

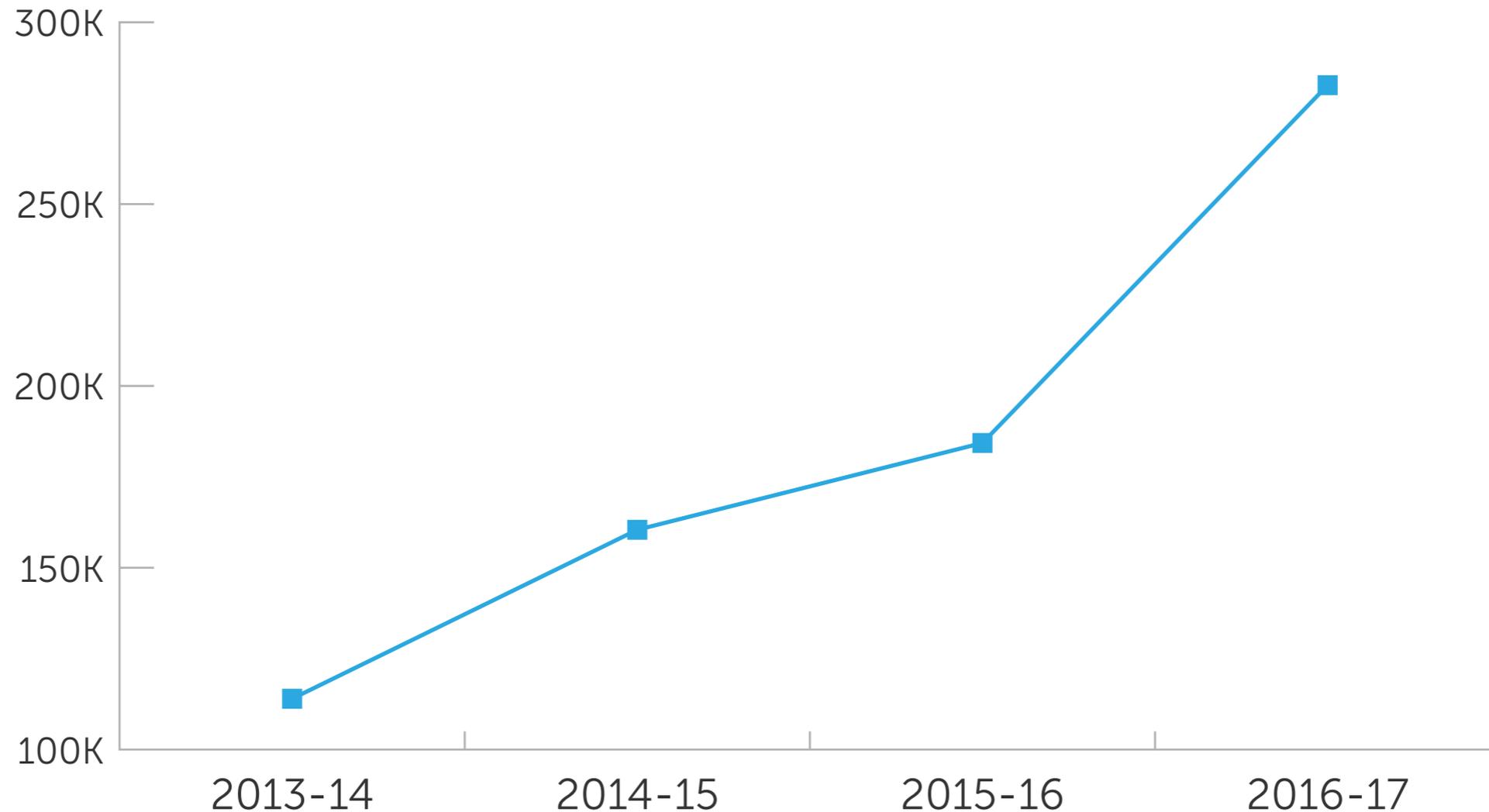


Chalkbeat Media Kit

Education news. In context.

