



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)
- ✓ Grade-level(s)

Bonus feature:

- ✓ Ad performance reporting

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.

Ad placements:

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

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.

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:

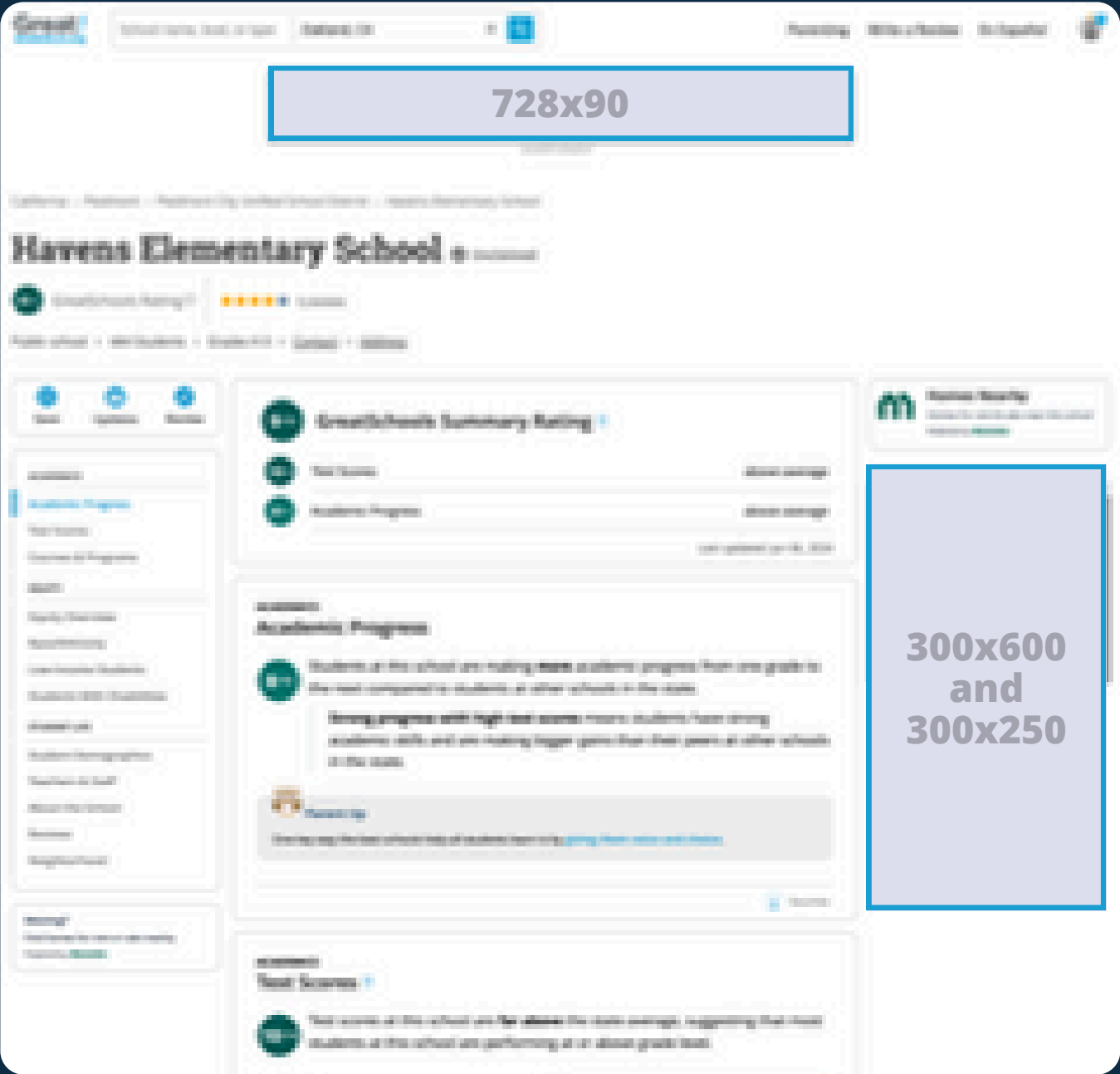
- ✓ Geolocation (City, State, Zip)
- ✓ Grade-level(s)

