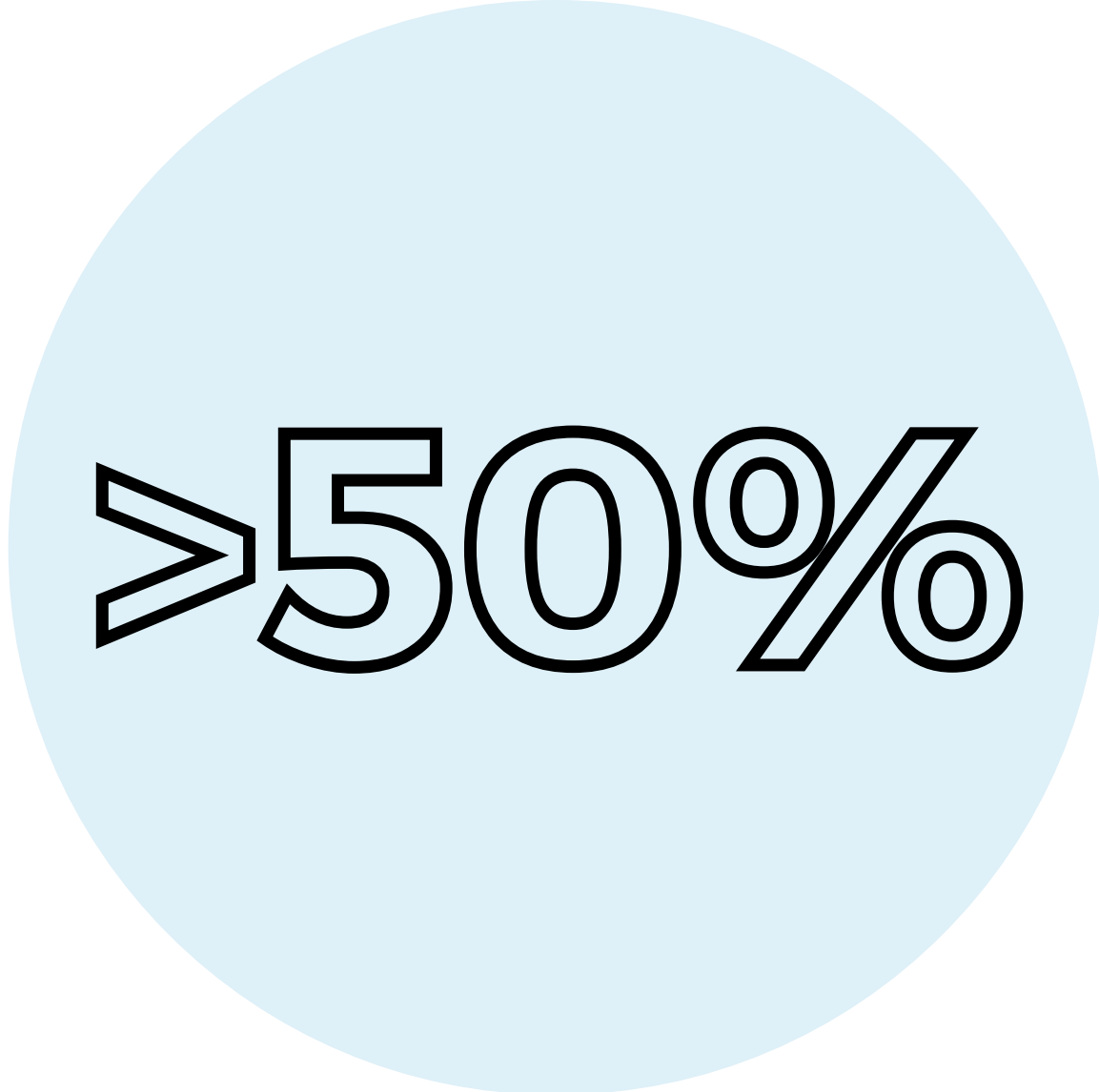
Connect with our audience, inspire change, and position your brand as a catalyst for educational excellence.