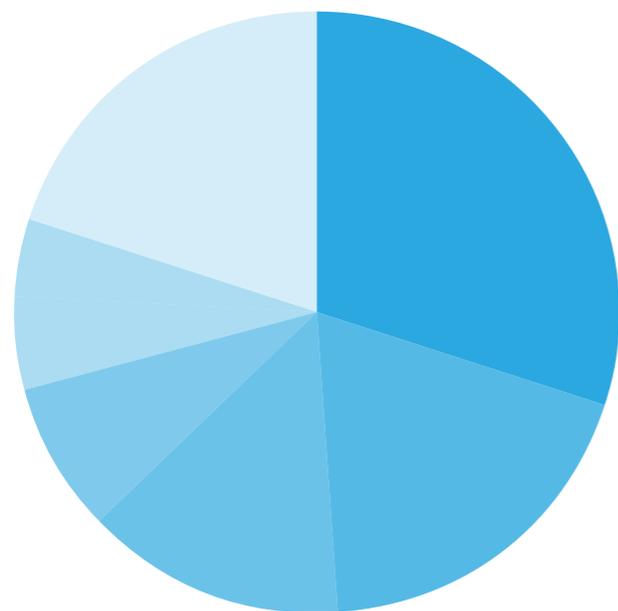
OVERVIEW

Chalkbeat provides daily education coverage and context to the country's fastest-growing and most passionate audience in education news. Launched in 2014, our coverage serves influential educators, administrators, and decision-makers across the United States, plus those who don't work in schools but care about what happens in them.



ABOUT OUR READERS

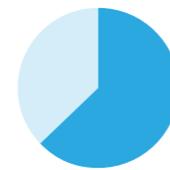
Chalkbeat's readers are professionals, insiders and equity-minded citizens who live at the center of the education conversation.



- **30% Educator**
- **19% School/District level admins**
- **14% Education nonprofit leader/employee**
- 8% Parent
- 5% Education researcher
- 4% Policymaker
- 20% Other, such as advocates, education consultants, counselors, students and lobbyists



84% of Chalkbeat readers say, "Friends and colleagues often ask my opinions about education news and current affairs."



63% of Chalkbeat readers say, "I am often the first person in my professional circle to know about developments in education news and current events."



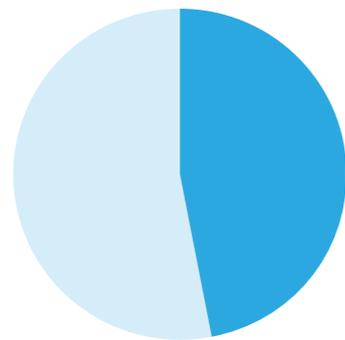
94% of readers post about education on Facebook, 20% post multiple times a week and 72% of our readers are active in Facebook groups about education



94% of principals and administrators said they had "Discussed something [they] read in Chalkbeat with teachers or other administrators in the last month"

Our readers have significant purchasing power at their school and district levels...

... as well as buying power as individual consumers and parents.



47% of our readers make spending decisions at their organizations, schools and districts

These district leaders control budgets that total more than **\$25 billion**. And that's not including state funding or the budgets of our nonprofit leaders.

Education



80% have a graduate degree



16.5% have a bachelor's degree

Income

\$50,000 - \$99,999	34%
\$100,000 - \$149,999	26%
\$150,000 - \$199,999	14%
\$200,000 and above	17%

In the next year, our readers said they plan to:

Take an education course	29%
Look for a job	21%
Pick a school or tutor for their child	17%
Buy or rent a new home	17%

ABOUT OUR SPONSORS

Our sponsors include leading companies, service providers, and institutions across the education field.

Assessment and curriculum tools:	26%
Associations and unions:	14%
Districts, schools and charter management organizations:	16%
Continuing education, training and development:	18%
Education advocacy and nonprofit organizations	19%
Other*:	7%

*Public relations firms, textbook publishers, conferences and events.

Our sponsors say:

"Our admission department approaches recruitment strategically and Chalkbeat fits in our marketing mix by providing target visibility for open houses and graduate level programs to prospective students."

