



GreatSchools.org

ADVERTISING

MEDIA KIT

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

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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

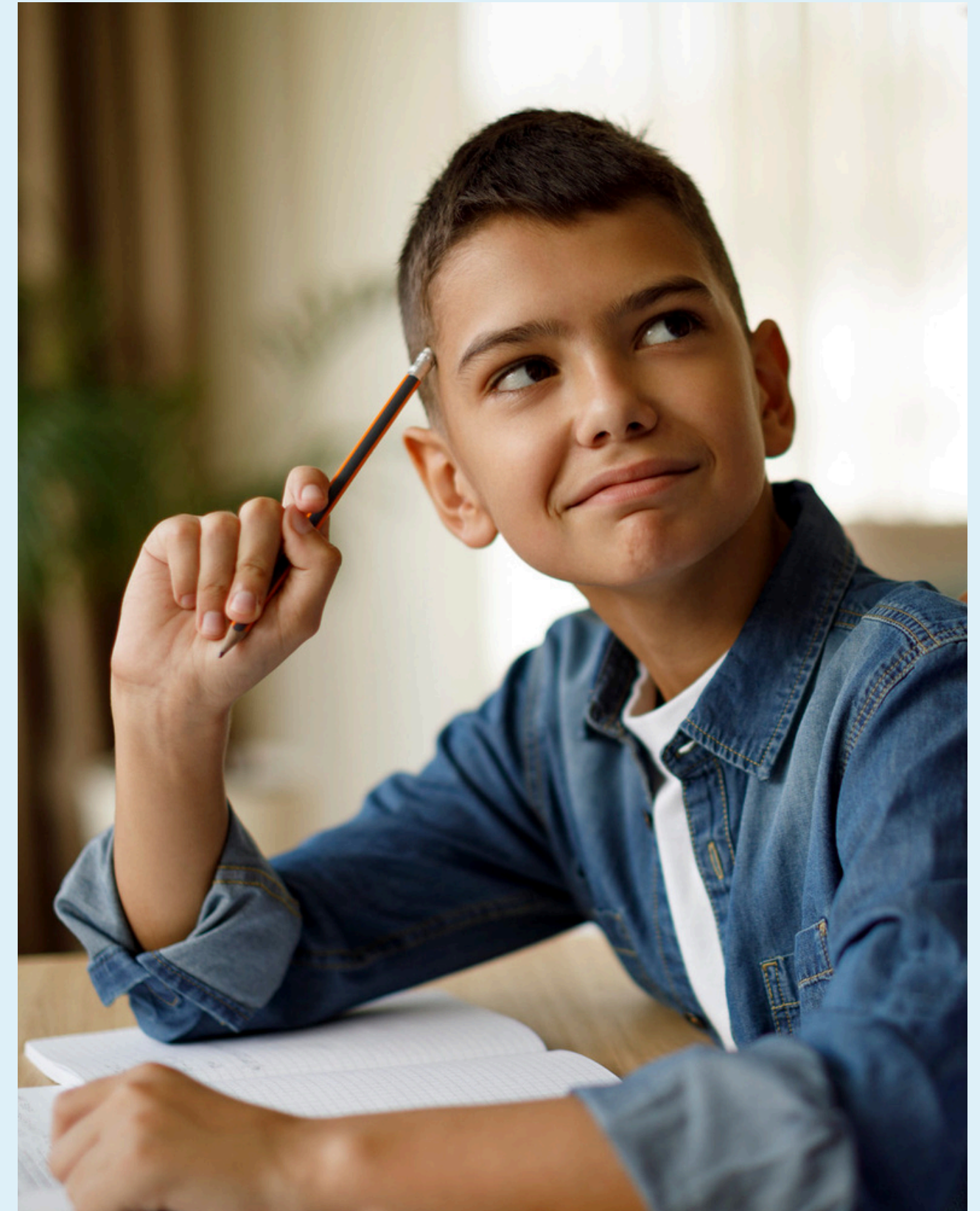
04 Launch your campaign

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

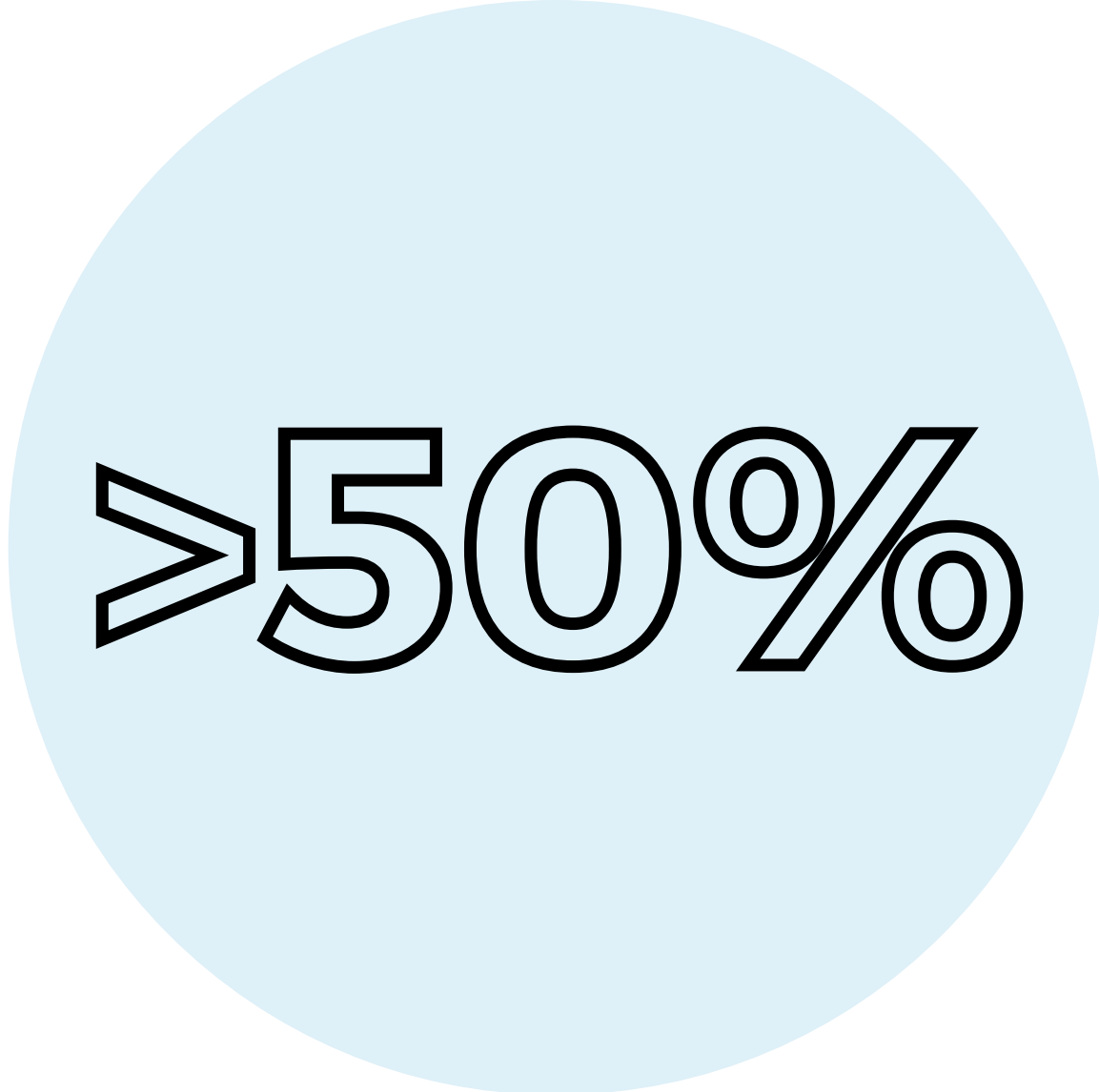
Connect with our audience, inspire change, and position your brand as a catalyst for educational excellence.

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

Great! SCHOOLS.org School name, level, or type Oakland, CA Parenting Write a Review En Español

YOUR AD

California > Piedmont > Piedmont City Unified School District > Havens Elementary School

Havens Elementary School

Unclaimed

GreatSchools Rating 9/10 5 reviews

Public school • 444 Students • Grades K-5 • Contact • Address

Save Updates Review

ACADEMICS

- Academic Progress
- Test Scores
- Courses & Programs

EQUITY

- Equity Overview
- Race/Ethnicity
- Low-Income Students
- Students With Disabilities

STUDENT LIFE

- Student Demographics
- Teachers & Staff
- About the School
- Reviews
- Neighborhood

Moving? Find homes for rent or sale nearby Powered by movoto

9/10 GreatSchools Summary Rating

10/10 Test Scores above average

8/10 Academic Progress above average

Last updated: Jun 06, 2024

ACADEMICS Academic Progress

8/10 Students at this school are making **more** academic progress from one grade to the next compared to students at other schools in the state.

