



Marketing solutions **FOR SCHOOLS**

MEDIA KIT

Your first impression starts online. Position your school for success on GreatSchools.org™ — where millions of families go to find and compare schools.

01 About GreatSchools.org™

02 Advertising solutions

Ad package overview

- Search Starter
- Profile Booster
- Total Impact

Timeline & process

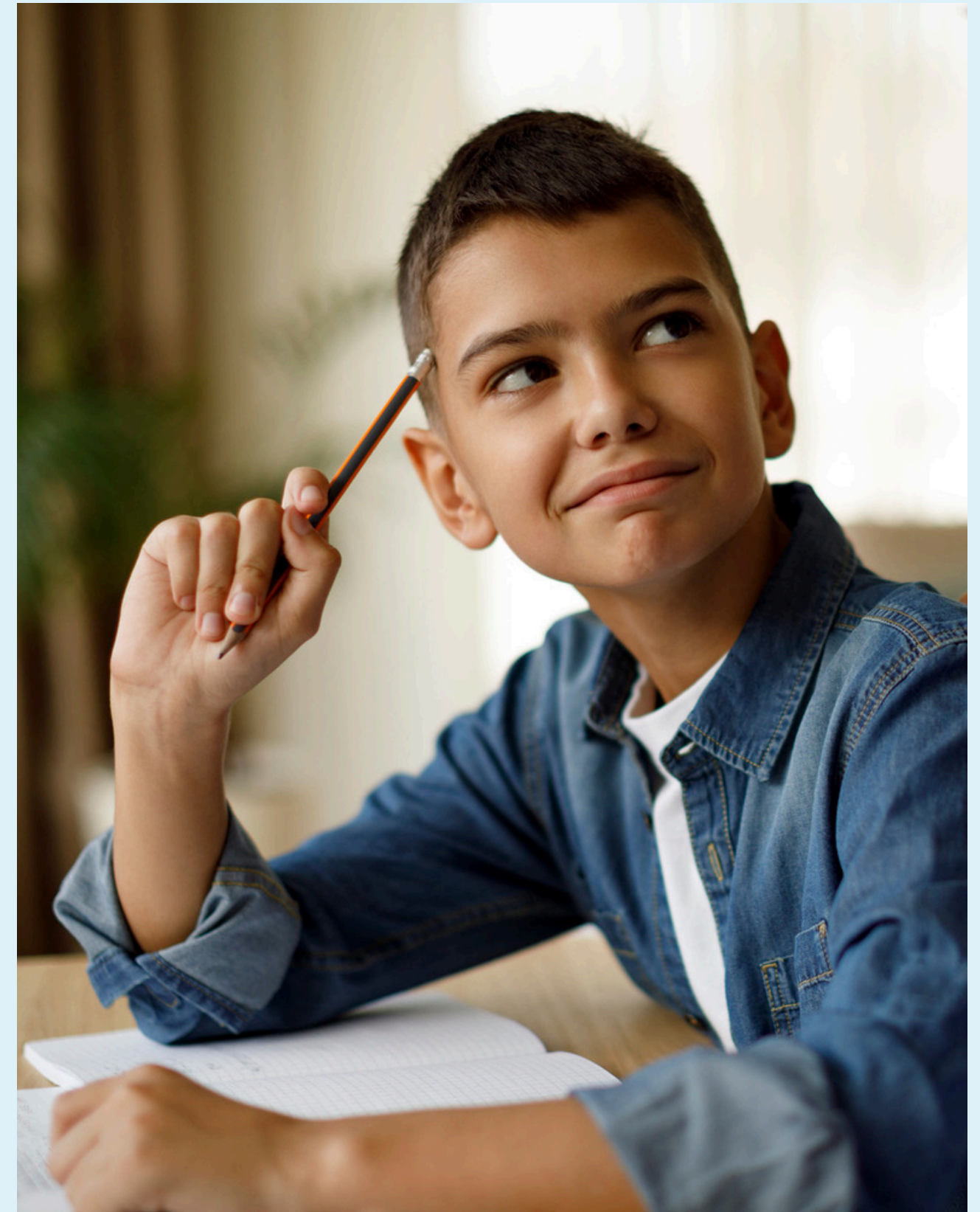
03 Ad placements & specs

04 Get started!

ABOUT US

GreatSchools.org reaches nearly half of U.S. parents with school-age children, making it the nation's leading platform for school information and educational resources.

