



GreatSchools.org **ADVERTISING**

MEDIA KIT

Advertise on GreatSchools.org™

Reach families when they need you most.
Connect your business with millions of
families actively searching for schools and
educational resources.

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02 Advertising solutions

Ad package overview

- Bronze package
- Silver package
- Gold package

Timeline & process

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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





50%

GreatSchools.org reaches


**NEARLY HALF
OF ALL PARENTS**

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



39M

**USERS VISIT
GREATSCHOOLS
ANNUALLY**



1.46%

Full Page Overlays:

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

10x the industry average.



85%

of GreatSchools.org users

**WERE LIKELY OR
VERY LIKELY TO
BE INFLUENCED
BY CONTENT**

ADVERTISING BENEFITS

Unrivaled reach and influence

Gain access to millions of engaged parents with targeted ad placements on the nation's leading school search platform.

Ads that work

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

Reach beyond our platform

Benefit from increased exposure through top real estate platforms like [Zillow](#) and [Redfin](#), which feature GreatSchools data.

Affordable and flexible

Choose from our bundled ad packages — with Bronze, Silver, and Gold tiers to match your budget..



Gain visibility from traffic driven by leading real estate platforms featuring GreatSchools!

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 and services like yours.



AVAILABLE AD PACKAGES

Choose from our **Bundled Ad Packages** — with Bronze, Silver, and Gold tiers.

Bronze

Affordable and effective:

Perfect for schools and local businesses looking to connect with families in their area.

Placements:

School Profile Pages
Search Result Pages

Targeting:

Geolocation (City, State, Zip)
Grade-Levels

Price:

\$

Term lengths:

6 months or 1-year
Multi-year (15% discount)

Silver

Expanded visibility:

Greater exposure with premium placements designed for growing brands.

Placements:

School Profile Pages
Search Result Pages
Sponsored Search Listing
Mobile Sticky Overlay

Targeting:

Geolocation (City, State, Zip)
Grade-Levels

Price:

\$\$

Term lengths:

6 months or 1-year
Multi-year (15% discount)

Gold

Maximum impact:

High-engagement advertising with premium placements, including email integration.

Placements:

School Profile Pages
Search Result Pages
Sponsored Search Listing
Sticky Overlay
Full Page Overlay
Content Pages
Email Integrations
School Account Pages (*not available for schools*)

Targeting:

Geolocation (City, State, Zip)
Page Targeting
IP Targeting
Grade-Levels
School Type
Language
Content Topic

Price/Term lengths:

\$\$\$ - 6 months or 1-year
Multi-year (15% discount)

Please note: Our advertising packages start at \$2,500 for 6 months and \$5,000 for 12 months.

BRONZE PACKAGE

Who is this solution for?

Ideal for private or charter schools and local businesses looking for a cost-effective way to reach families in their area.

Bronze

Affordable and effective:

Perfect for schools and local businesses looking to connect with families in their area.

Placements:

School Profile Pages
Search Result Pages

Targeting:

Geolocation
Grade-Levels

Pricing:

\$

Term lengths:

6 months or 1-year
Multi-year (15% discount)

The **Bronze Package** includes the following placements:

School Profile Pages

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**

9/10 GreatSchools Summary Rating

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](#).

Sources

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

Search Result Pages

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

Advertisement

160 X 600

Advertisement

SILVER PACKAGE

Who is this solution for?

Perfect for growing brands, tutoring services, and educational businesses looking for broader visibility and enhanced ad placements to connect with families.

Silver

Expanded visibility:

Greater exposure with premium placements designed for growing brands.

Placements:

School Profile Pages
Search Result Pages
Sponsored Search Listing
Sticky Overlay

Targeting:

Geolocation
Grade-Levels

Pricing:

\$\$

Term lengths:

6 months or 1-year
Multi-year (15% discount)

The **Silver Package** includes the following placements:

School Profile Pages

This screenshot shows the profile page for Havens Elementary School. Ad placements are indicated by blue boxes with dimensions: a 728x90 banner at the top, a 160x600 vertical sidebar ad on the right, a 300x600 and 300x250 ad block in the middle right, and a 970x250 high impact module at the bottom.

Search Result Pages & Sponsored Search Listing

This screenshot shows search results for elementary schools near Oakland, CA. Ad placements are indicated by blue boxes with dimensions: a 300x250 ad at the bottom left, a 160x600 vertical sidebar ad on the right, and a sponsored listing box at the bottom right containing the text: "SPONSORED LISTING YOUR SCHOOL'S NAME School description Call-to action! SPONSORED LISTING".