Bonus feature:

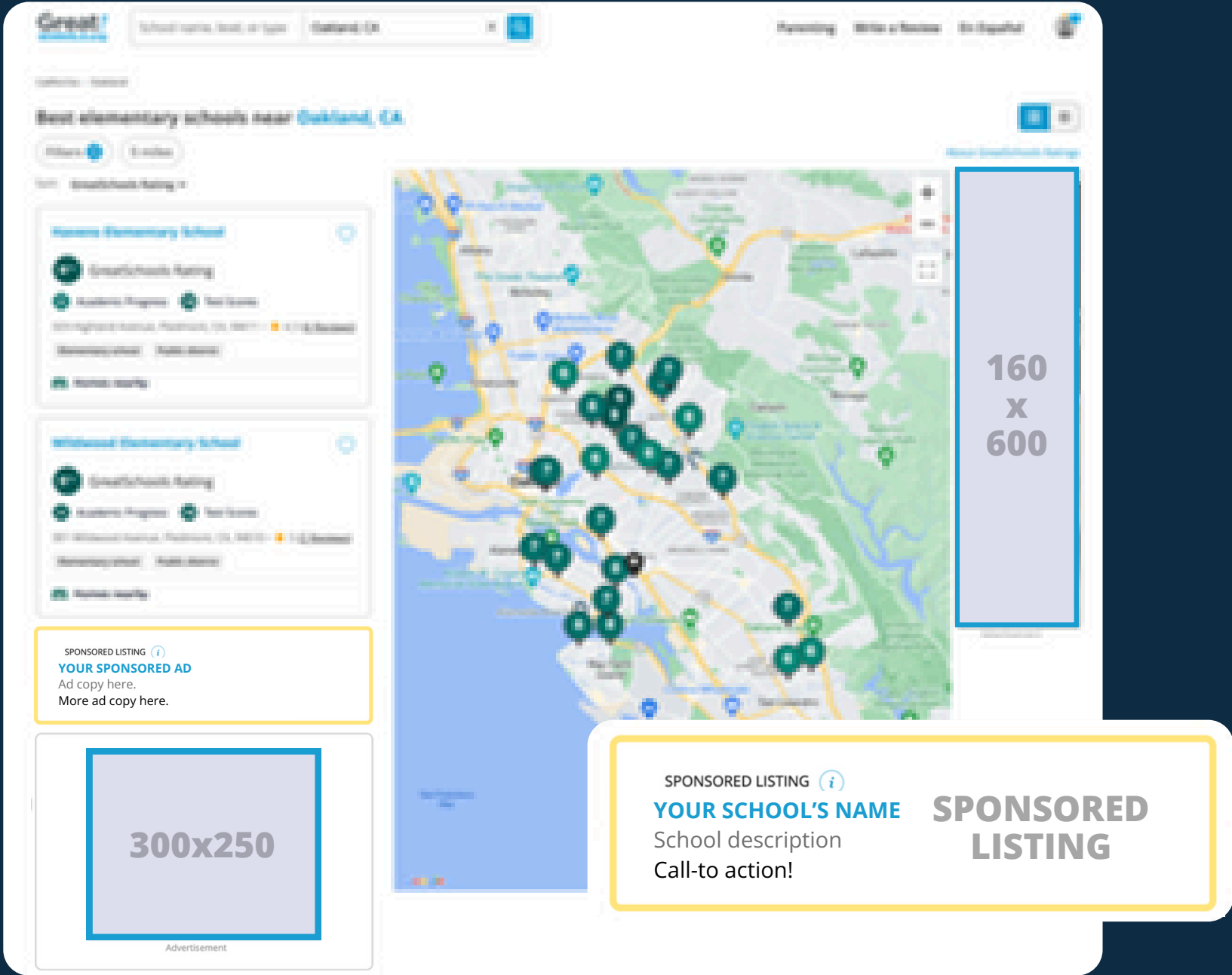
- ✓ Ad performance reporting

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

High Traffic Ads (Profiles)



High Traffic Ads (Search) + Sponsored Search Listing



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.