- **39M** annual visitors
- **50%** of families use GreatSchools.org
- **150K+** school profiles (Public, Private & Charter)
- **1M+** parent ratings and reviews
- **800K+** newsletter subscribers



Visibility beyond our platform

Top real estate sites like Zillow and Redfin showcase GreatSchools profiles on home listings, ensuring your ads reach high-intent homebuyers actively searching for schools like yours.






39M

**USERS VISIT
GREATSCHOOLS
ANNUALLY**

SOURCE: 2024 GOOGLE ANALYTICS




50%

GreatSchools.org reaches

**NEARLY HALF
OF ALL PARENTS**

in the U.S. with school-age children.



1.46%

Full Page Overlays:

**OUR TOP AD
FORMAT DELIVERS
UP TO 1.46%**

10x the industry average.

ADVERTISING BENEFITS

Ads that work

Our premium placements outperform industry benchmarks, with top formats delivering up to a 1.46% CTR — 10x the average.

Rise to the top of school search

Sponsored listings appear near the top of relevant search results — helping you get seen first by families making enrollment decisions.

Gain visibility beyond our platform

Your school benefits from increased exposure on top real estate platforms like [Zillow](#) and [Redfin](#), which feature GreatSchools data.

Just one enrollment can cover the cost

Many schools find that a single new enrollment more than pays for their ad package — making it a smart, high-impact investment.



AVAILABLE PACKAGES

SEARCH STARTER

Build visibility and awareness

Increase your school's visibility on high-traffic pages like search results and profiles. A strong choice for increasing awareness in key areas.

Ad placements:

- ✓ High Traffic Ads (Search + Profiles)
- ✓ Sponsored Search Listing (Search)

Targeting:

- ✓ Geolocation (City, State, Zip)
- ✓ Grade-level(s)

Bonus feature:

- ✓ Ad performance reporting

PROFILE BOOSTER

Expanded reach, greater visibility

Stay top of mind with expanded placements, including sticky overlay ads that keep your school visible as families search for and compare options.

Ad types & placements:

- ✓ High Traffic Ads (Search + Profiles)
- ✓ High Impact Module (Profiles)
- ✓ Sponsored Search Listing (Search)
- ✓ Sticky Overlay (Search + Profiles)

Targeting:

- ✓ Geolocation (City, State, Zip)
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TOTAL IMPACT

High-impact, high-performing

Get our most powerful placements for maximum visibility and results, featuring top-performing formats across search results and school profiles.

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- ✓ Full Page Overlay (Search + Profiles)
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- ✓ Lead Capture Form

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The **Search Starter** package includes the following placements:

High Traffic Ads (Profiles)

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

728x90

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

Havens Elementary School

Unclaimed

9/10 GreatSchools Rating 6 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**

GreatSchools Summary Rating

9/10

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](#).

ACADEMICS

Test Scores

10/10 Test scores at this school are **far above** the state average, suggesting that most students at this school are performing at or above grade level.

Homes Nearby

Homes for rent & sale near this school

Powered by **movoto**

300x600 and 300x250

High Traffic Ads (Search) + Sponsored Search Listing

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

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.

300x250

SPONSORED LISTING

YOUR SCHOOL'S NAME

School description

Call-to action!

SPONSORED LISTING

160 X 600

Profile Booster

Expanded reach, greater visibility

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- ✓ Sticky Overlay (Search + Profiles)

Targeting:

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- ✓ Grade-level(s)

Bonus feature:

- ✓ Ad performance reporting

The **Profile Booster** package includes the following placements:

High Traffic Ads + High Impact Module (Profiles)

This screenshot shows a school profile for Havens Elementary School. The page includes a search bar at the top, a navigation menu, and a main content area with sections for GreatSchools Rating, Test Scores, Academic Progress, and a sidebar with links to various school information. Ad placements are indicated by blue boxes with dimensions:

- 728x90**: Located at the top of the main content area.
- 300x600 and 300x250**: Located on the right side of the page, next to the 'Homes Nearby' section.
- HIGH IMPACT MODULE 970x250**: Located at the bottom of the main content area.