Amy Greenstein,

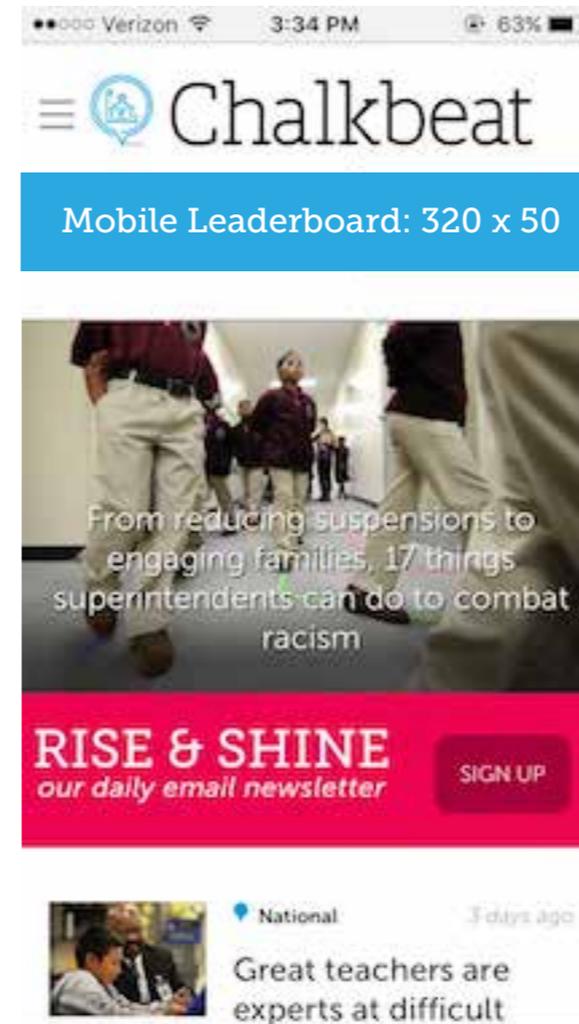
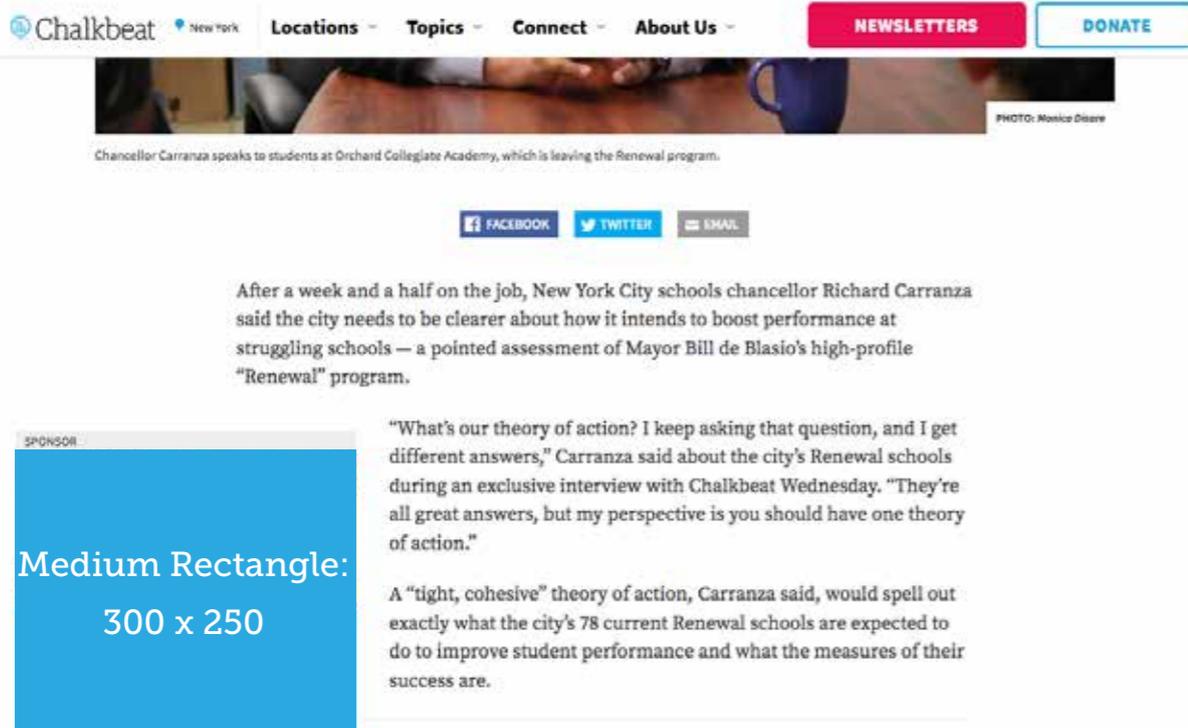
Director of Admissions at Bank Street Graduate School of Education

A few of our sponsors:



Website

Easy to read and navigate, Chalkbeat's website is updated with stories from across the country throughout the day and optimized for our growing mobile audience.