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:

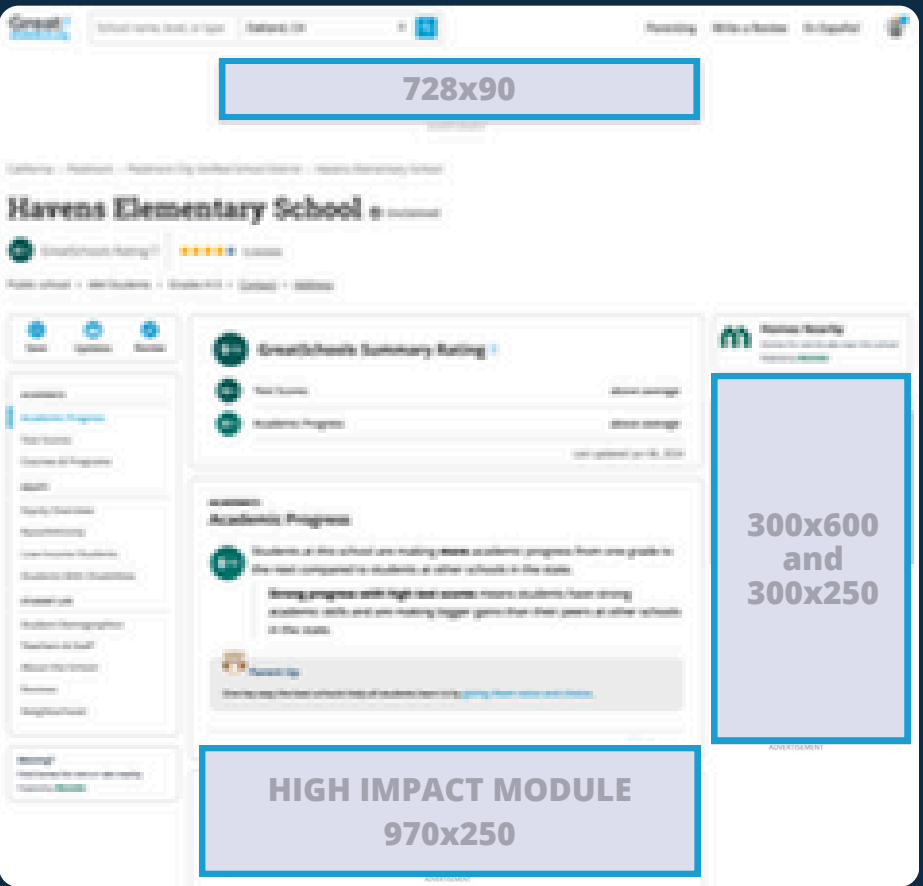
- ✓ Geolocation (City, State, Zip)
- ✓ Grade-level(s)

Bonus feature:

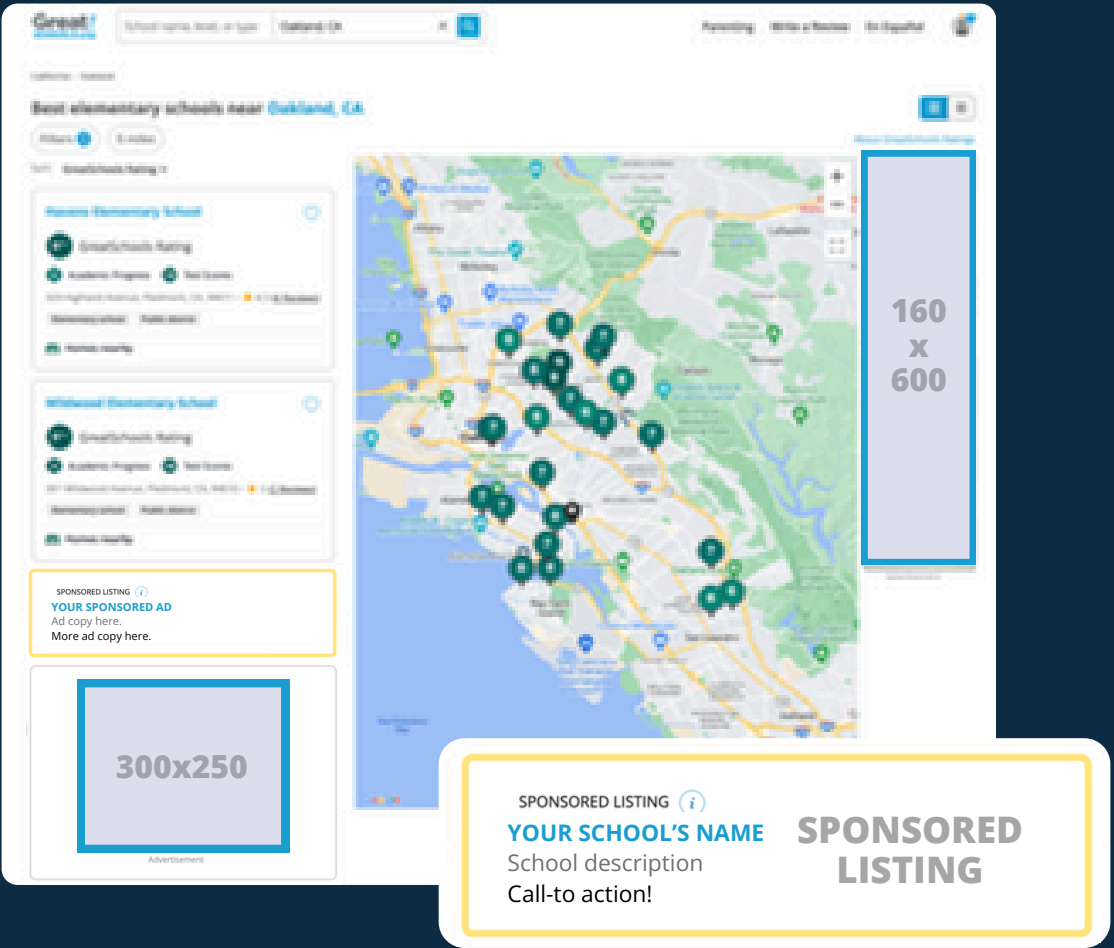
- ✓ Ad performance reporting

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

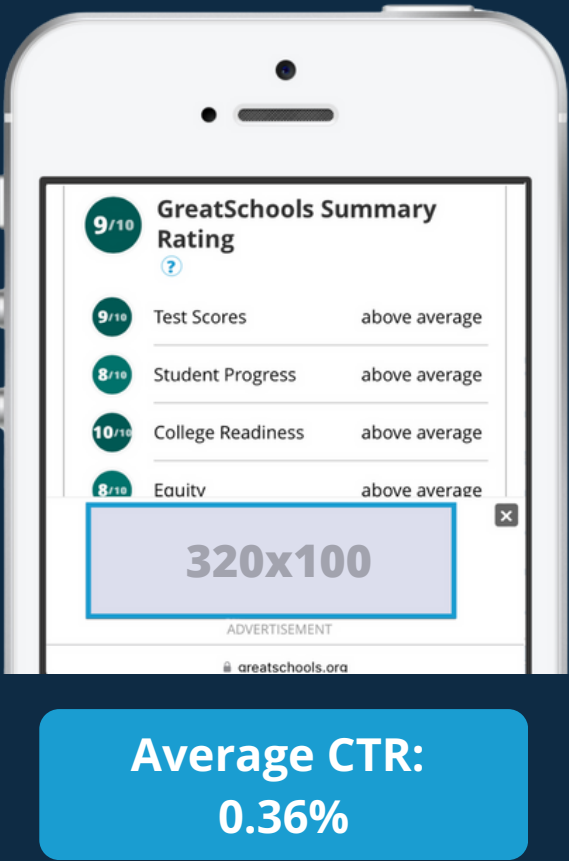
High Traffic Ads + High Impact Module (Profiles)



High Traffic Ads (Search) + Sponsored Search Listing



Sticky Overlay (Search + Profiles)



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.

