

# CLAS SCHOOL Leader

## Council for Leaders in Alabama Schools Advertising Opportunities

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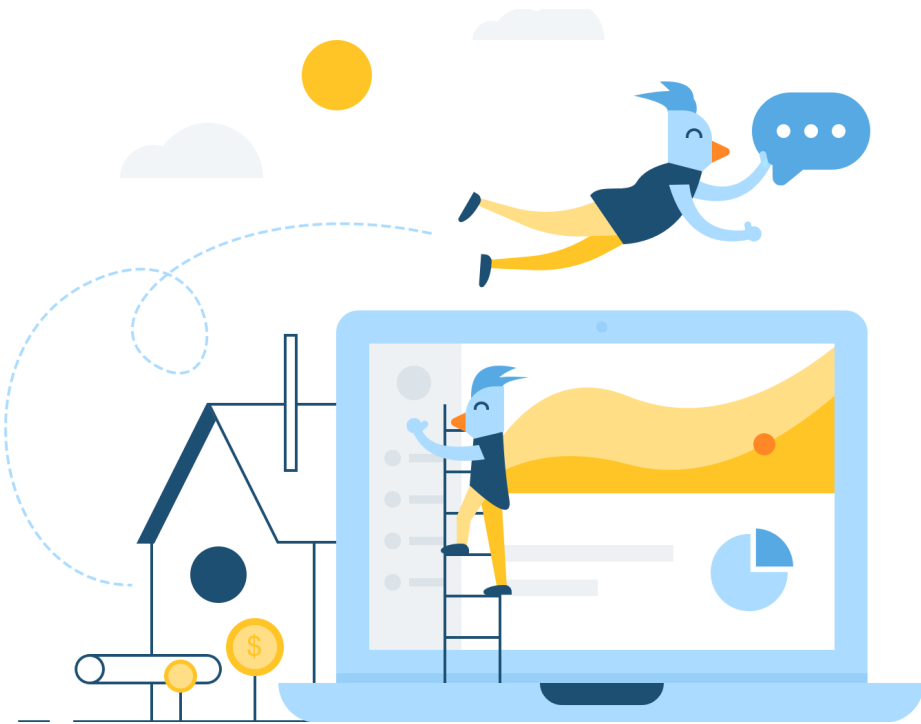


### Overview

Our mission is to coordinate and facilitate the resources of all CLAS members for the advancement of public education. Our quarterly publication is one tool we use to uphold our mission. With our shift to a digital format, CLAS now offers partners some unique advertising opportunities to help your company meet its goals.

**CLAS SCHOOL**  
**Leader**

In Partnership with:



## THE POWER OF RETARGETING

Guaranteed digital reach with every reader of our magazine as well as website visitors.