The full scoop:

- We limit the number of advertisements to three on the homepage and two on article pages to ensure a positive reader experience and maximum exposure for sponsors.
- Prices vary depending on size and length of sponsorship. You can invest in one market, multiple markets, or the entire network.
- Talk to our director of sponsorships to discuss the full array of options that will best promote your brand or service.

Email Newsletters

Every day each of our bureaus sends out an e-mail newsletter called Rise & Shine that rounds up the education news headlines from across the region and also highlights Chalkbeat's reporting.

Across our bureaus, we have more than 17,000 subscribers and our average open rate is 29 percent, which is significantly higher than industry standard for media and publishing.

In our New York and Detroit markets, you can also sponsor our weekly news roundups that specifically target our teacher readers.

"Rise & Shine is one of the first things I read in the morning and it helps direct me to what I need to read that day."

Reshma Singh,

former executive director, Partnership for Educational Justice



RISE & SHINE  today's education news

Brought to you by:

Full Newsletter Sponsorship: 320x50

CHALKBEAT REPORTS

Stories brought to you by Chalkbeat reporters

ACT reports uptick in college readiness

The percentage of 2015 high school graduates who are prepared for college is modestly above levels of prior years, according to a new report by the ACT testing organization.

In Colorado 26 percent of 2015 graduates met all four of the benchmarks that the testing group uses to determine college readiness. The percentage was 25 percent in the prior three years.

Read our full story [here](#).

Is it Denver's business to subsidize college?

Denver voters will decide in November whether to raise the city's sales tax to help pay for qualifying students' college costs. The City Council voted 8-4 on Monday to ask voters to back the plan to raise \$10 million a year for scholarships and loan repayment. Some say it's a smart investment, others contend it's not in the scope of city services.

Read our full story [here](#).

Teacher, honored for LGBT advocacy, says keep door open to all students

A Colorado Springs high school social studies teacher has been honored by the state's largest LGBT advocacy organization for his 15-year career working with LGBT students. Anton Schulzki of Palmer High School said teachers can make small changes in their classrooms to make students more comfortable and ready to learn.

Read our conversation [here](#).

Newsletter section sponsor: 320x50

Events

Readers rave about Chalkbeat's events — social and learning opportunities where diverse groups converge to network, share ideas, and find their next team member and newest cause. They include panel discussions and presentations by educational leaders on the most pressing topics in today's education debate as well as social hours celebrating key milestones in the education calendar, like the end of school.

What we can do for you to amplify your brand or message:

- Send out event announcements to our readers that include your messaging and logos
- Promote the event and its sponsors with written content on our website
- Incorporate sponsor logos and messaging into our event materials
- Invite sponsors to display or hand out marketing materials at the event
- Acknowledge and thank sponsors during the event



Jobs Board

Post a job

Chalkbeat's national Jobs Board enables you to hire locally or recruit from a national pool of candidates.