Strong progress with high test scores means students have strong academic skills and are making bigger gains than their peers at other schools in the state.

Parent tip One key way the best schools help all students learn is by **giving them voice and choice**.

Sources

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

YOUR AD

YOUR AD

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'. The search results are sorted by 'GreatSchools Rating' and filtered to show '5 miles' and '1 filter'. The results list two schools: 'Havens Elementary School' and 'Wildwood Elementary School'. Each school listing includes its GreatSchools Rating (9/10 for Havens, 9/10 for Wildwood), Academic Progress (8/10 for Havens, 9/10 for Wildwood), Test Scores (10/10 for Havens, 10/10 for Wildwood), address, and a 'Homes nearby' button. A 'SPONSORED LISTING' section is also visible, containing a 'YOUR SPONSORED AD' placeholder. On the right side of the page, there is a map of Oakland, CA, with pins indicating the locations of the schools. A large 'YOUR AD' placeholder is positioned on the right side of the map, with the word 'Advertisement' written below it.

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.

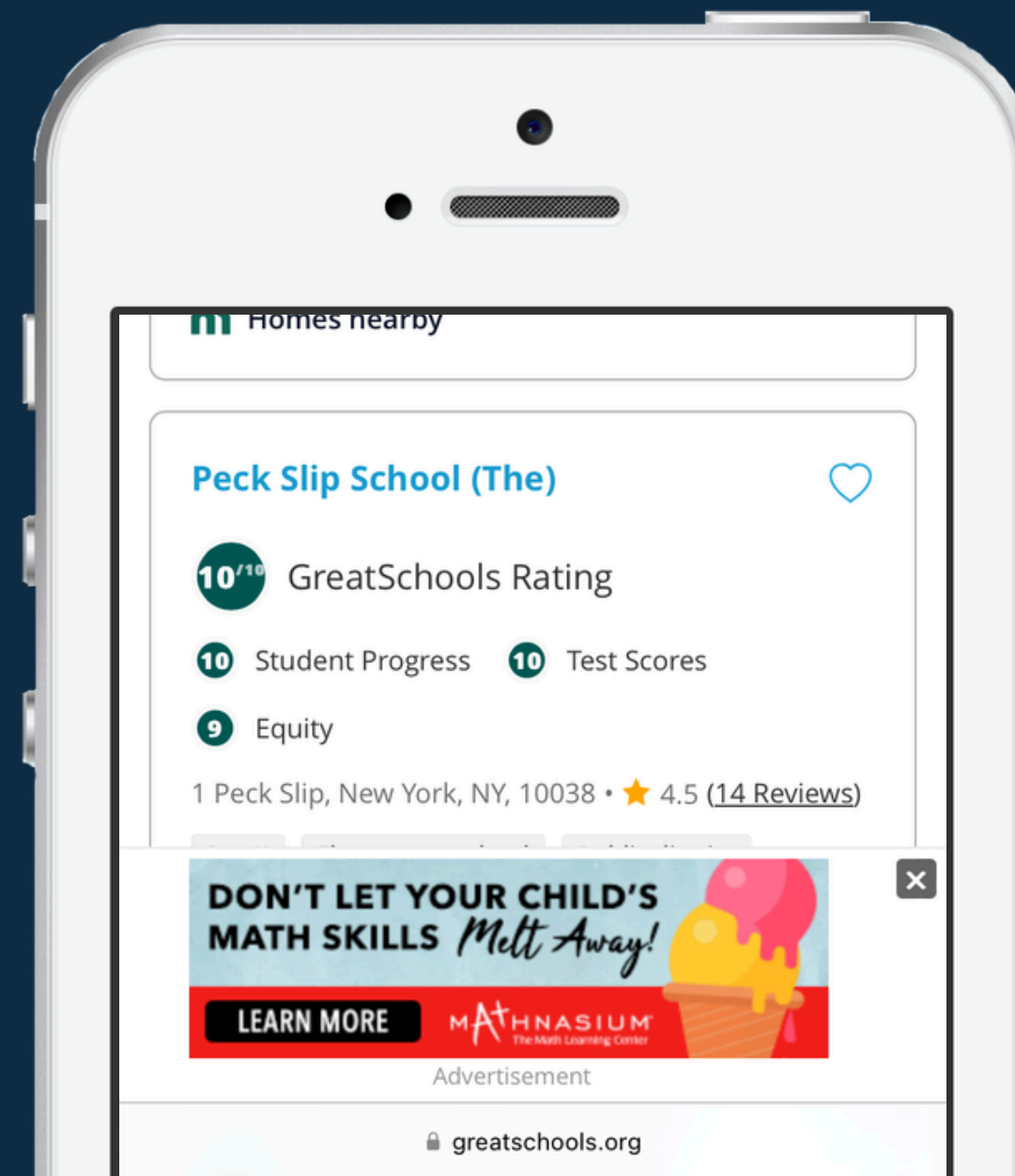
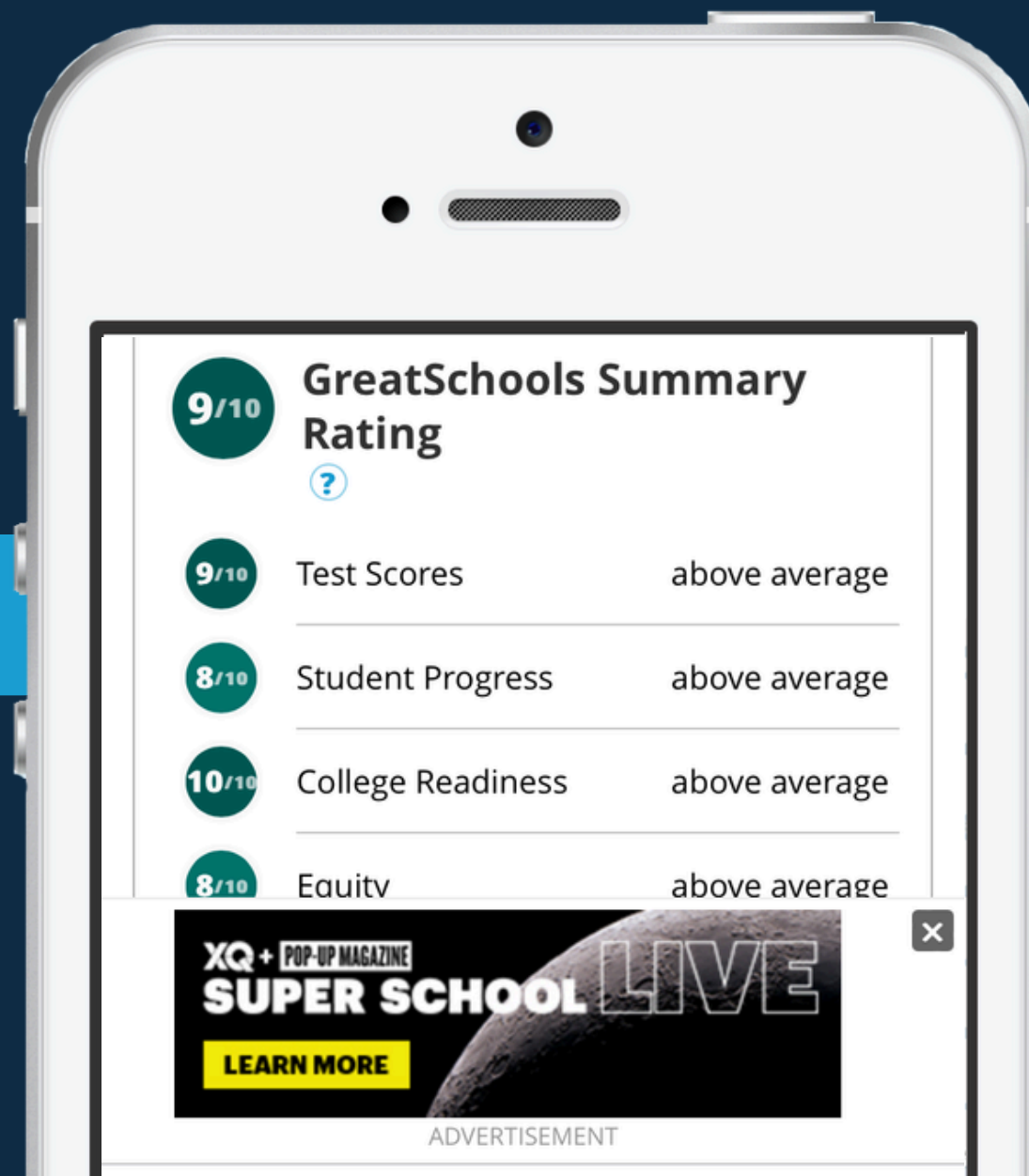
Bay Farm

