



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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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



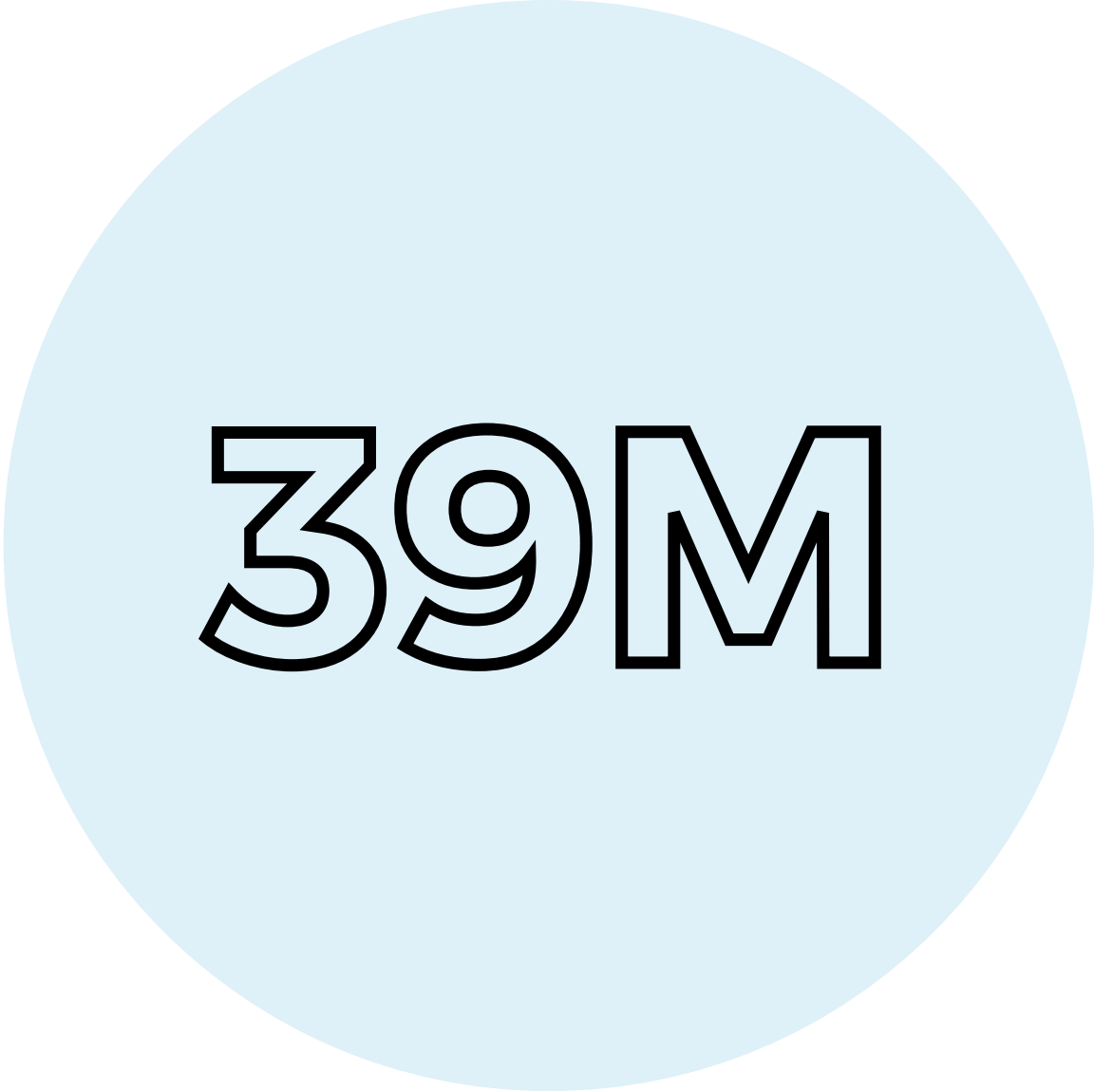


50%

GreatSchools.org reaches

**NEARLY HALF
OF ALL PARENTS**

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



39M

**USERS VISIT
GREATSCHOOLS
ANNUALLY**

SOURCE: 2024 GOOGLE ANALYTICS



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.



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.



ADVERTISING PACKAGE

What's included?

