Chalkbeat Media Kit

Education news. In context.
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.
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%
Our sponsors include leading companies, service providers, and institutions across the education field.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment and curriculum tools</td>
<td>26%</td>
</tr>
<tr>
<td>Associations and unions</td>
<td>14%</td>
</tr>
<tr>
<td>Districts, schools and charter management organizations</td>
<td>16%</td>
</tr>
<tr>
<td>Continuing education, training and development</td>
<td>18%</td>
</tr>
<tr>
<td>Education advocacy and nonprofit organizations</td>
<td>19%</td>
</tr>
<tr>
<td>Other*</td>
<td>7%</td>
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*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:
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.
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
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
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

Leaderboard: 728 x 90

Large Rectangle: 300 x 600

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.