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

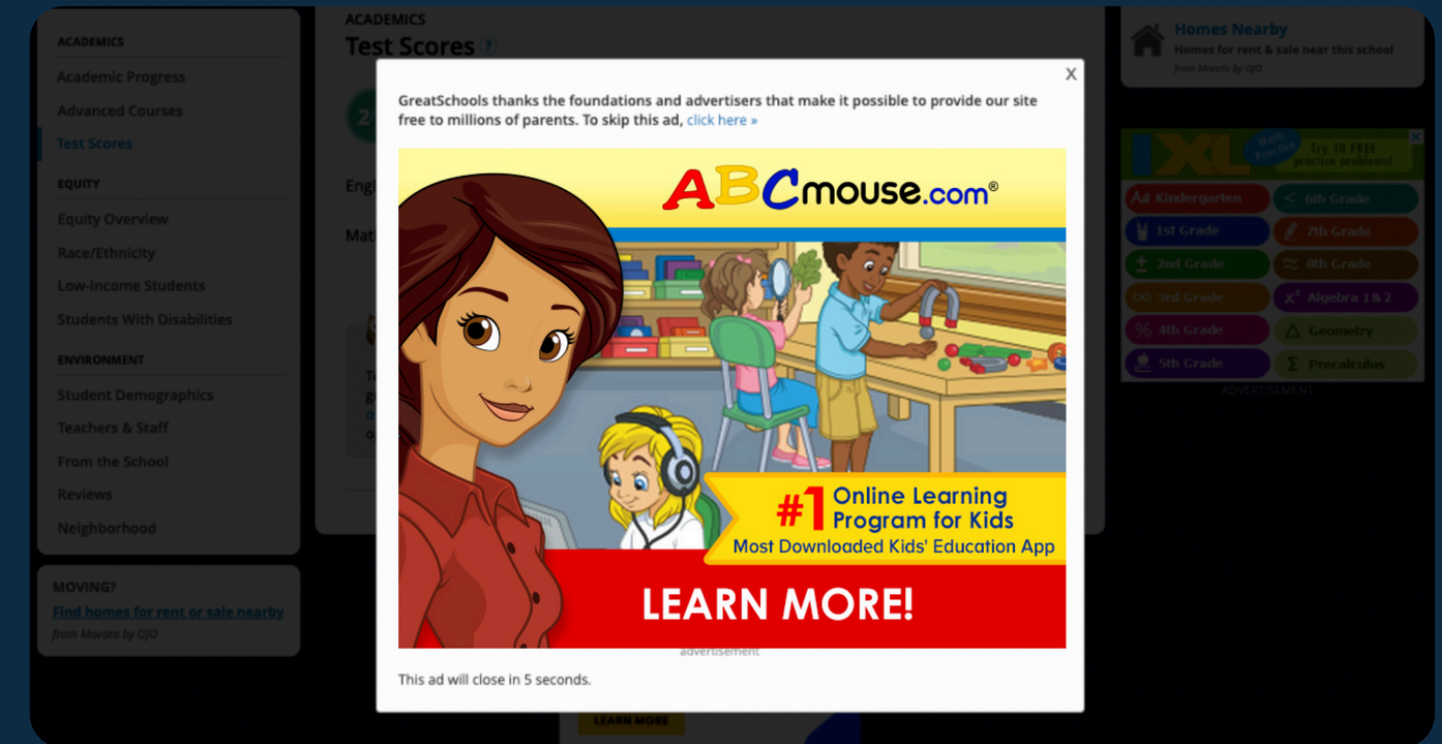
\$10 avg CPM

FULL PAGE OVERLAY

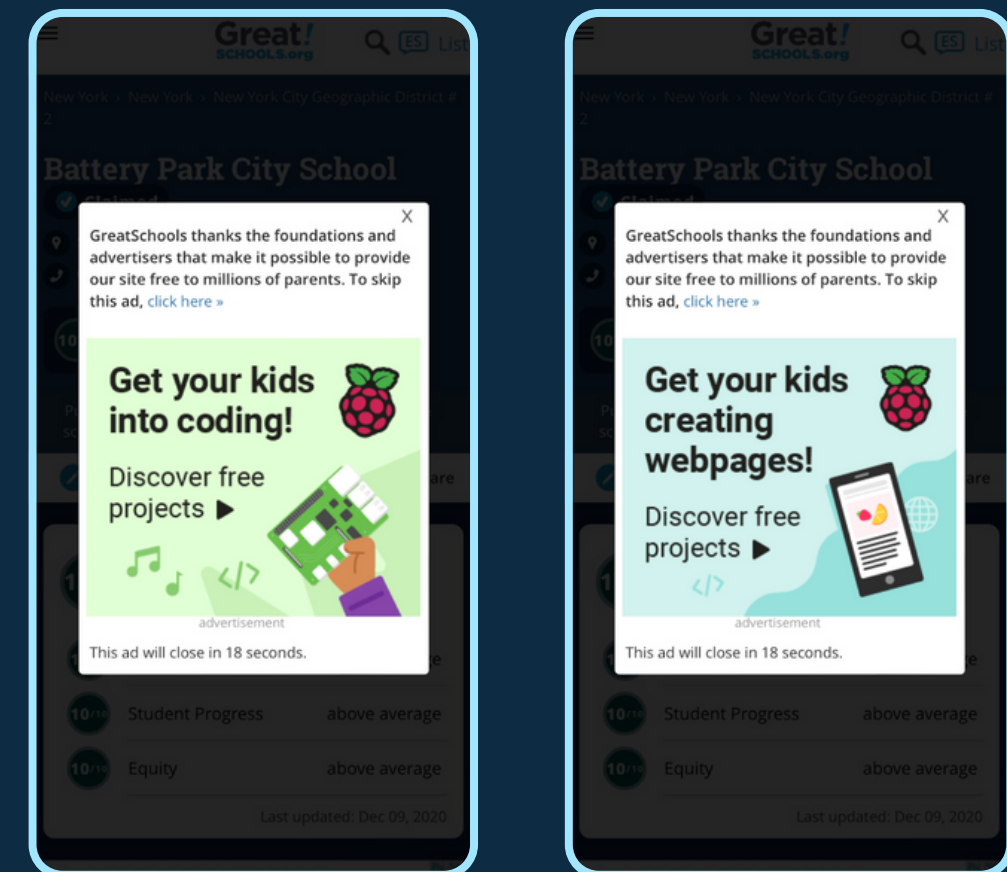
Leave a lasting impression by engaging target parents effortlessly across the GreatSchools site with premium ad placement.

- 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 profile page for Masterman Julia R Secondary School. At the top, there is a search bar with 'Houston, TX' and a 'Parenting Write a Review En Español' menu. A large blue box labeled 'YOUR AD' is positioned at the top of the profile content. Below it, the school name and address are displayed, along with a 'Claim another school' button. The profile is divided into sections: 'Profile Information' and 'Reviews'. The 'Profile Information' section includes six sub-sections: '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 editor. It features a search bar with 'Houston, TX' and a 'Contact help desk' button. The main content area includes a text input field for 'What makes your school unique?' with a placeholder 'Tell us in a couple of sentences...'. Below this is a larger text area for a detailed description. There are three dropdown menus: 'Select the label that best describes your school' (with 'Faith-based, magnet, montessori, etc.' selected), 'Does your school have a dress code?' (with 'No dress code' selected), and 'Is your school single gendered or coed?' (with 'Coed' selected). A large blue box labeled 'YOUR AD' is positioned on the right side of the editor.