# 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





≥50%

GreatSchools.org reaches

**MORE THAN HALF  
OF ALL PARENTS**


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



45M

GreatSchools.org has

**UNIQUE VISITORS  
ANNUALLY**



94%

of GreatSchools.org users say

**THEY ARE LIKELY  
TO RECOMMEND  
GREATSCHOOLS**





85%

of GreatSchools.org users

**WERE LIKELY OR  
VERY LIKELY TO  
BE INFLUENCED  
BY CONTENT**

# 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

The screenshot shows the GreatSchools.org profile for Havens Elementary School. At the top, there's a search bar with 'Oakland, CA' and a search icon. The page title is 'Havens Elementary School' with a 'Unclaimed' status. Below the title, there's a 'GreatSchools Rating' of 9/10 based on 6 reviews. The school is a public school with 444 students in grades K-5. The main content area is divided into several sections: 'ACADEMICS' (with sub-sections like Academic Progress, Test Scores, Courses & Programs), 'EQUITY' (with sub-sections like Equity Overview, Race/Ethnicity, Low-Income Students, Students With Disabilities), 'STUDENT LIFE' (with sub-sections like Student Demographics, Teachers & Staff, About the School, Reviews, Neighborhood), and 'Moving?' (Find homes for rent or sale nearby). A 'Parent tip' section is also present. Three large blue boxes labeled 'YOUR AD' are overlaid on the page, indicating where advertisements can be placed: one at the top right, one on the right side, and one at the bottom.

# 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

The screenshot displays the GreatSchools.org search results for "Oakland, CA". The page features a search bar at the top with the location "Oakland, CA" and a search icon. Below the search bar, the page title is "Best elementary schools near Oakland, CA". There are filters for "Filters 1" and "5 miles", and a sort option for "GreatSchools Rating".

The search results list two schools:

- Havens Elementary School**: GreatSchools Rating 9/10, Academic Progress 8, Test Scores 10. Address: 323 Highland Avenue, Piedmont, CA, 94611. Rating: 4.3 (6 Reviews). School type: Elementary school, Public district. Includes a "Homes nearby" link.
- Wildwood Elementary School**: GreatSchools Rating 9/10, Academic Progress 9, Test Scores 10. Address: 301 Wildwood Avenue, Piedmont, CA, 94610. Rating: 5 (2 Reviews). School type: Elementary school, Public district. Includes a "Homes nearby" link.

A map on the right side of the page shows the Oakland area with various school locations marked by green pins with ratings (e.g., 6, 7, 8, 9, 10). The map includes labels for various neighborhoods and landmarks like "Alameda Beach", "Oakland Zoo", and "San Francisco Bay".

There are three advertisement slots on the page:

- A large vertical ad slot on the right side of the map, labeled "YOUR AD".
- A horizontal ad slot below the school listings, labeled "SPONSORED LISTING YOUR SPONSORED AD".
- A large square ad slot at the bottom left, labeled "YOUR AD".

# 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.

Great! SCHOOLS.org

School name, level, or type | Oakland, CA

California > Oakland

### Best elementary schools near Oakland, CA

Filters 1 | 5 miles

Sort: GreatSchools Rating

#### Havens Elementary School

9/10 GreatSchools Rating

8 Academic Progress 10 Test Scores

323 Highland Avenue, Piedmont, CA, 94611 • 4.3 (6 Reviews)

Elementary school Public district

Homes nearby

#### Wildwood Elementary School

9/10 GreatSchools Rating

9 Academic Progress 10 Test Scores

301 Wildwood Avenue, Piedmont, CA, 94610 • 5 (2 Reviews)

Elementary school Public district

Homes nearby

SPONSORED LISTING

**YOUR SPONSORED AD**

Ad copy here.

More ad copy here.