Ad types:

High traffic ads
Sponsored search listing
Sticky footer overlay
Full page overlay

Placements:

Search results
GreatSchools profiles
Content pages

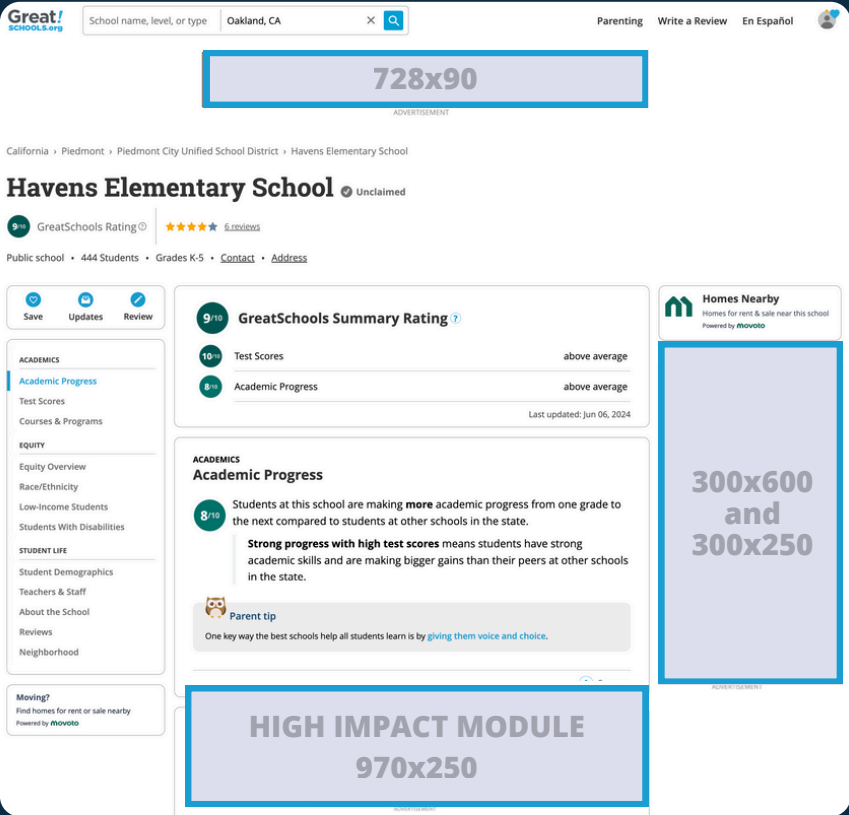
Targeting:

Geolocation

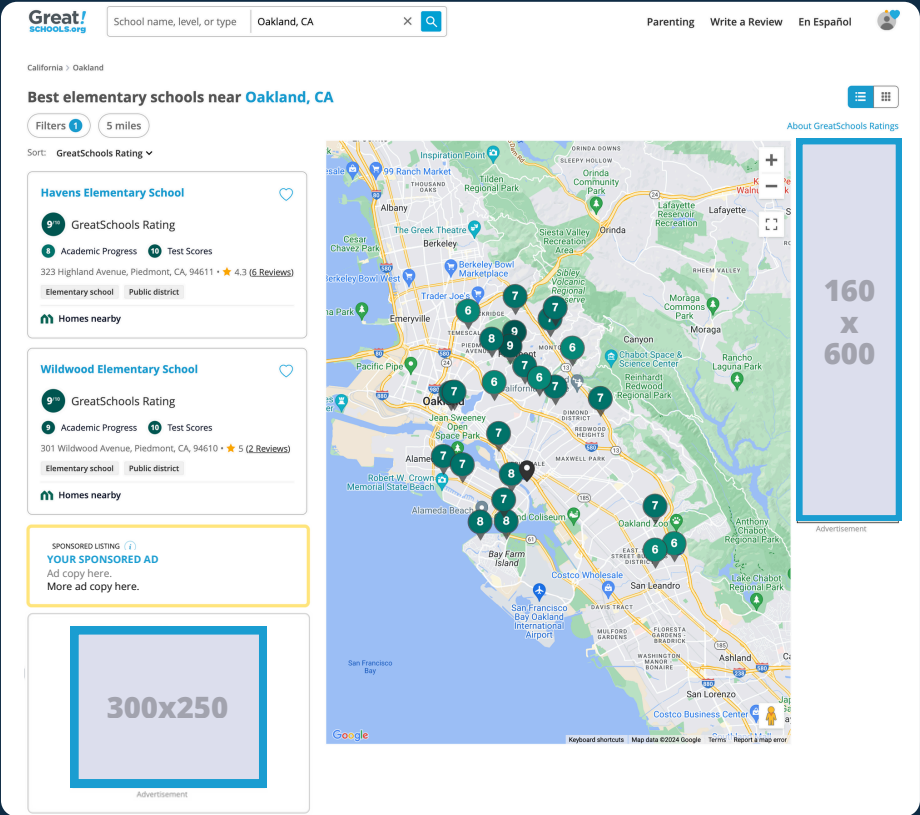
[Media kit](#)