INTELLIGENT MARKETING STARTS HERE

# Access the CLAS Audience



**Council for  
Leaders in  
Alabama  
Schools**

## AUDIENCE HISTORY

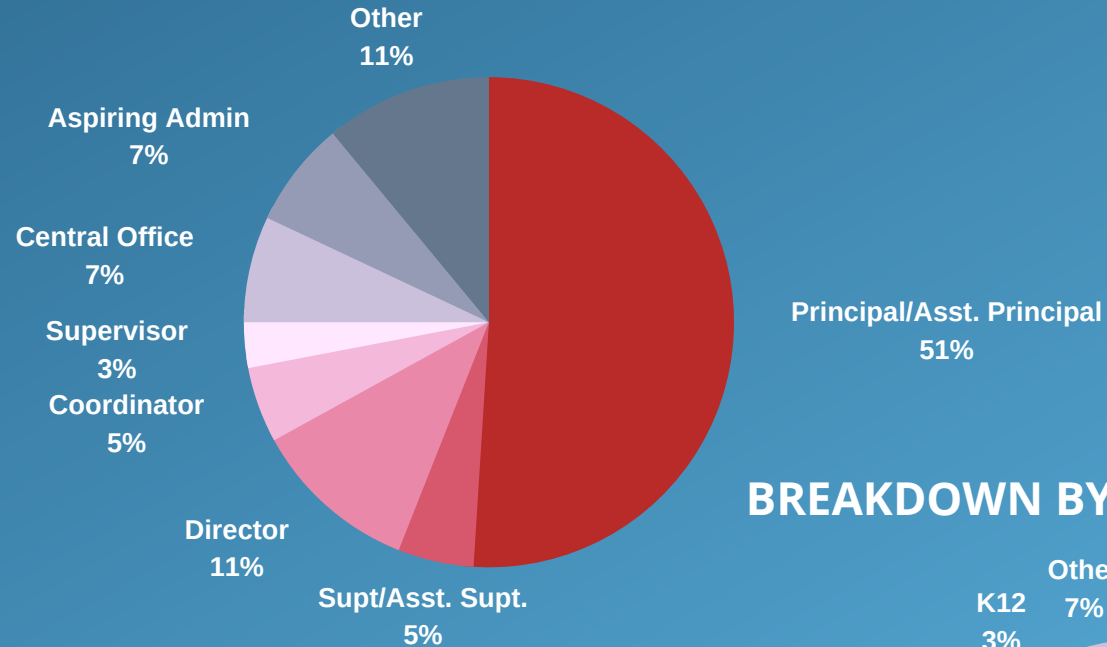


**4,270+**  
Members

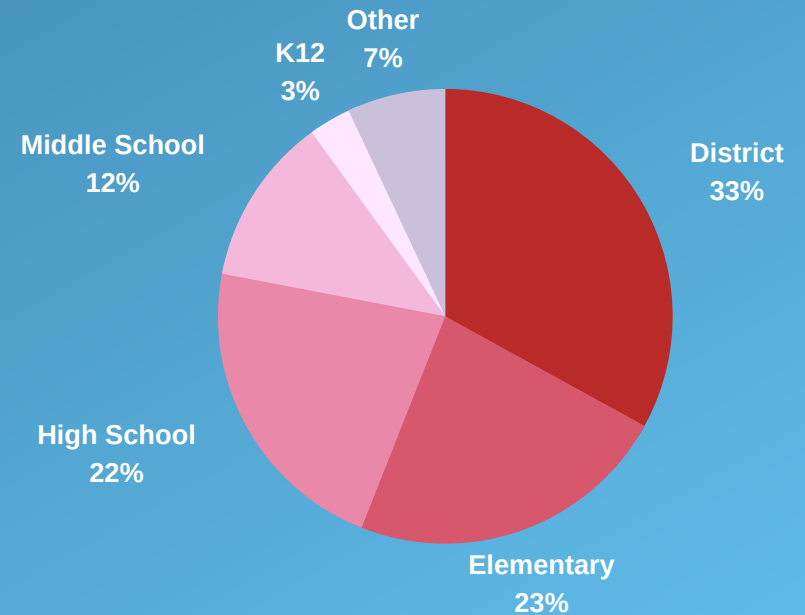
**From Alabama  
Schools & Districts**

**84%**  
Decision-Makers

## PRIMARY JOB ROLE



## BREAKDOWN BY EMPLOYER TYPE



## Why Bundle?

Our audience becomes your audience with your magazine advertising & retargeting banner ad bundle. Get exclusive direct access to CLAS website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

## Continuity is Key

Don't rely on broad, generic targeting on common ad platforms to market your company. Rely on our advertising bundle combining a digital magazine ad and banner ads served up to our unique audience to showcase your business to those who need you the most.

Interactive ad in digital publication combined with banner ads which appear all over the internet.



### CHOOSE YOUR REACH & DURATION:

Package	Magazine Ad Size	Price	Duration	# of Impressions
Silver	Quarter Page	\$615	3 Months	10,000
Gold	Half Page	\$685	3 Months	20,000
Platinum	Full Page	\$815	3 Months	30,000

Multi-issue discounts and custom packages available. Contact us for details.  
Advertisers must be a CLAS corporate partner.



We report qualified clicks  
(viewer remains on page for 5+ seconds)

# Quantifiable Results with:



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Let's Talk

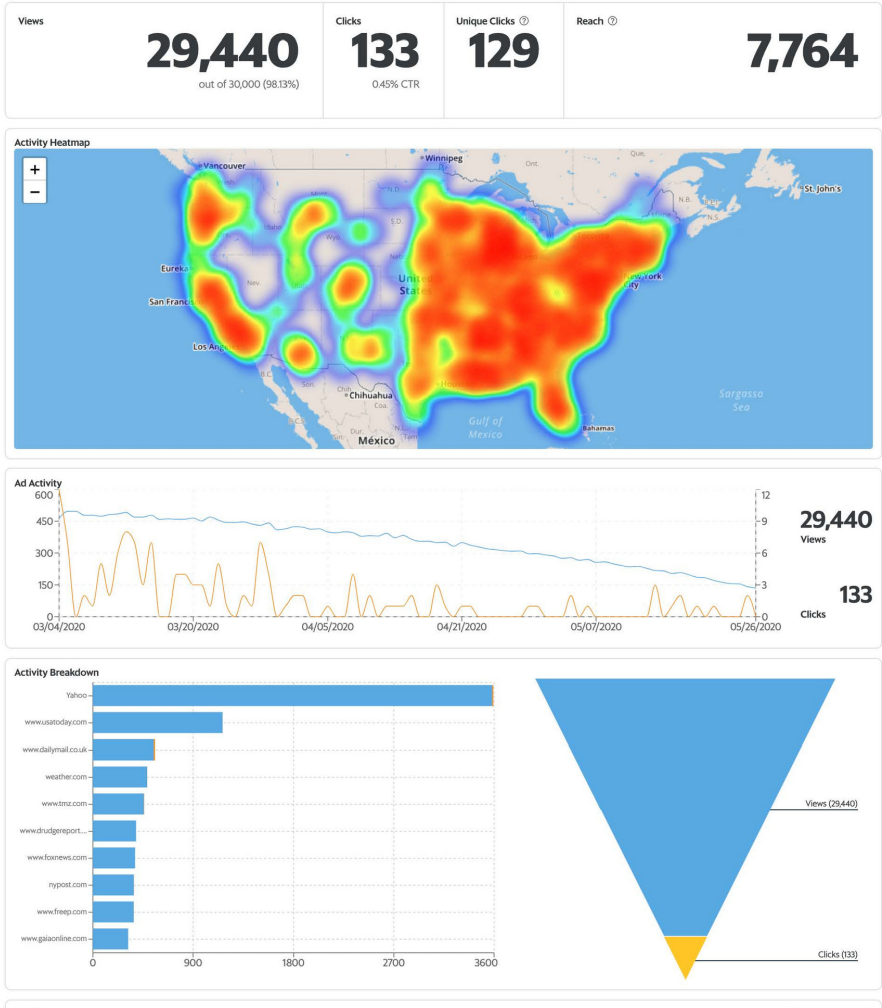


I'm ready!



SHOW ME THE DETAILS

Overview of marketing activity from March 4th 2020 to May 26th 2020



Book a meeting to get more information about this opportunity