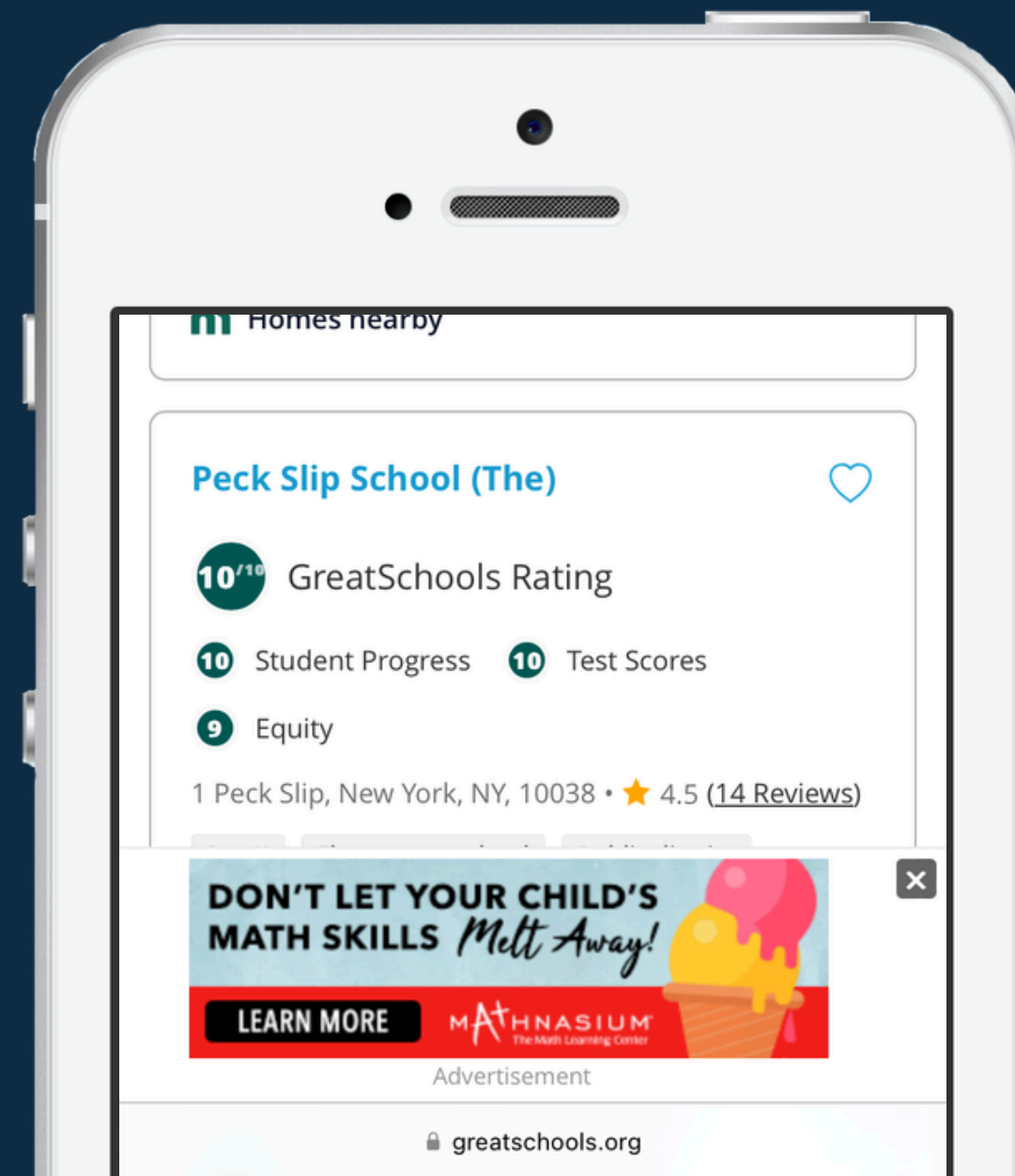