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.

Ad placements:

- ✓ High Traffic Ads (Search + Profiles)
- ✓ High Impact Module (Profiles)
- ✓ Sponsored Search Listing (Search)
- ✓ Sticky Overlay (Search + Profiles)
- ✓ Full Page Overlay (Search + Profiles)
- ✓ Content Pages
- ✓ Lead Capture Form

Targeting:

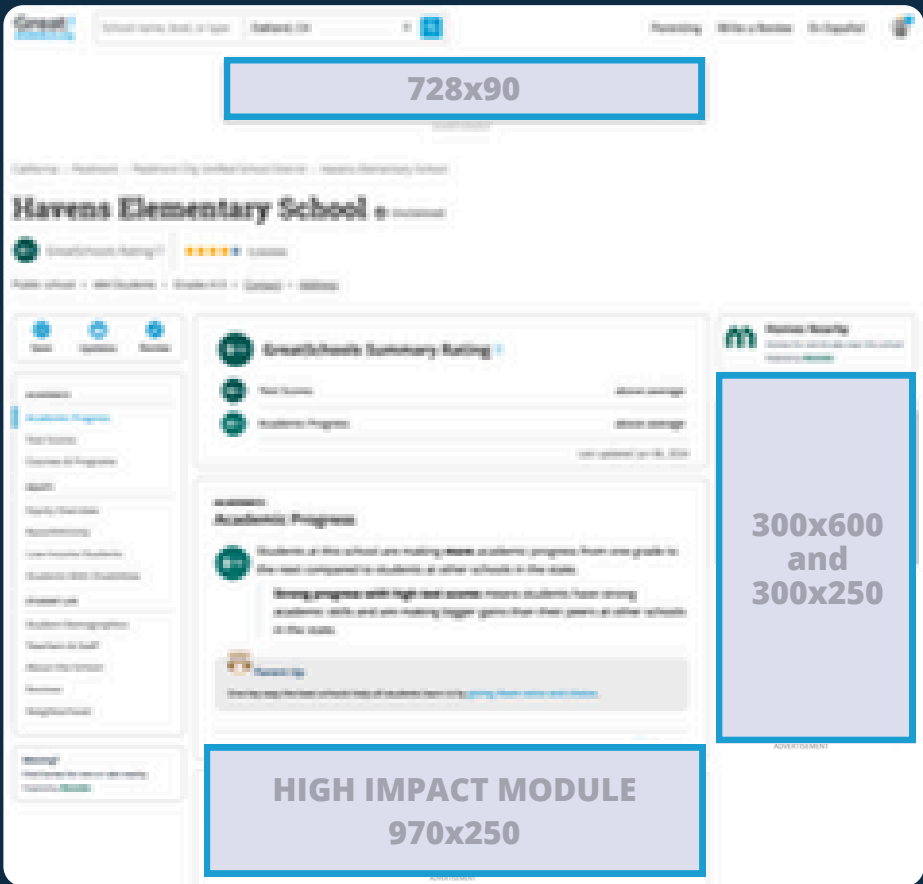
- ✓ Geolocation (City, State, Zip)
- ✓ Grade-level(s)

Bonus feature:

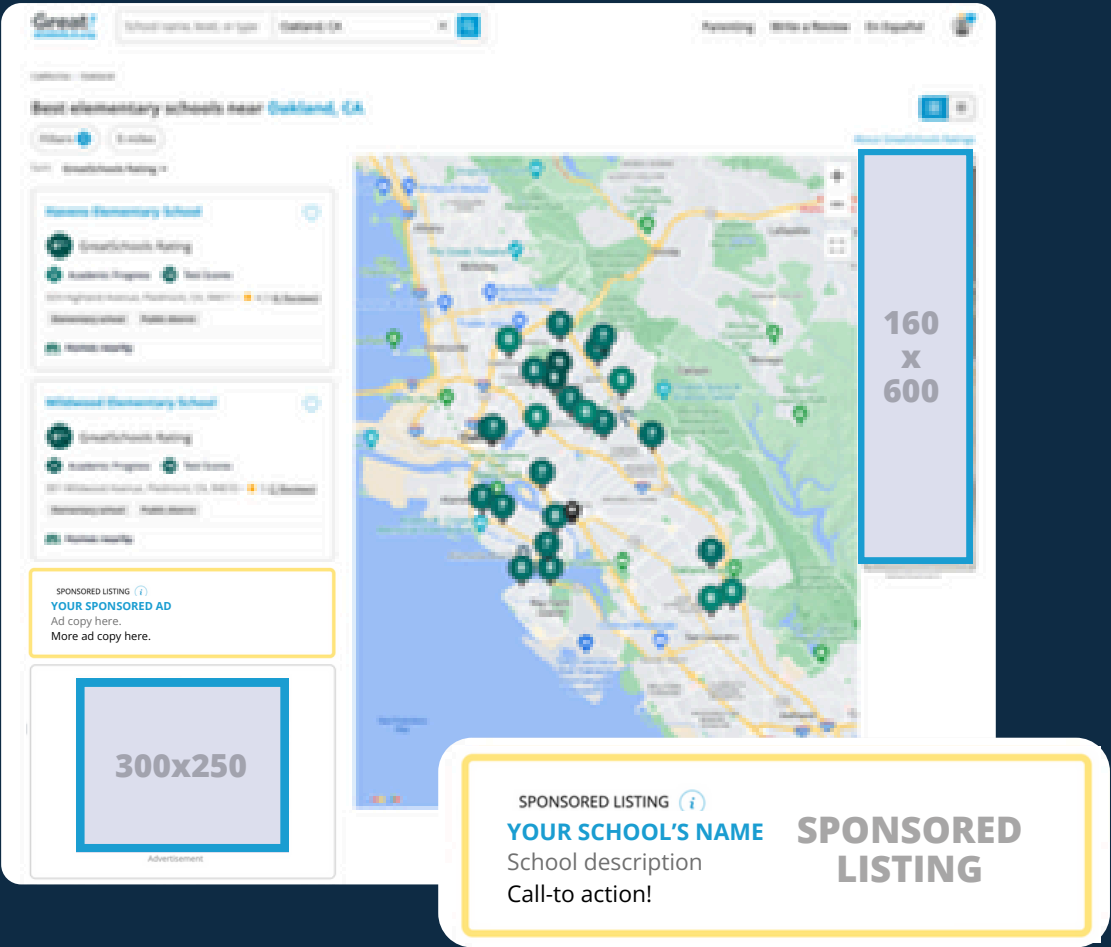
- ✓ Ad performance reporting

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

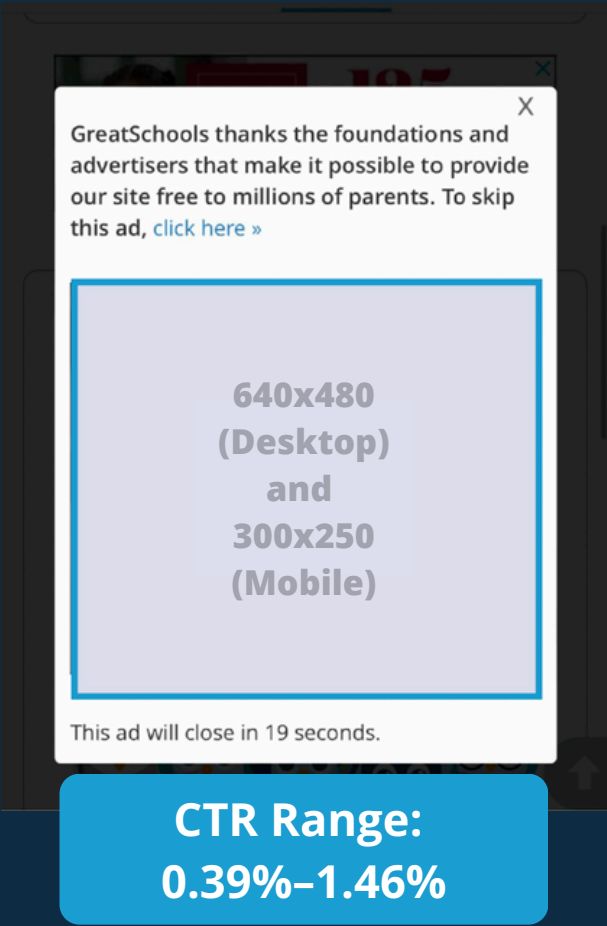
High Traffic Ads + High Impact Module (Profiles)