High Traffic Ads (Search) + Sponsored Search Listing

This screenshot shows search results for elementary schools near Oakland, CA. The page includes a search bar, a map of the area, and a list of schools. Ad placements are indicated by blue boxes with dimensions:

- 160 x 600**: Located on the right side of the page, next to the map.
- 300x250**: Located at the bottom left of the page, below the school list.
- SPONSORED LISTING YOUR SCHOOL'S NAME School description Call-to action! SPONSORED LISTING**: Located at the bottom right of the page, below the school list.

Sticky Overlay (Search + Profiles)

This screenshot shows a mobile app interface with a sticky overlay displaying school ratings. The overlay includes a GreatSchools Summary Rating of 9/10 and a table of test scores and student progress. The dimensions of the overlay are 320x100.

GreatSchools Summary Rating	Test Scores	Student Progress	College Readiness	Equity
9/10	above average	above average	above average	above average

Average CTR:
0.36%

Total Impact

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- ✓ Sticky Overlay (Search + Profiles)
- ✓ Full Page Overlay (Search + Profiles)
- ✓ Content Pages
- ✓ Lead Capture Form

Targeting:

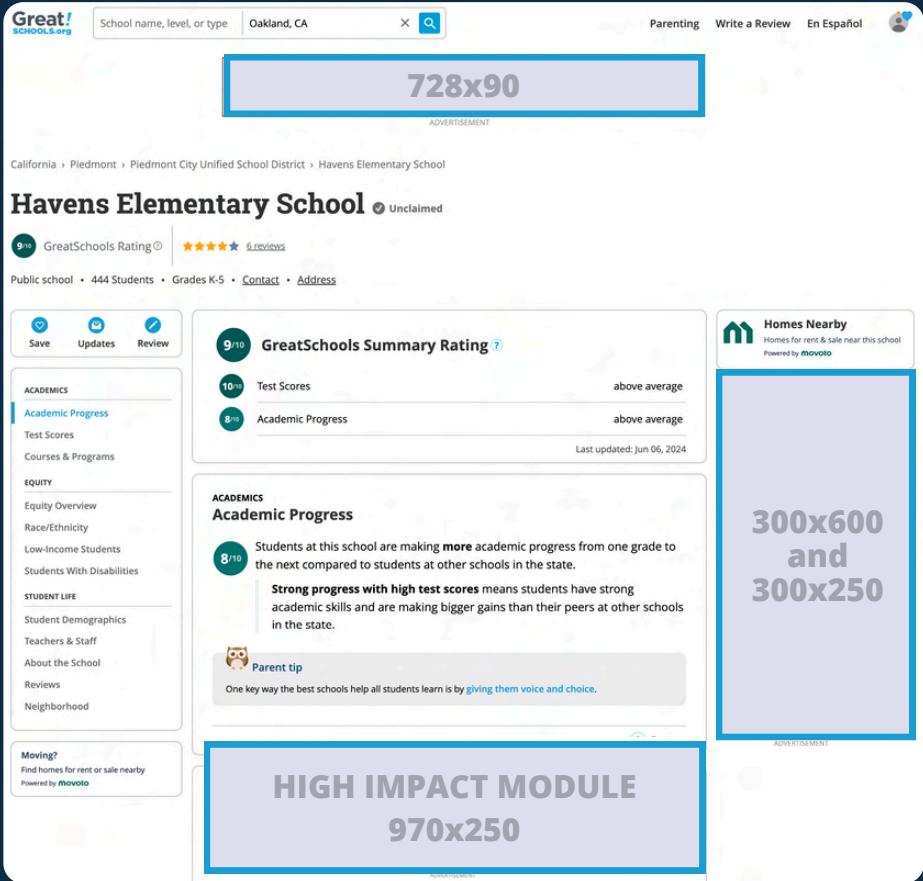
- ✓ Geolocation (City, State, Zip)
- ✓ Grade-level(s)

Bonus feature:

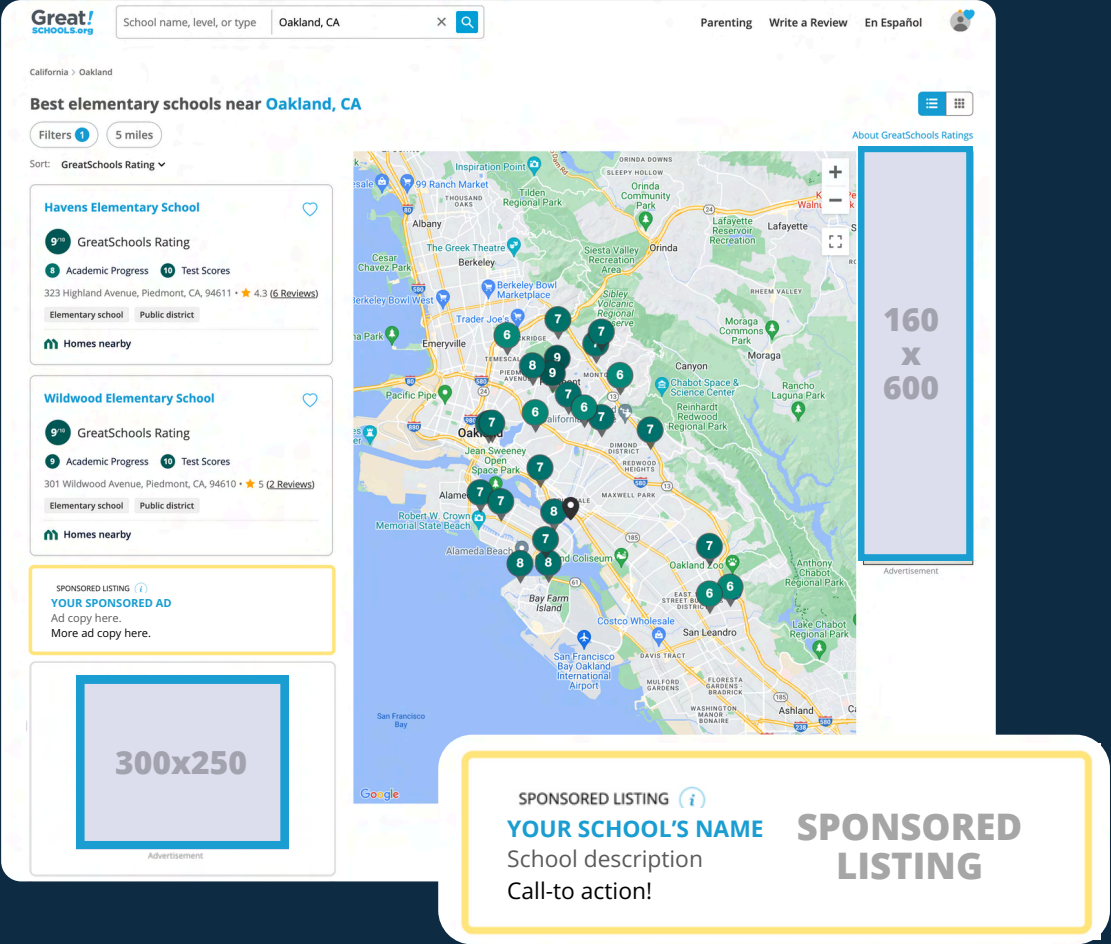
- ✓ Ad performance reporting

The **Total Impact** package includes the following placements:

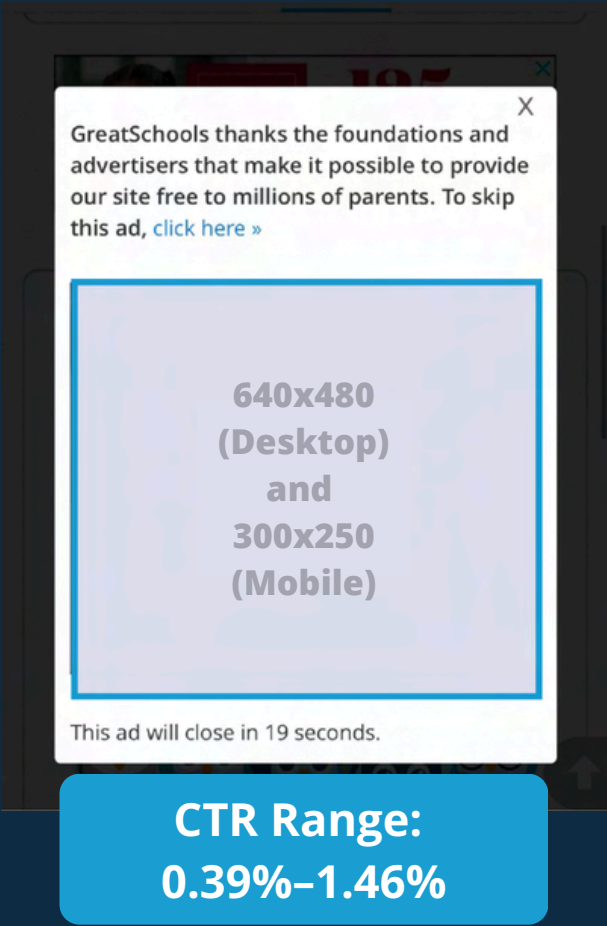
High Traffic Ads + High Impact Module (Profiles)