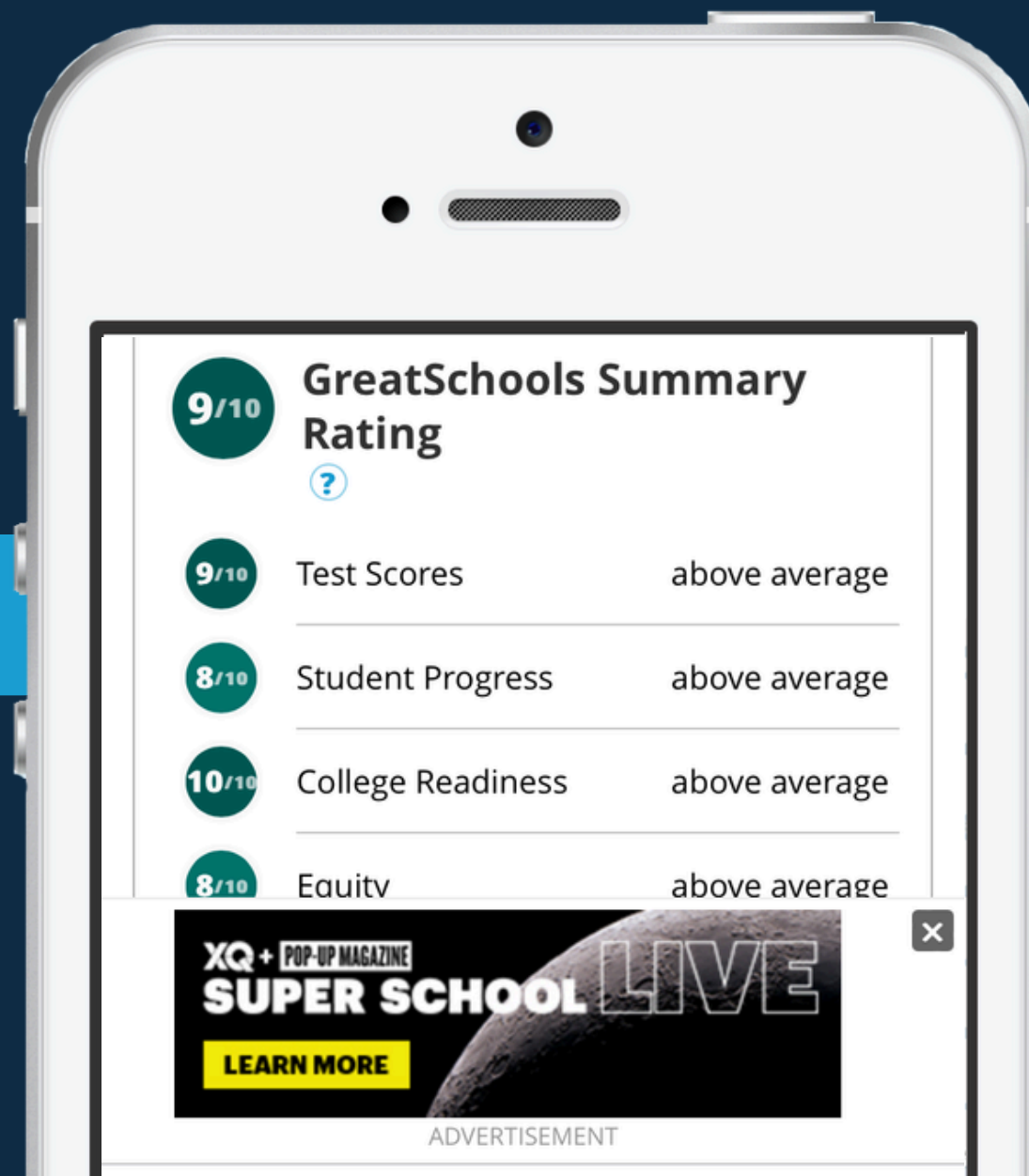
#### Bay Farm