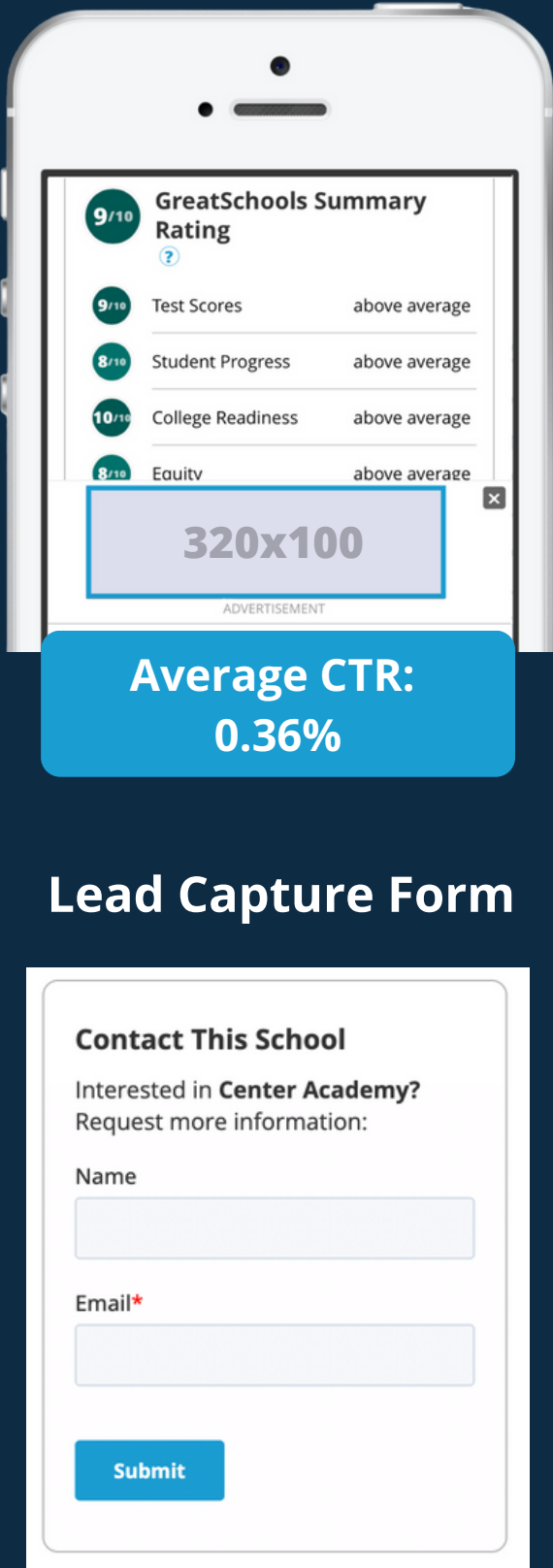
High Traffic Ads (Search) + Sponsored Search Listing



Full Page Overlay (Search + Profiles)



Sticky Overlay (Search + Profiles)



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