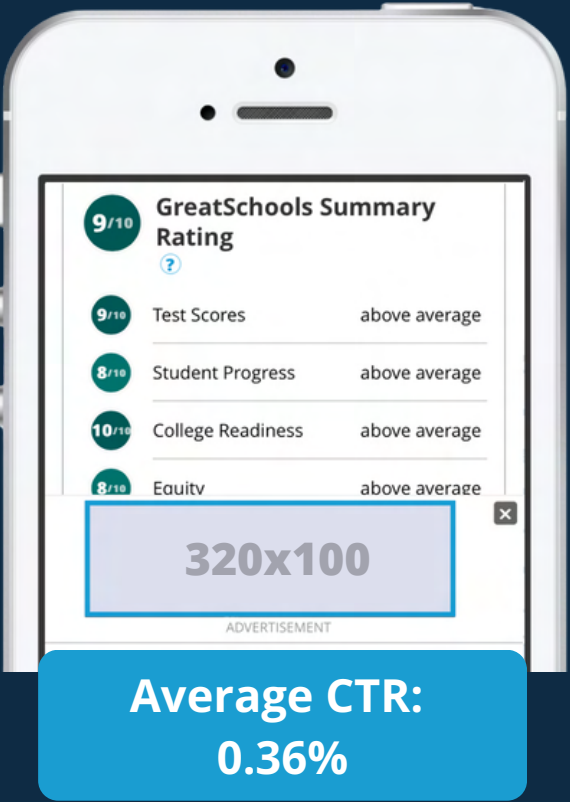
High Traffic Ads (Search) + Sponsored Search Listing



Full Page Overlay (Search + Profiles)



Sticky Overlay (Search + Profiles)



Lead Capture Form

Contact This School

Interested in **Center Academy**?
Request more information:

Name

Email*

TIMELINE & PROCESS

1. **Receive a quote by email**
2. **Review and sign the official proposal**
3. **Receive an onboarding email with next steps:**
 - Pay your deposit
 - Prepare your ad assets
 - Choose your click-through URL
4. **Submit ad creatives and campaign details via our [onboarding form](#) at least one week prior to your campaign start date.**
5. **Sit back — we'll take it from here!**
 - Once your campaign is live, you'll receive monthly reports and invoices based on impressions delivered.



AD PLACEMENTS & SPECS

Please review our [advertising guidelines](#).

Ad placements	Dimensions	Max File Size	Flash/Looping Animations	File Types
Ads on School Profiles: Place your brand on the most visited pages — where families dive deep into school research. High-traffic and perfect for boosting visibility and awareness.	728x90, 300x250, 320x100, 320x50	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
	300x600	60K		
	970x250	100K		
Ads on Search Result Pages: Show up at the start of the school search journey. These high-traffic placements help you stand out from the competition.	728x90, 300x250, 320x100, 320x50, 160x600	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
Sponsored Search Listing: Appear near the top of relevant search results and get ahead of the competition. Perfect for private schools looking to stand out in search results.	3-line text ad	N/A	N/A	N/A
Full Page Overlay: Deliver an impactful full-screen ad across desktop and mobile. Full-page overlays are our top-performing ad format, delivering exceptional engagement and consistently higher click-through rates.	300x250	40K	10 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
	640x480	100K		
Sticky Overlay: This high-performing sticky overlay ad keeps your school front and center as families browse. Enjoy steady, persistent visibility and strong click-throughs.	320x100, 728x90	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd party tags, HTML5

READY TO MAKE YOUR SCHOOL STAND OUT?

Partner with us today to elevate your school's
visibility and reach the right families — faster.

[Get started here!](#)

Great!
SCHOOLS.org