Map showing school locations with GreatSchools ratings (6-9) across the Oakland area.

# 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

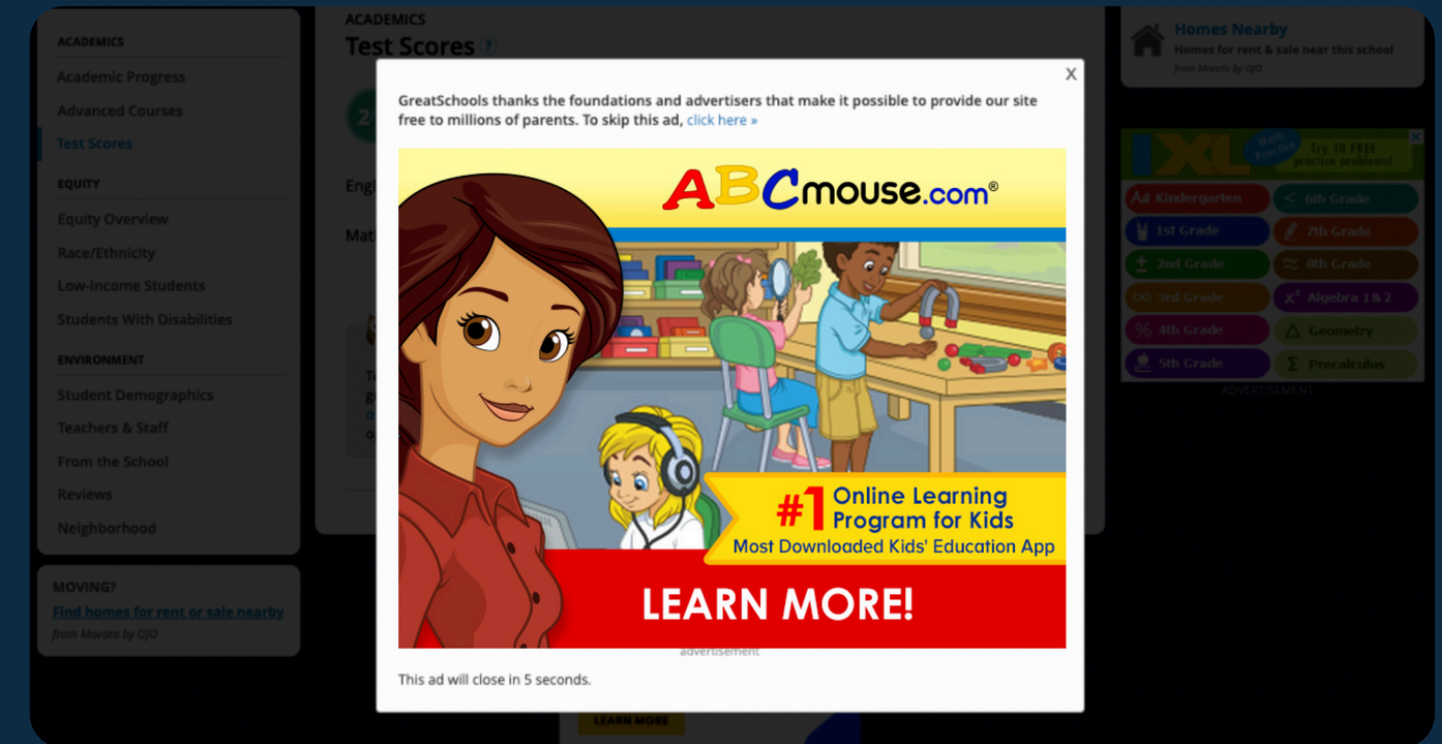
\$10 avg CPM

# FULL PAGE OVERLAY

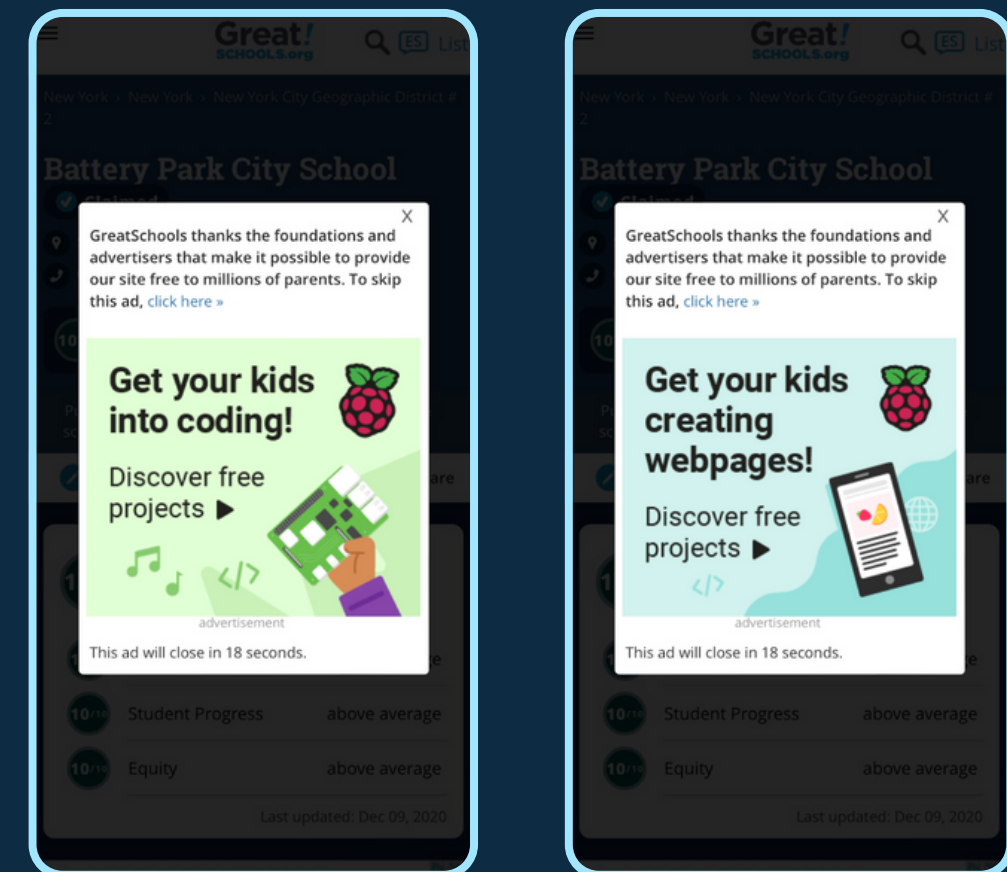
Leave a lasting impression by engaging target parents effortlessly across the GreatSchools site with premium ad placement.