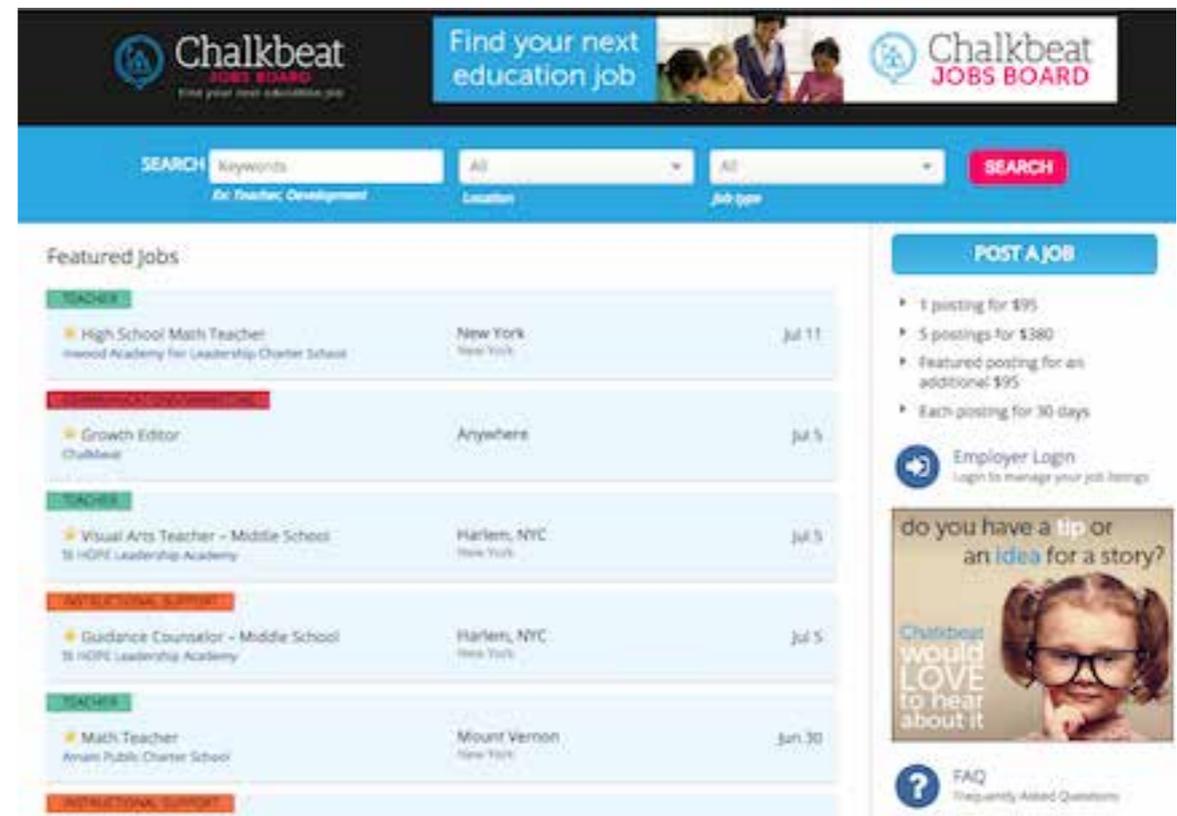
The savviest education recruiters rely on the Chalkbeat jobs board to connect with the best, most engaged candidates in education. They post jobs for positions within education organizations, schools, and districts.

You can purchase:

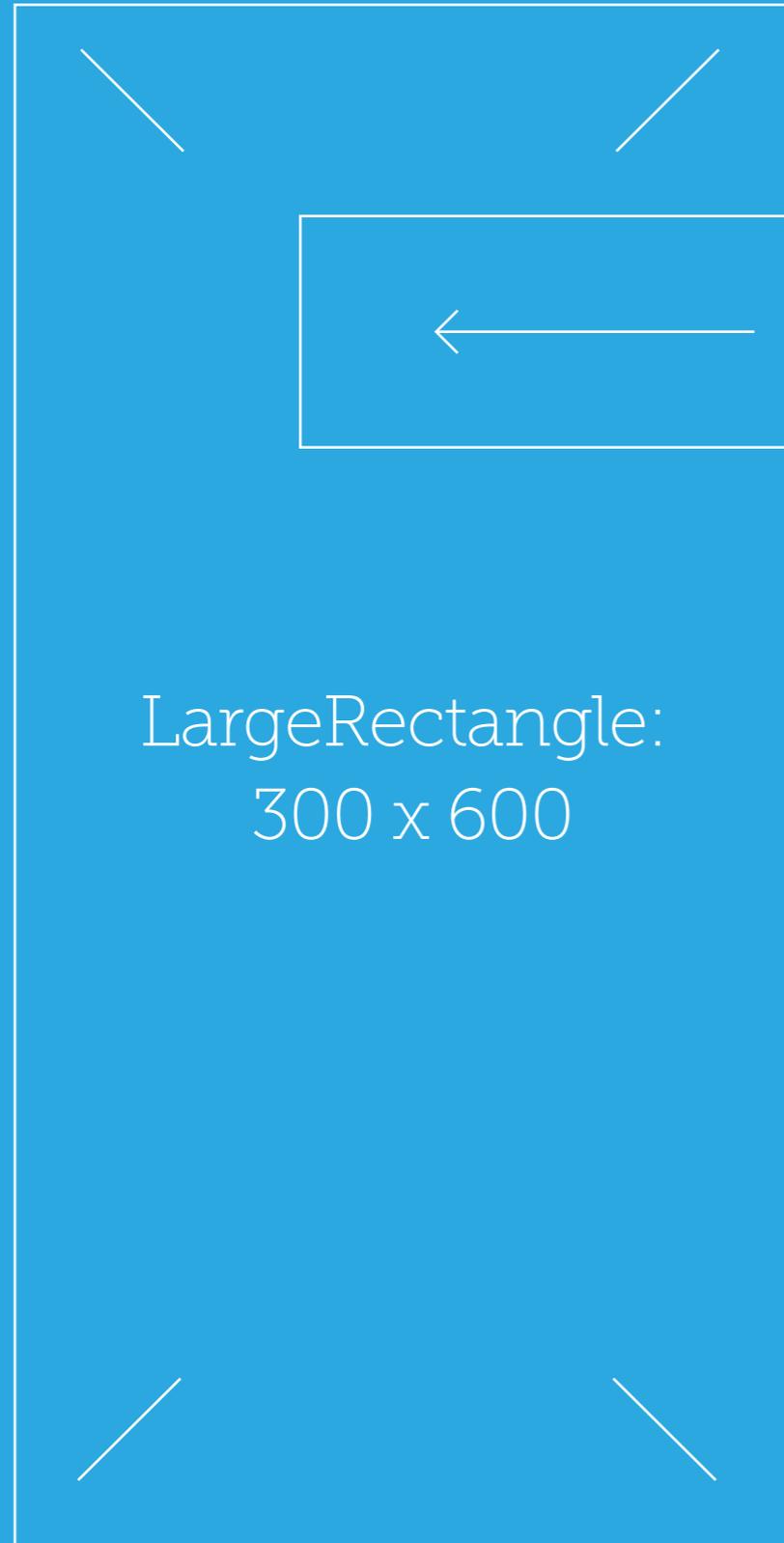
- A single 30-day job posting for \$95 that appears on all our jobs boards
- A bulk pack of five 30-day job postings for \$380 that appears on all our jobs boards
- A featured job posting for an additional \$95 that appears on each site you'd like to feature it on