AD PLACEMENT EXAMPLES:

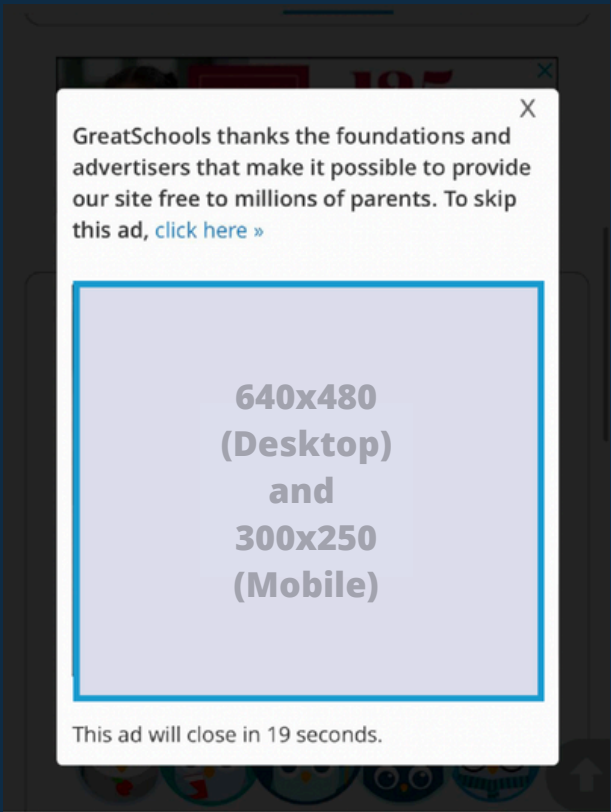
School Profile Pages



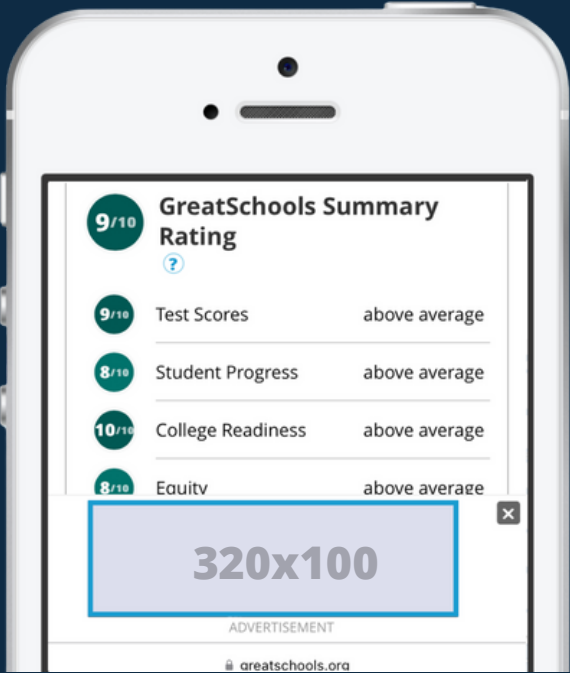
Search Result Pages



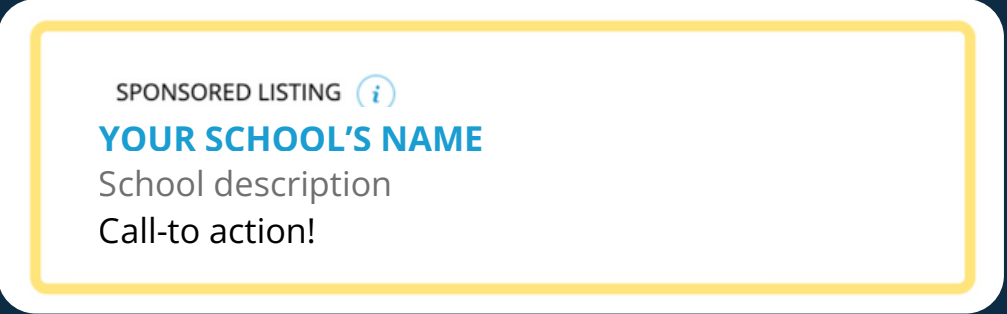
Full Page Overlay



Sticky Footer Overlay



Sponsored Search Listing



CTR Range:
0.39%–1.46%

Average CTR:
0.36%

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
High Traffic 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		
High Traffic 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 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 Footer 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

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%

ADVANCED TARGETING OPTIONS

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!](#)