- 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.

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". Below the search bar is a large blue box with the text "YOUR AD" and "ADVERTISEMENT" underneath. The main content area is for "Masterman Julia R Secondary School" located at "1699 Spring Garden Street, Philadelphia, PA 19130". There is a button to "Claim another school". Below the school name are two tabs: "Profile Information" (selected) and "Reviews". The profile information section is divided into six cards, each with a progress bar: "Contact" (0 of 6), "About" (3 of 7), "Hours & schedule" (2 of 3), "Applying" (0 of 3), "Courses & programs" (5 of 7), and "College & career" (0 of 3).

The screenshot shows the "About" section of the school profile page. 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". Below the search bar is a button to "Contact help desk". The main content area is for "About" and contains several form fields: "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 page, there is a large blue box with the text "YOUR AD" and "ADVERTISEMENT" underneath.



# EMAIL INTEGRATIONS

## Weekly newsletter

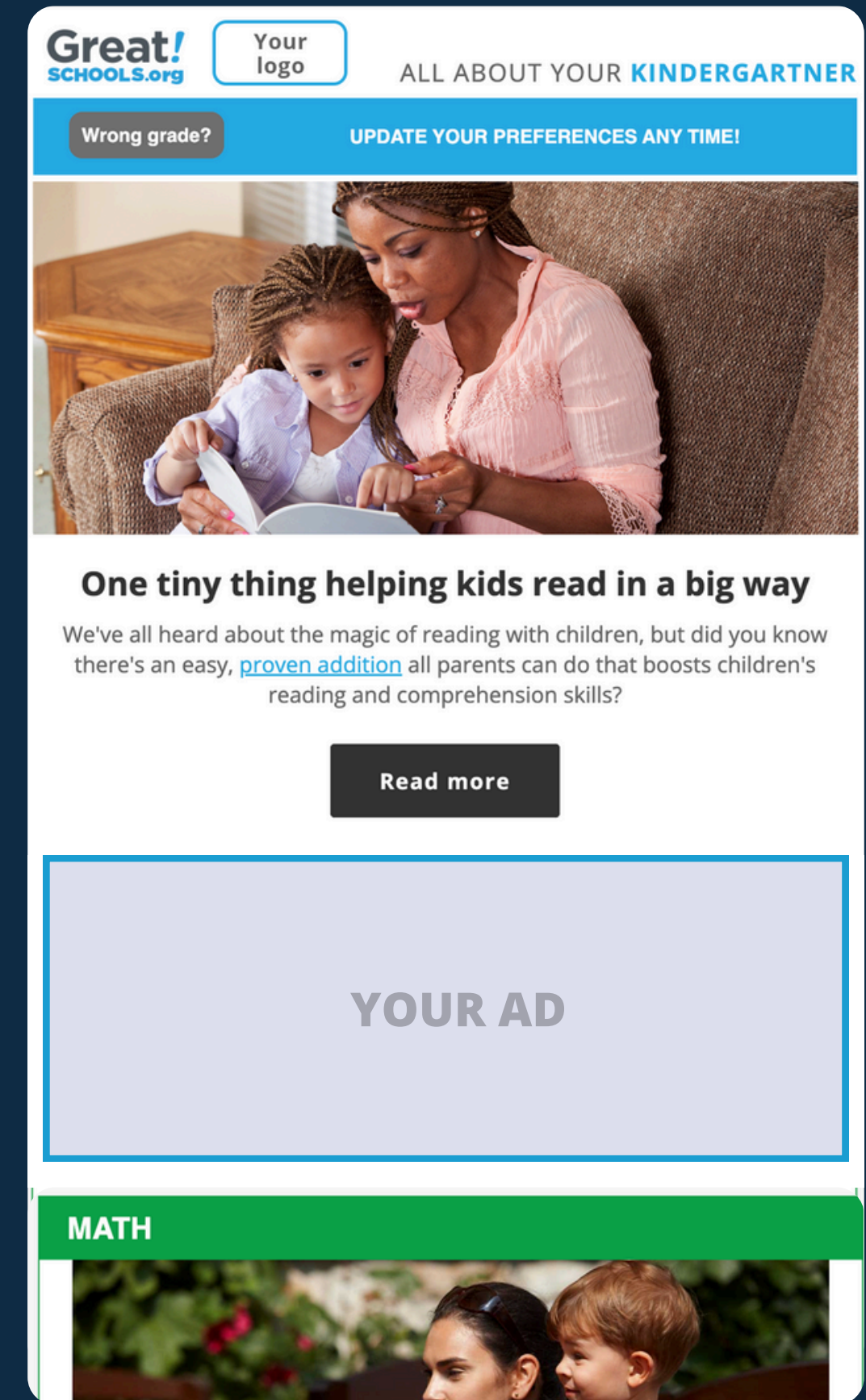
- Over 300K subscribers

## Sponsored email newsletter

- Over 205K subscribers

## Targeting options

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