Want to maximize your visibility beyond job postings?

Chalkbeat also offers display advertisements on our Jobs Board page. Prices vary depending on size and length of sponsorship. You can invest in one market, multiple markets, or the entire network.



Ad Guidelines



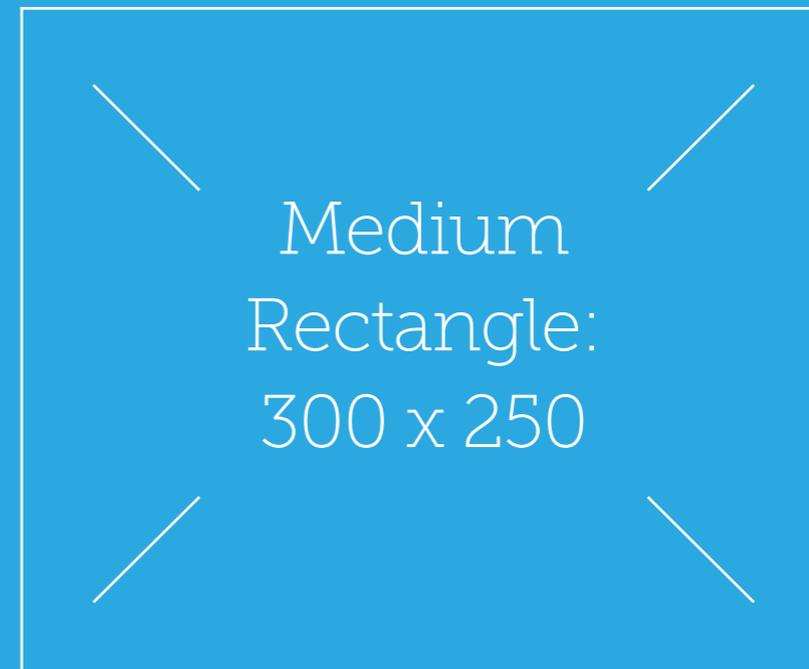
Large Rectangle:
300 x 600



Leaderboard: 728 x 90



← Mobile: 320 x 50 →



Medium
Rectangle:
300 x 250

Contact

We are excited to work with you to create a package that fits your marketing plan and your budget. Please contact:



Frank Rowe

Director of Sponsorships
(303) 446-4934
frowe@chalkbeat.org

A note about editorial independence:

Chalkbeat does not accept grants or sponsorships unless the donor/sponsor agrees to respect our editorial independence.

Editorial independence means that when we make journalistic decisions, we consider only our mission and our editorial judgment — not the needs or desires of grant-makers or sponsors, and not advocacy goals.