EMAIL INTEGRATIONS

Weekly newsletter

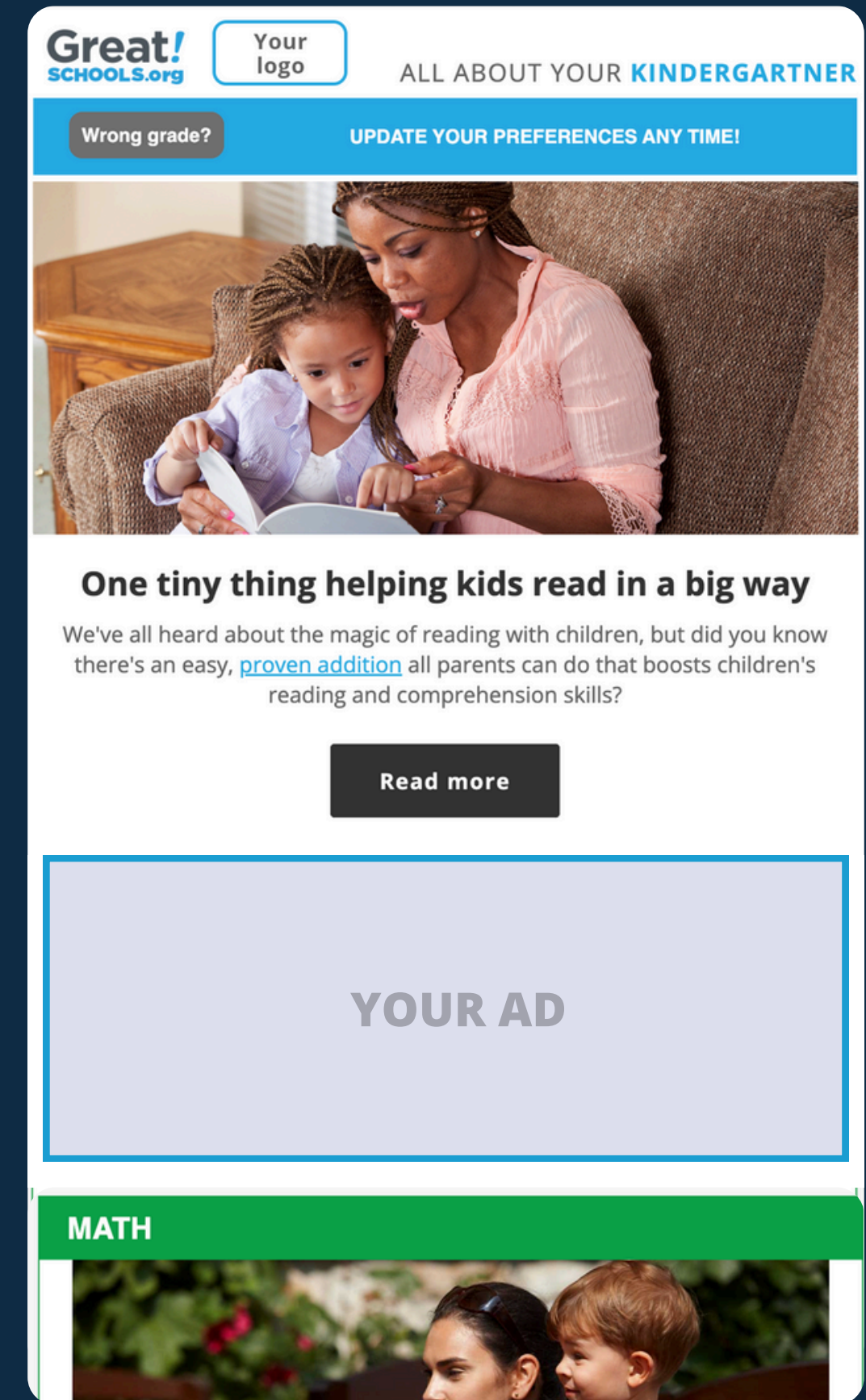
- Over 300K subscribers

Sponsored email newsletter

- Over 205K subscribers

Targeting options

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



The screenshot shows an email newsletter header for Great! Schools.org. The header includes the logo, a 'Your logo' placeholder, and the text 'ALL ABOUT YOUR KINDERGARTNER'. Below the header is a navigation bar with 'Wrong grade?' and 'UPDATE YOUR PREFERENCES ANY TIME!'. The main content area features a photo of a woman reading to a young girl. 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 grey box labeled 'YOUR AD' is placed below the article. At the bottom, there is a green bar with the word 'MATH' and a partial photo 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

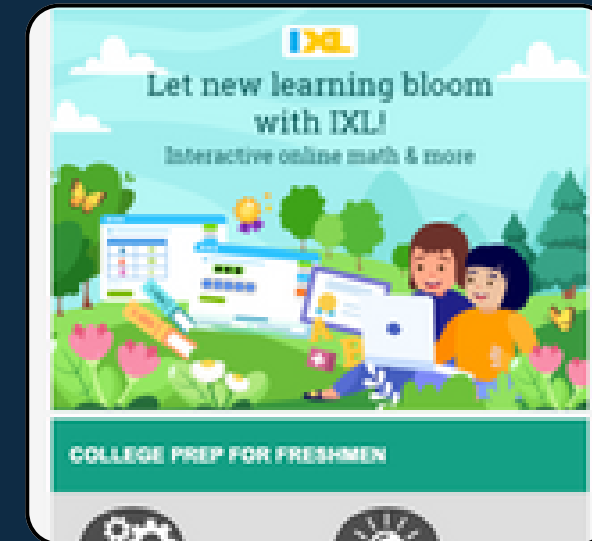
Advertise within grade-specific newsletters, offering parents crucial guidance and resources essential for their child's growth and education.