The screenshot shows the top portion of an email newsletter. At the top left is the logo for "Great! SCHOOLS.org". To its right is a button labeled "Your logo". Further right is the text "ALL ABOUT YOUR KINDERGARTNER". Below this is a blue navigation bar with a button labeled "Wrong grade?" and the text "UPDATE YOUR PREFERENCES ANY TIME!". The main content area features a photograph of a woman and a young girl sitting on a couch, reading a book together. Below the photo is the headline "One tiny thing helping kids read in a big way" and a short paragraph of text. A "Read more" button is positioned below the text. A large, light blue rectangular area is labeled "YOUR AD". At the bottom, there is a green banner with the word "MATH" and a partial photograph of a woman and a child.

Great! SCHOOLS.org Your logo ALL ABOUT YOUR KINDERGARTNER

Wrong grade? UPDATE YOUR PREFERENCES ANY TIME!

One tiny thing helping kids read in a big way

We've all heard about the magic of reading with children, but did you know there's an easy, [proven addition](#) all parents can do that boosts children's reading and comprehension skills?

Read more

YOUR AD

MATH

# GRADE-LEVEL ESSENTIALS

## Grade-level Essentials newsletter

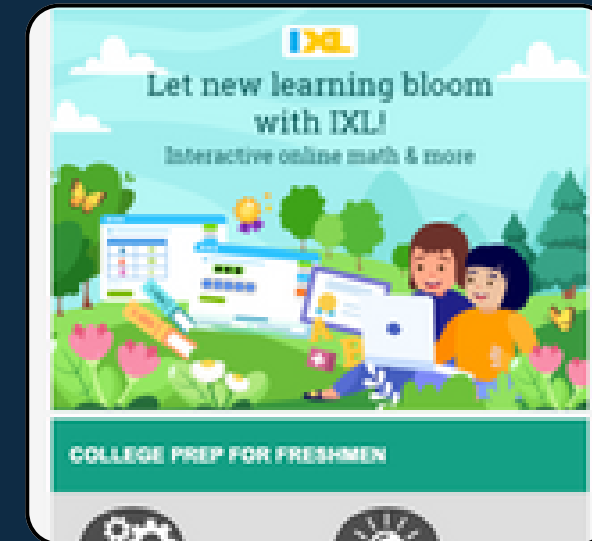
Advertise within grade-specific newsletters, offering parents crucial guidance and resources essential for their child's growth and education.

