

eNewsletter Advertising

We know what teachers love—new ideas and activities they can use now. So that’s what we give them every week with our eNewsletters. Over half a million subscribers watch their inboxes for the latest from The Mailbox. So really, it’s no surprise that our eNewsletter open rates are double the national average.

eNewsletters

		Circulation	Cost (net per ad)
Elementary Activities	Quick activities across the curriculum.	137,000+ elementary school teachers	\$2,500
Preschool Activities	Fun ideas designed specially for preschool.	95,000+ preschool directors, owners, and teachers	\$2,500
Simple Centers & Games	Easy-to-prepare games and learning centers—a staple in elementary classrooms.	100,000+ elementary school teachers	\$2,500
Arts & Crafts	Teachers get creative with these simple projects.	100,000+ PreK to grade 6 teachers	\$2,500
Literature Links & Common Core	Two eNewsletters, one price. One has creative literature ideas, and the other offers ideas for teachers who follow Common Core.	69,000+ elementary school teachers	\$1,500

Sponsored eBlasts

Our built-in brand loyalty plus your organization’s content is a match made in marketing heaven. We’ll send an eBlast featuring all content and messaging from you.

\$200 per 1,000 names; 25,000 name minimum

See page 16 for full eNewsletter specs.