Sticky Overlay

This screenshot shows a mobile app interface with a sticky overlay for a GreatSchools Summary Rating. The overlay displays a 9/10 rating and a table of metrics: Test Scores (above average), Student Progress (above average), College Readiness (above average), and Equity (above average). A 320x100 ad is placed at the bottom of the overlay.

Average CTR:
0.36%

GOLD PACKAGE

Who is this solution for?

Designed for charter and private school networks, large tutoring companies, and regional brands that want high-impact placements and premium exposure, including email integrations.

Gold

Maximum impact:

High-engagement advertising with premium placements, including email integration.

Placements:

School Profile Pages
Search Result Pages
Sponsored Search Listing
Sticky Overlay
Full Page Overlay
Email Integrations
School Accounts Pages
(not available for schools)

Targeting:

Geolocation
Grade-Levels

Pricing:

\$\$\$

Term lengths:

6 months or 1-year
Multi-year (15% discount)

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.



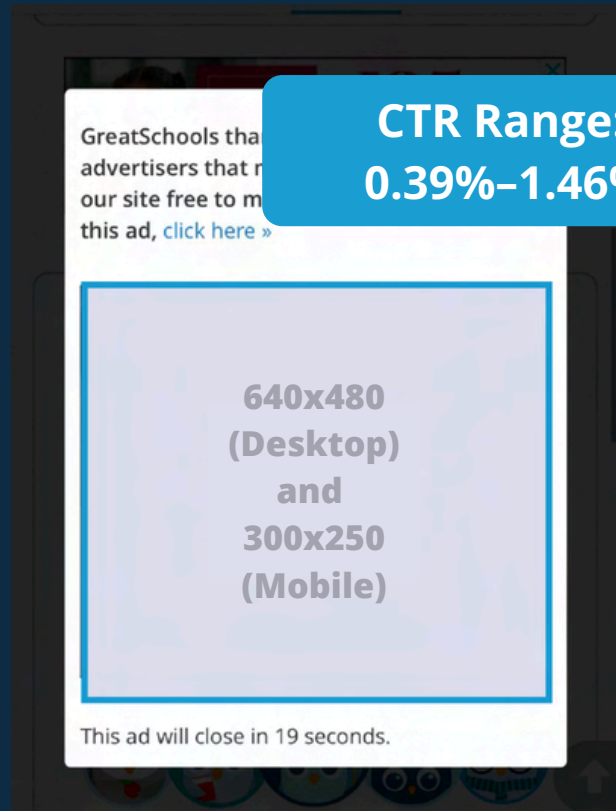
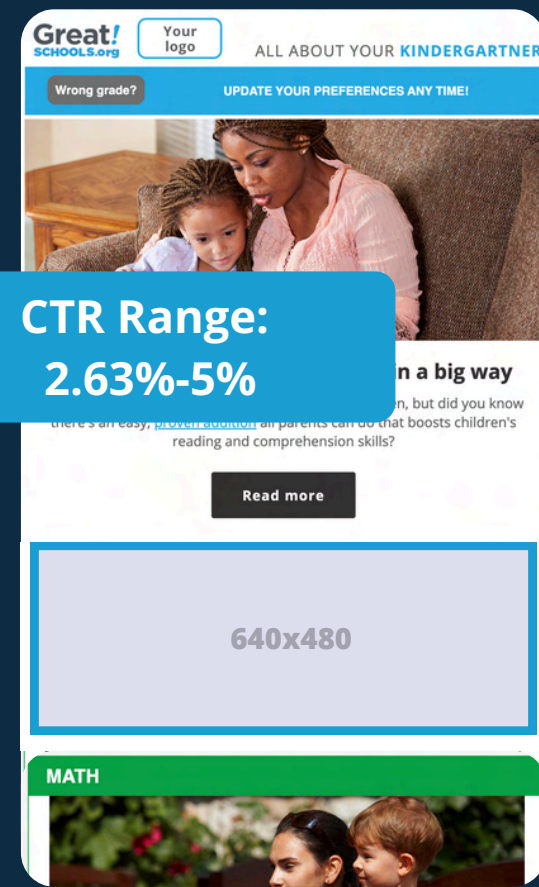
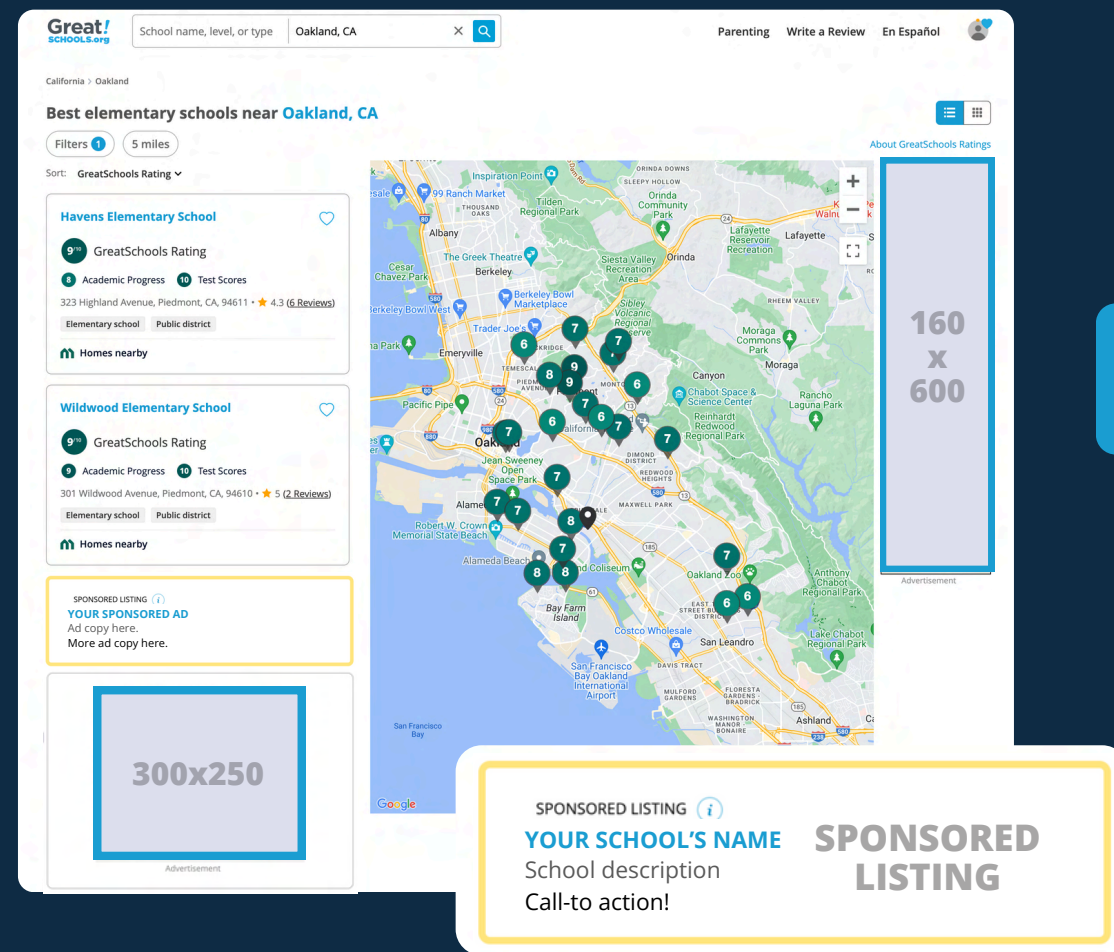
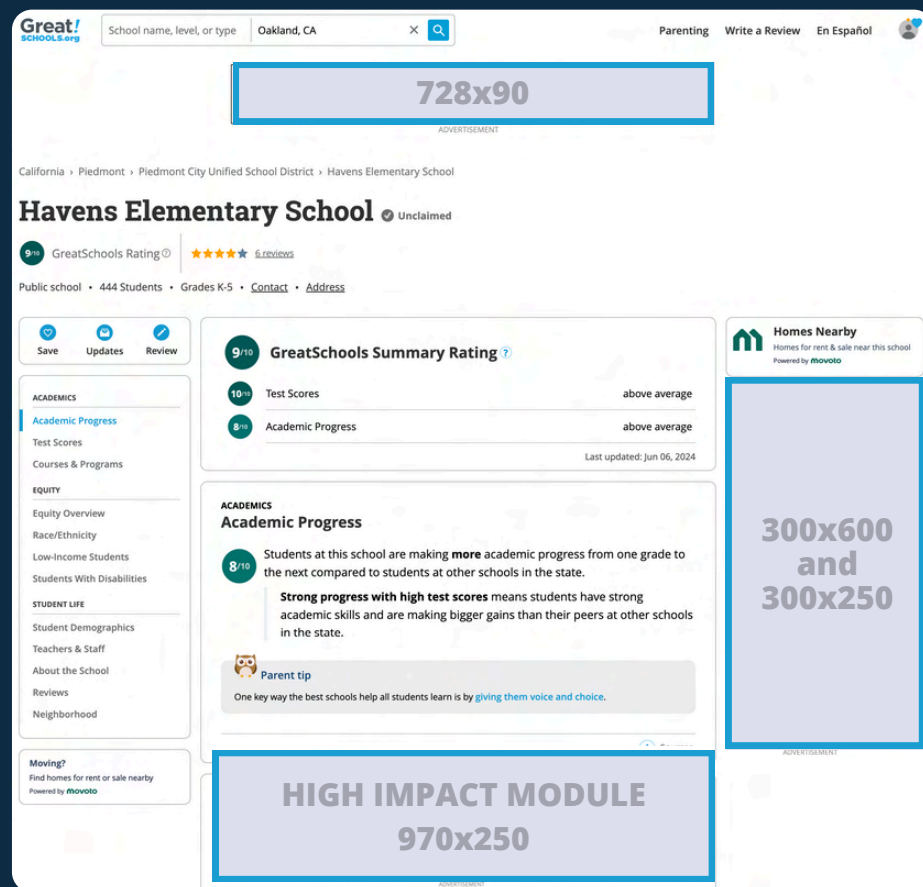
The **Gold Package** includes the following placements:

Full Page Overlay
on Desktop & Mobile

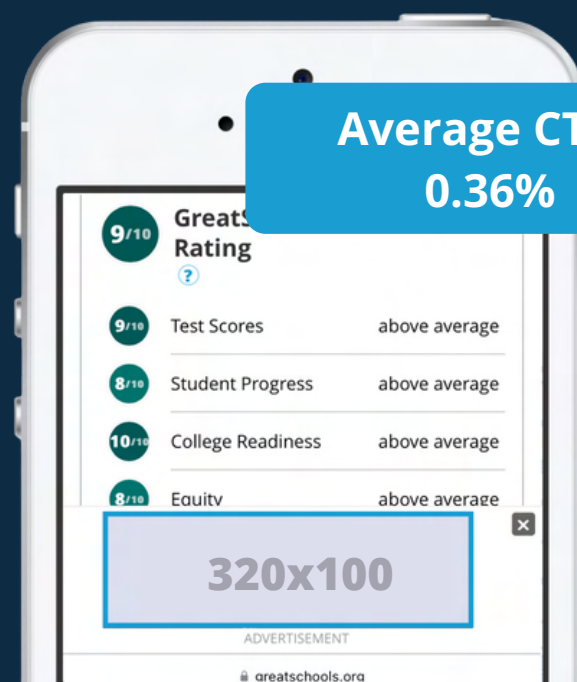
School Profile Pages

Search Result Pages &
Sponsored Search Listing

Email Integration



Sticky Overlay



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.	160x600, 300x250, 320x100	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 Overlays: 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
Email Newsletter: Reach over 800,000 opt-in subscribers through our high-performing email newsletter. With national and state-level targeting, it's a powerful way to drive awareness and action.	640x480	100K	N/A	GIF, JPG
School Account Pages: Advertise on pages visited by school leaders actively managing their profiles. A unique opportunity to reach an influential audience. <i>*not available to schools</i>	728x90	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd party tags, HTML5
	300x600	60K		

DEMOGRAPHICS

Ethnicity:

White/Caucasian - 42%
Hispanic/Latino - 18%
African American - 13%
Other - 11%
Asian Indian - 6%
East Asian - 5%
American Indian - 2%
Middle Eastern - 1.5%
Native Hawaiian - 1.5%

Role:

Parent/Guardian - 66%
Student - 11%
Other - 9%
School Leader - 7%
Educator - 7%

Grade-levels:

Elementary School - 53%
Middle School - 25%
High School - 13%
Preschool - 9%

TARGETING

Location:

IP targeting
Page targeting

Language:

English or Spanish

Grade band:

Preschool
Elementary school
Middle school
High school

Content topic:

College and career
ELA
Back-to-school
STEM
and more!



READY TO GROW YOUR BUSINESS?

Partner with GreatSchools.org™ to connect
with families when it matters most.

[Get started here!](#)