- Over 235K Subscribers

Just for educators newsletter

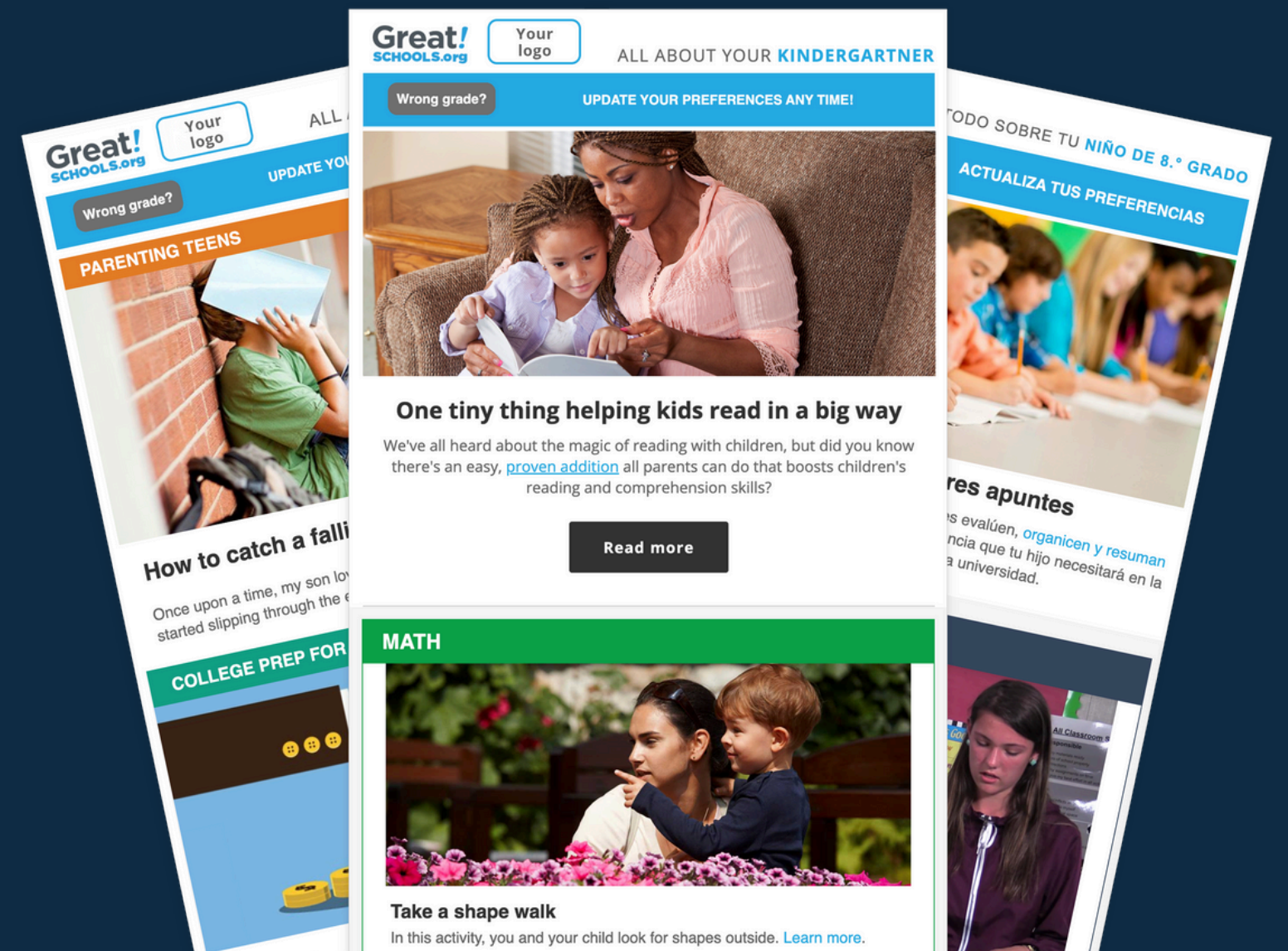
Advertise within our monthly newsletter aimed at educators, ensuring your message reaches a nationwide audience with actionable tools and classroom resources curated for their needs.

- 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