- Over 235K Subscribers

## Just for educators newsletter

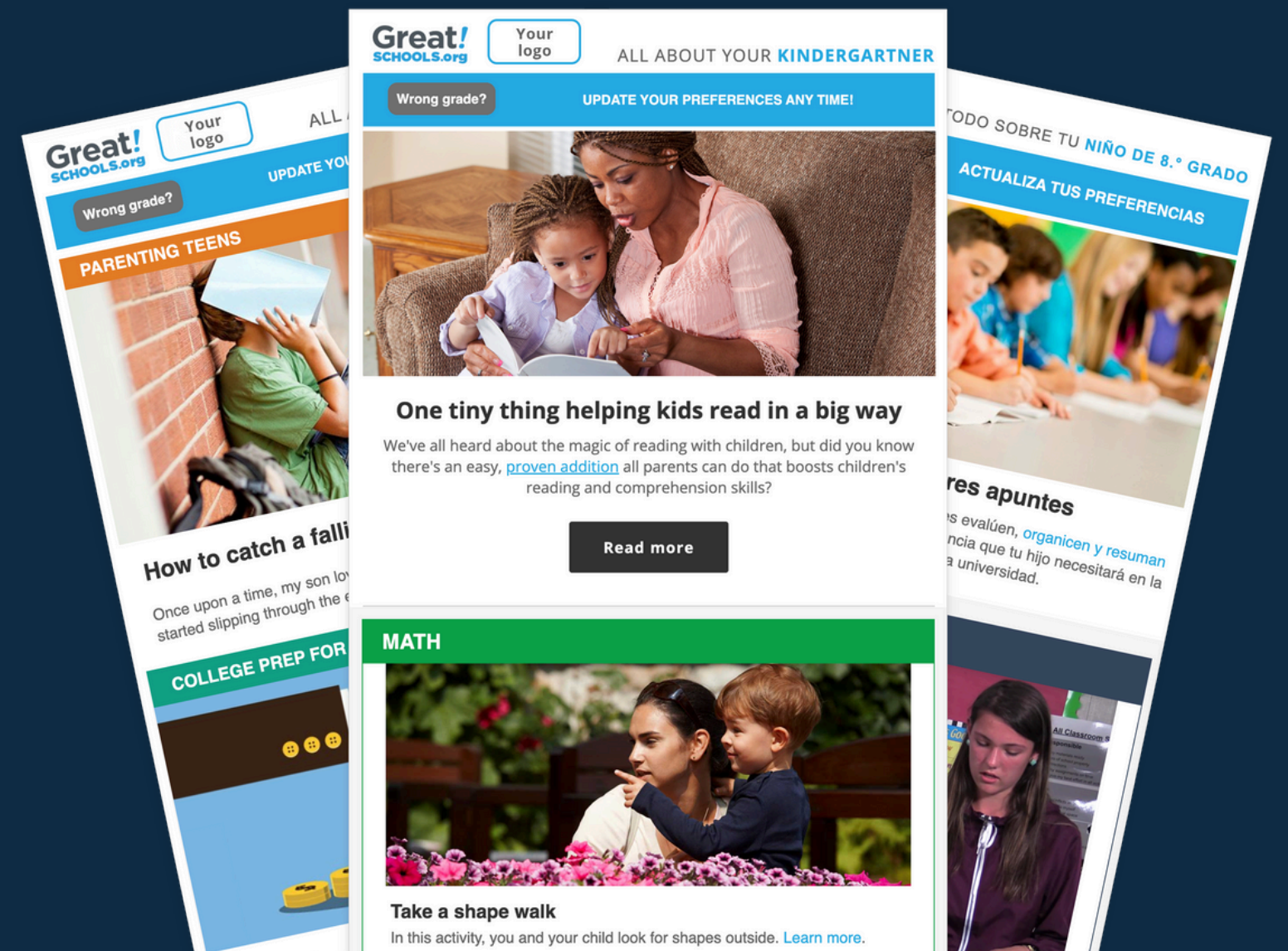
Advertise within our monthly newsletter aimed at educators, ensuring your message reaches a nationwide audience with actionable tools and classroom resources curated for their needs.

- 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